



STEPS

to Genuine Broaster® Success

How you can qualify for the world famous Genuine Broaster® recipes, licensing rights and marketing support of an industry leader.



Your License to Make Money

7 EASY STEPS TO GENUINE BROASTER® SUCCESS



1. With this brochure in hand, you've just completed the first step. Perhaps it was the world famous taste of Broaster Chicken® that created your interest in a Broaster® business opportunity. Or perhaps you are currently a foodservice operator seeking new, proven ways to expand your menu and build customer sales. Now continue reading to learn more about the Broaster® program and how to qualify as a licensed Broaster® operator.

2. If you have not met the authorized Broaster® territory representative in your area, it is time you did. This professional is a knowledgeable representative who can help answer important questions regarding the Broaster® opportunity. If you need to identify your Broaster® territory representative to arrange a meeting, please call toll-free 1-800-365-TASTE. You will be contacted immediately. You may also want to explore our web site at www.broaster.com.

3. Now it's time for you to experience firsthand how and why this unique program works. Your authorized territory representative will demonstrate the procedures and preparation for making Genuine Broaster Chicken®. You'll learn the secrets behind the Broaster® pressure fryer and how this extraordinary equipment works. You'll taste the results and sample other Genuine Broaster® foods. This experience will reinforce your conviction that Broaster® foods have a taste all their own, and further establish why Broaster® operators have a worldwide following of devoted consumers.

4. At this juncture, with the knowledge and assistance of your Broaster® representative, you will evaluate your equipment needs, discuss store layouts and the type of operation you desire. You will explore Broaster® menu ideas and investigate financing options for Broaster® pressure fryers and other important equipment.

5. Now that you have evaluated the opportunities presented by The Broaster Company, it's time to purchase the equipment you need and begin to implement all the various aspects of the Broaster® program that will work best for you. You will decide what menu items and merchandising elements you will need, and establish what supplies and Broaster® accessories are necessary. You will receive assistance developing a complete Broaster® program to coincide with your business plan.

6. With Broaster® equipment in place, your Broaster® representative will train you and your employees how to operate the equipment safely and properly. Your kitchen help will learn the procedures, ingredients and recipes for preparing Genuine Broaster Chicken® and other products. Upon completion of training, you will receive the licensing rights to use the Broaster® brand name and promote your establishment as an authorized Broaster® operator. Your representative can assist you in the purchase of indoor and outdoor signs, menu boards, packaging, promotional materials and other items that reinforce your Broaster® brand presence.

7. The final step is letting the world know you now serve world famous Broaster® foods. To help you market your Broaster® business in your local community, The Broaster Company can supply your operation with professionally designed advertising materials and marketing ideas for your customization. And, now that you are a member of the national Broaster® network, you will be receiving new product ideas, consumer promotions and timely newsletters that will keep you abreast of industry trends and provide exciting success stories of your fellow operators that you can incorporate into your marketing plans.

Welcome aboard!

WHAT IS GENUINE BROASTER CHICKEN®?

Broaster® is a brand... our brand! We created it, we built it and we only share it with our network of nationwide Broaster® operators who hold a current operating license. The Broaster® brand and cooking method was developed in 1954. It represents Broaster® foods, which are prepared the Genuine Broaster® way... using Broaster® preparation methods and ingredients, and cooking in a Broaster® pressure fryer. Although we are best known for Genuine Broaster Chicken® and Broaster® Potatoes, there is a complete menu of Broaster® foods now popular worldwide.

IT'S A TEAM EFFORT THAT CREATES BROASTER® SUCCESS

Our Part

Products

We provide you with all our proven, time-tested recipes and the quality ingredients for producing a full line of delicious Broaster® foods. You may also be interested in our line of frozen, ready-to-cook Broaster® Recipe products.

Training

Your Broaster® representative will educate you and your employees on the proper use of Broaster® equipment and the careful preparation and recipes that produce Genuine Broaster® foods. We also have training manuals and educational videos for support and reference.

Marketing

So you can concentrate on what you do best - cooking and serving Genuine Broaster® foods - we offer ready-made marketing materials for in-store promotion and for advertising in local newspapers, on radio and TV. We also have a variety of colorful posters, table tents and materials for in-store promotion.

