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For Immediate Release

## Big Boy Restaurants International LLC Introduces NEW! Stuffed Ciabatta Bread Sandwiches to Its Menu

Warren, Mich. — (April 29, 2004) — *Obbb Ciabatta!* **Big Boy Restaurants International LLC** has created something **fresh** and **new** to stuff between delicious lightly grilled folded Italian bread. Starting **May 3**, *NEW! Stuffed Ciabatta Bread Sandwiches* will be available at all Big Boy Restaurants in Michigan, Cleveland and Akron, Ohio. Each of the four *NEW! Stuffed Ciabatta Bread Sandwiches* is full of perfectly seasoned and grilled turkey, chicken or roast beef and features new specially created flavored mayonnaises to complement each sandwich's unique taste. **The *NEW! Stuffed Ciabatta Bread Sandwiches* and the distinctive new dressings are Big Boy original creations made exclusively by Big Boy Restaurants.**

All sandwiches are made with plenty of fresh ingredients stuffed inside lightly grilled Italian Ciabatta bread, named for its slipper shape, that is crispy outside and very soft inside.

The *NEW! Stuffed Ciabatta Bread Sandwiches* come in four delicious varieties:

- **Turkey & Swiss** — Grilled turkey breast topped with melted Swiss cheese and red onion, then stuffed in our fresh and delicious new Ciabatta bread with crispy green leaf lettuce and tomato and served with Southwest Chipolte mayonnaise on the side — only **\$5.99\***.
- **Chicken Club** — A grilled chicken breast topped with melted mozzarella cheese and crisp bacon served in our tasty new Ciabatta bread with green leaf lettuce and tomato served with mayonnaise on the side — only **\$6.99\***.
- **Chicken Santa Fe** — A fajita-seasoned grilled chicken breast topped with cheddar cheese, green peppers and onions served in our tasty new Ciabatta bread with green leaf lettuce and tomato served with Big Boy Salsa Ranch dressing on the side — for only **\$6.99\***.
- **Mile High Roast Beef** — Lightly grilled and tender roast beef with melted mozzarella cheese, red onion, green leaf lettuce and tomato served with Zipped-Up Horseradish mayonnaise on the side — only **\$6.49\***.

\*French fries and salad or cole slaw can be added for only \$2.40.

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Big Boy Restaurants NEW! Stuffed Ciabatta Bread Sandwiches  
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“Big Boy Restaurants are continually committed to creating and offering new delicious and unique menu items to our customers,” said Tony Michaels, CEO of Big Boy Restaurants International LLC. “Italian Ciabatta bread is becoming very popular in the United States and our research and development division recognized this trend and seized this opportunity to come up with what we know is an appetizing variety of sandwiches that will satisfy everyone’s taste buds.”

Headquartered in Warren, Michigan, Big Boy Restaurants International LLC is the exclusive worldwide franchiser of more than 455 Big Boy Restaurants in the United States and Japan. Visit us at [www.bigboy.com](http://www.bigboy.com).

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