

BROASTER® BRANDED PROGRAM



Genuine Broaster Chicken® ...The System for Success

B R O A S T E R[®] B R A N D E D P R O G R A M

Broaster
Perfect Hold™
Deli Case

Broaster
Menu
System



Broaster
Metal
Module

What Makes the Broaster Branded Program So Right?

- ➔ **No Franchise Fee**
- ➔ **Quality Broaster Equipment**
- ➔ **Broaster[®] Recipe Frozen Foods**
- ➔ **Time-Proven Recipes**
- ➔ **Breadings, Marinades, Seasonings**
- ➔ **Packaging**
- ➔ **Apparel**
- ➔ **Advertising Support**
- ➔ **On-Site Training**
- ➔ **Ongoing Support and Assistance**

With over 50 years of experience and thousands of licensed operators worldwide, no one understands your needs better than The Broaster Company.

Our program supplies you with everything you need, from high-quality equipment and supplies, to easy, proven recipes for producing the world's best tasting chicken and other Broaster[®] foods.

Whether you use our Broaster[®] Recipe line of frozen products or our full line of breadings and marinades with your own fresh chicken, our time-proven process will allow you to create great tasting Broaster[®] foods that your customers will come back for again and again.

Broaster also offers a full line of gravy mixes, soup mixes, seasonings, side dish mixes, and portion pack sauces.
Contact your Broaster distributor for details!

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The Franchise Look Without The Franchise Fee!

When choosing your branded fast-food program, there are many factors to consider. You want to be confident that your money will be well spent and you will receive adequate return on your investment. You want a professional, high-quality operation, without a huge initial investment. With the Broaster program, you get the advantages of a franchised operation without the high fees and royalty payments of a franchise.



- ➔ No development fee.
- ➔ No royalty payments.
- ➔ No franchise fee.
- ➔ No need to separate sales.

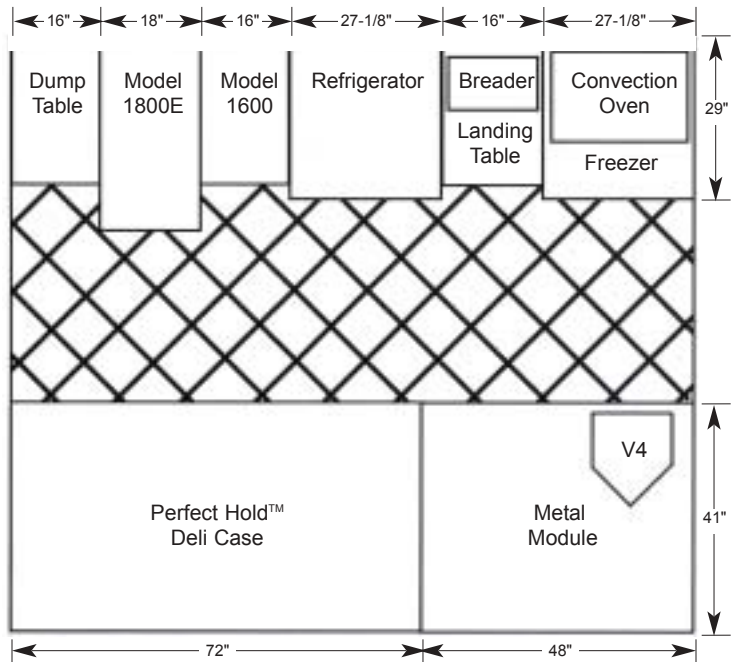
When you join the Broaster family, your profits stay where they belong...in your store!



Store Design

With as little as 100 square feet, you can create a profitable Broaster operation. The specific equipment necessary depends on what is currently available, the space being allocated to in-store food service and the volume of business you wish to accommodate. Our complete turn-key system includes the world famous state-of-the-art Broaster Company pressure fryer, accessory cooking equipment, the Broaster Perfect Hold deli case, counter top modules, menu boards, and colorful in-store lighted signs. An authorized Broaster distributor will work closely with you to determine the most practical layout for your location.

SAMPLE 10' X 10' FLOOR PLAN



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SALES & MARKETING SUPPORT

At The Broaster Company, we believe in standing behind our operators 100%. That's why we ensure your success by offering thorough on-site training as well as more in-depth training at our state-of-the-art training facility. To assist you in keeping your staff well trained and to answer any questions you may have, we will provide training videos, an operator handbook and a toll-free operator hot line. Our quarterly newsletters will keep you updated on all of our latest developments and provide you with unique recipe and sales ideas.



We also supply a complete line of marketing support items to complete your branded operation. Employee clothing, carry-out packaging, outdoor and indoor signs, banners, table tents, and newspaper advertising will really make your operation stand out!



BROASTER®

An American Tradition Since 1954

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