



FOR IMMEDIATE RELEASE

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New Menu Items Offer Fresh Take on Diner Classics

(Whately, MA) – Warning: Your stomach may growl after reading this. The Whately Diner will unveil new menu items this week, including two breakfast dishes that incorporate the Diner’s homemade corned beef and hash, ‘Eggs Whately’ and the ‘House Special’. New items also include a ‘Bacon Cheeseburger Omelet’ and ‘Irish Nachos’, made with spicy waffle fries with chili, lettuce, tomatoes, onions, jalapeños, cheddar cheese and sour cream.

Customers will still find best sellers, like the ‘Heavy Hauler’, homemade meatloaf and spaghetti, nestled in between new takes on house specialties, like the ‘Grilled Cheeseburger’, a bacon burger sandwiched between two grilled cheese sandwiches.

Beer and wine are also on the menu at the Diner, owned by Springfield-based F.L. Roberts & Company, and located at 372 State Rd. (Routes 5 & 10), Exit 24 off I-91. Members of the company’s loyalty discount program, RewardsPLUS, can also earn 10 points per \$1 spent at the Whately Diner.

The Whately Diner is a classic “Princess” style diner built in 1960 by the Kullman Company of New Jersey. It was originally located in Chicopee, MA where it was known as the Princess Diner. In the early 70s, it was purchased by the F.L. Roberts Company and moved to the current location. In its current location, it was formerly known as the “Maverick.”

The diner was listed as one of the top ten diners in the United States in the September 1998 issue of USA Today, appeared in Yankee Magazine and was included on “Best of Diners,” a Food Channel special.

A scene from the motion picture “In Dreams” starring Annette Benning and Robert Downey, Jr. was filmed at the diner. Some celebrities who have passed through the doors of the Diner include: Jason Robard & family, Ernest Borgnine, Christopher Reeve, Dr. Ruth, Michael Douglas, Matt Dillon, Susan Lucci, Tom Bevacqua, Sy Becker, Chris Farley, BB King, Vanilla Ice and the Beastie Boys.

F.L. Roberts & Co. is a 4th generation family-owned business founded in 1920 by Frank L. Roberts as an automotive parts and tire business in the south end of Springfield. Today, F.L. Roberts is the largest independent petroleum marketer in Western Massachusetts. Their network of automotive service companies includes 28 convenience stores, 19 car washes, 9 Jiffy Lubes, 2 truck refueling centers and the Whately Diner.

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