



## **Boston Market to open locations in Parkchester, The Crossings at Southern and Bruckner Plaza**

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Bronx, NY Boston Market, the rotisserie cooking and contemporary home style meal experts, launched expansion plans in the greater New York City area with the opening of new restaurants this year. New locations are now open in Parkchester and at The Crossings at Southern in the Bronx, with an additional property scheduled to open at Bruckner Plaza in the fourth quarter.

These openings come as part of the company's 2017 expansion plan, and includes opening 14 new locations both domestically and internationally, three of which are in the New York metropolitan market. Boston Market opened its new Parkchester location in late July, as well as other New York City locations in May at The Crossings at Southern and also in December 2016 at Broadway Plaza.

"We are very proud to expand our footprint in the exciting and diverse New York City market," said Boston Market CEO, George Michel.

also known as "The Big Chicken."

"Boston Market opened its first New York City restaurant in 1991, and the demand across the five boroughs remains strong today as we will open at least three new restaurants in New York City just this year alone. This growth is a testament to the appeal of our brand in New York City, which has consistently been our top market. We look forward to our continued expansion to meet the demand we're experiencing and bring New Yorkers quality, home style meals at a convenient value."

Boston Market will be opening these new locations with the company's redesigned décor package and restaurant layout, which maximizes 1,700-2,500 s/f of space and features that include:

- Upgraded serving stations and carving stations;
- Rotisserie ovens on display;
- More-efficient serving lines (allowing guests to receive their meals faster); and
- Warm and inviting artwork and modern décor.

Speaking to the new Boston Market location at Parkchester that recently opened, Ken Marshall, head of retail at Olshan Properties, operators of Parkchester retail property, said, "At Olshan

Properties, we pride ourselves in constantly upgrading our tenant mix to best serve the needs of our residents and compliment other retailers and restaurants located at our properties. With the arrival of Boston Market at Parkchester, we are confident this vibrant community of over 42,000 will be enthusiastic patrons of this most popular national dining establishment.”

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