License

We provide you with a licensing agreement and certificate to display proudly. It separates your operation from the local competition. It entitles you to use the official Broaster® logo and promote the Broaster® brand in your marketplace. It qualifies you for additional exposure through our company web site and to receive Broaster® network communications.



Your Part

Products

You promise to adhere to our unwavering commitment to quality, using only Broaster® blends of ingredients that produce Genuine Broaster® foods and the one-of-a-kind Broaster® taste that consumers seek out and love.

Training

Make sure your employees are knowledgeable and trained to operate all Broaster® equipment safely and properly before serving the public. They should understand to only use our proprietary blends of coatings, marinades and condiments, and always follow equipment cleaning and maintenance procedures. This insures the consistent, high-quality taste of all Broaster® foods, and extends the operating life of your equipment.

Marketing

Use these materials! The more you promote your Broaster® menu, the more customers you will attract. Use our indoor and outdoor signs. Request our color photography and artwork to design your menus. Use the official Broaster® logo properly in all your marketing efforts.

License

Make sure you read and understand your licensing agreement so you can benefit from its authority. Display your certificate where the public can see it.

The Recipes

We supply all our Genuine Broaster® operators with our proprietary special blends of seasonings, marinades and coatings - the ingredients that give Broaster® foods their unique taste and texture. Since there is a variety of different Broaster® foods, we have time-tested recipes and cooking methods for each.

Quality and consistency have always been key ingredients when producing Genuine Broaster Chicken® and other Broaster® products, so we never vary our recipes or substitute ingredients. You shouldn't either, because your customers can taste the difference that quality makes.

The Licensing Rights

When you prepare your chicken (and other foods) the Genuine Broaster® way and qualify to become a licensed Broaster® operator, you've earned the right to use the Broaster® trademark and advertise Broaster® foods in your market-place. Every Genuine Broaster® operator signs a current licensing agreement (at no cost) and receives annual certification each year.



The Marketing Support

The more you promote the Broaster® brand, the more the Broaster® brand will attract new customers. We will help. We offer you official Broaster® red and white signs... colorful merchandising materials... ready-made ads for your use in newspaper advertising and direct mail. We can provide radio scripts for broadcast... artwork and photography for menus... branded packaging... Broaster® apparel and other items.

You will also receive timely newsletters and promotional ideas for increasing traffic and sales. Web site marketing is also available. Ask your Broaster® representative for promotional literature so you can order the marketing materials you need.



If you're interested in being contacted by a Broaster® territory representative, please fill out the card to the right and mail to:

The Broaster Company
2855 Cranston Road
Beloit, Wisconsin
53511-3911

You can also call us at
1-800-365-TASTE,
fax us at 1-608-363-7957
or visit our web site at
www.broaster.com
to locate your Broaster® territory representative.



The Growing Line of Broaster® Foods



Today, the nationwide network of licensed Broaster® operators can offer their customers a full line of Broaster® foods. We provide the recipes, cooking instructions, along with the special coatings, seasonings and marinades needed to make it "genuine". In addition to Genuine Broaster Chicken®, below you'll find other popular Genuine Broaster® foods... proven menu ideas for building sales and profits. Ask your authorized Broaster® representative about other Genuine Broaster® menu items, and available promotional merchandising materials.

- Broaster® Potato Wedges
- Broaster® Pork Chops
- Broaster® Shrimp
- Broaster® Chicken Wings
- Broaster® Ribs
- Broaster® Mushrooms
- Broaster® Catfish
- Broaster® Fish
- Plus Much More!

We also offer a growing line of frozen, ready-to-cook foods. Ask for information on **Broaster® Recipe food products.**

Building a Reputation for the Best Chicken in Town



Tom, Trish and Scott Brennan
Scotty's Broasted Chicken and Ribs
Lake Havasu City, Arizona



Craig and Nancy Boyer
Converse Big Dipper
Converse, Indiana

“One thing about Broaster® is that it works anywhere, with any type of people. As long as there is consistency in the use of the Broaster® program and you use quality products, you'll be the best. Broaster® provides you with every single tool you need to be successful.”

“We started out as an ice cream shop and recently added Broaster Chicken®. It was the best decision we've made! Above and beyond the ice cream, it gives people a reason to come in for dinner.”



TEAM BROASTER... YOUR PARTNER IN SUCCESS

The Broaster® program is supported by qualified Broaster® territory representatives nationwide. Your representative is your complete source for training, equipment sales and service. Your representative also inventories Broaster® condiments and supplies, special food products, official packaging, and a wide variety of marketing and promotional materials.

Behind your representative is a larger team of foodservice professionals. At our corporate offices and manufacturing facility in Beloit, Wisconsin, you'll find quick answers a phone call, e-mail or fax away. We also invite you to visit our training facilities and test kitchen when it is convenient. Team Broaster is behind you.

SO... ARE YOU READY TO TAKE THE NEXT STEP

Yes, I want to increase my profits with the world famous Genuine Broaster Chicken®!

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Please see other side for more questions.

Genuine Broaster® Foods... and Beyond!

The Broaster Company is more than world famous Genuine Broaster Chicken®. Take a closer look at The Broaster Company and discover how we can help build the success of your foodservice operation.



Broaster® Recipe Frozen Foods

Add profitability and new appeal to your menu with quality, ready-to-cook frozen foods from Broaster® Recipe. Products include bone-in chicken, chicken tenders and fillets, potatoes, catfish, corn dogs... as well as cheese snacks and other delicious appetizers that are a snap to make, and ready in minutes.



The Broaster Company Pressure Fryers

The best pressure fryers are manufactured by The Broaster Company. With three sizes available, you can choose from a variety of high-efficient, high-output models (gas or electric). Broaster® pressure fryers offer long-lasting, trouble-free operation and produce the best tasting foods. Used in conjunction with Broaster® condiments and preparation techniques, you can qualify as a Genuine Broaster® operator.



Bro-Tisserie® Chicken Programs & Equipment

If you're looking for an exciting new profit center, we have the answers. Cook up to 24 chickens in our Model V24 Bro-Tisserie® Oven. Or choose our V4 Countertop model (shown) that doubles as a vertical display oven. Ask about Bro-Tisserie® seasonings, supplies and marketing support.



Broaster® Food Products

Round out your menu with food products that complement your existing menu items. Choose from delicious gravy mixes, quality dry soup mixes, portion pack sauces, and a scrumptious cornbread muffin mix that can help you produce a quality meal that brings customers back.



Broaster® Professional Foodservice Equipment

Ask your authorized Broaster® distributor to see the entire line of advanced cooking and auxiliary equipment for today's busy foodservice kitchen. Countertop radiant broilers, prep stations, accessory kits, convection ovens, modules, utility tables, marinator/breaders, portable filters and more.



Perfect Hold™ Holding Equipment

Keep hot foods HOT! Perfect Hold™ deli cases and holding cabinets as well as 1 & 2 tier heated display cases are specially designed to keep food hot and crisp. Custom colors are available on Perfect Hold™ deli cases.



HDM-4 Perfect Hold Deli Case

Broaster® Research & Development

The Broaster Company continues to be a food and equipment leader through dedicated new product research and development. Our test kitchen and research center allow us to investigate and develop new/updated recipes, equipment and programs, all while maintaining our Broaster® quality.



Broaster® Special Blends of Seasonings, Sauces & Condiments

What makes everything you make taste better? Broaster® preparation products. These include a variety of seasonings, marinades, condiments and cooking oils. Ask your Broaster® distributor for trial samples, pricing and availability.



Join the thousands of foodservice operators around the world in over 34 countries who depend upon The Broaster Company, its products and people. Call **1-800-365-8278** for more information.

HOW CAN WE HELP YOU?

Yes, I am interested in:

- | | |
|---|---|
| <input type="checkbox"/> Genuine Broaster Chicken® Program | <input type="checkbox"/> Broaster® Professional Foodservice Equipment |
| <input type="checkbox"/> Broaster® Recipe Frozen Foods | <input type="checkbox"/> Bro-Tisserie® Chicken Program |
| <input type="checkbox"/> Broaster® Food Products | <input type="checkbox"/> Perfect Hold™ Holding Equipment |
| <input type="checkbox"/> The Broaster Company Pressure Fryers | <input type="checkbox"/> Other _____ |

Please fill out both sides and mail to The Broaster Company



The Broaster Company

2855 Cranston Road
Beloit, Wisconsin
53511-3991

1-800-365-8278
(Outside U.S.) 1-608-365-0193
1-608-363-7957 fax

www.broaster.com