



BROASTER®

Branded Food Systems



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3 Complete Systems for Success!



For well over 50 years, The Broaster Company has been helping large and small restaurants, convenience stores, supermarkets, schools, hospitals, and many other types of foodservice operators strengthen their businesses and build their profits with successful branded food programs.

Complete Systems

Broaster branded food systems incorporate a combination of uniquely delicious fresh and frozen foods, top quality food-service equipment, and a wide range of supporting equipment, accessories, supplies, and branded items and services such as packaging, P.O.S. materials, indoor and outdoor signage, apparel, and factory and on-site training.

Everything You Need to Succeed

With time-proven performance, dependable equipment, name recognition, and a delicious flavor profile that is uniquely Broaster®, building a popular, successful, and highly profitable branded food program is easier than you ever imagined.

Perfect for Virtually Any Foodservice Operation

The Broaster Company offers branded food programs that are perfect for virtually any type of foodservice operation. Read on for a quick tour of our “systems for success.”



Genuine Broaster Chicken®



Our Genuine Broaster Chicken® Program is built around the Broaster® pressure frying process, which seals in the natural flavor of chicken and other foods while sealing out the oil, for more tender, juicy, and flavorful foods that have lower carbs, fewer calories, less fat, and better taste.

An American Favorite for Over 50 Years

That's why Genuine Broaster Chicken®, our signature brand, has been an American favorite for over 50 years, and why the Genuine Broaster® Program currently enjoys more than 5,000 installations across America and thousands more worldwide.

Now ... 3 Choices for Preparing Delicious Chicken

With the Genuine Broaster® Program, you have a choice of using:

- Your Own Fresh Chicken – and then preparing it with our specially formulated Chickite® marinade and Slo-Bro® coating.
- Broaster® Chickite® Plus – pre-marinated fresh chicken that's cut, trimmed, cleaned, and then vacuum packed for extended shelf life. Just apply Broaster® Slo-Bro® coating and cook. It's great way to save on preparation time and labor costs!
- Broaster® Recipe Frozen – also pre-cut, trimmed, and cleaned, it's marinated and coated, then quick frozen for the ultimate in convenience and shelf life. All you need to do is drop it in your Broaster® pressure fryer.

3 choices for delicious chicken, 3 avenues for delicious profits!



Genuine Broaster Chicken®



With a Broaster® pressure fryer, you can produce famous Genuine Broaster Chicken® and a wide variety of other Genuine Broaster® products using your own fresh pork chops, ribs, seafood, vegetables, and other tasty foods in combination with our proprietary marinades, seasonings, coatings, and batters.

Three Pressure Fryer Sizes to Fit Your Needs

Broaster® pressure fryers are available in three compact, high-efficiency models with the capability to cook 20, 40, or 65 pieces of fresh chicken per load. Fresh 8-piece-cut chicken can be cooked to perfection in under 10 minutes at 360° F (frozen in about 18 minutes) providing more food per hour, faster service, and greater sales per machine.

Less Oil Absorption for Better Tasting Foods

Because far less oil is absorbed in the pressure frying process, your foods will taste better and you'll save on cooking oil costs in comparison to open frying processes. And, with their proven round well design, Broaster® pressure fryers are engineered to distribute heat more uniformly and use less energy for the quantity of food they cook per hour, offering additional savings opportunities.

Greater Cooking Capacity, Superior Results

Expressed simply, pressure frying means more volume per hour and more flavor per bite.



Genuine Broaster Chicken®



Our Famous Genuine Broaster Chicken®



Rotisserie Flavored Broasterie® Chicken

An additional menu selection you may want to consider for your Genuine® Broaster operation is Broasterie® Chicken, a specially marinated and seasoned fresh chicken with a delicious one-of-a-kind rotisserie flavor.

Broasterie® is a Sure Draw for the Diet-Conscious

Like our Genuine Broaster Chicken®, Broasterie® Chicken is cooked in a Broaster Company pressure fryer to ensure that each bite is tender, juicy, and flavorful, right down to the bone. Best of all, it's nutritionally comparable to conventionally cooked rotisserie chicken in fat, calories, and carbohydrate content, making it a sure draw for the diet-conscious.

Do Your Own Prep, or Let Us Do It for You

You can use your own fresh chicken and apply our special Broasterie® Supreme Marinade and Broasterie® Seasoning, or you can obtain already marinated, seasoned, and trimmed Broasterie® fresh whole birds through your authorized Broaster distributor.

Pressure Fryer Cooking = Fresher, Faster, Easier

Up to 6 whole birds can be cooked at a time in the Broaster® model 2400 large capacity pressure fryer (or 4 birds in the medium sized Broaster® model 1800). And, with a suggested cook time of just 15 minutes at 360° F in a pressure fryer compared to 60 to 90 minutes in conventional ovens (whole birds), you'll be able to quickly and easily offer a delicious rotisserie flavored chicken selection and grab your share of the growing home meal replacement market!



Genuine Broaster Chicken®

NUTRITIONAL INFORMATION				
	KFC	BROASTER®		
	Original	Genuine	Broasterie	Bro-Tisserie
Breast				
Serving Weight (oz)	5.68	5.99	6.35	6.91
Calories	380	315	301	357
Protein (g)	40	43	44	49
Total Carbs (g)	11	5	2	1
Fat (g)	19	9	13	17
Trans Fatty Acids (g)	2.5	0.17	0.15	0.11
Saturated Fats (g)	6	2	3	5
Monounsaturated Fats (g)	NP	4	6	8
Polyunsaturated Fats (g)	NP	2	2	2
Cholesterol (mg)	145	139	165	173
Sodium (mg)	1150	1360	998	786
Thigh				
Serving Weight (oz)	4.44	4.00	3.62	3.98
Calories	360	289	233	286
Protein (g)	22	24	23	21
Total Carbs (g)	12	4	1	2
Fat (g)	25	16	15	22
Trans Fatty Acids (g)	1.5	0.32	0.15	0.14
Saturated Fats (g)	7	4	5	6
Monounsaturated Fats (g)	NP	7	7	10

KFC Nutritional information according to published figures on KFC website, March 7, 2005, for KFC Original Recipe product.

BROASTER®
Genuine Broaster Chicken® is marinated in Broaster Chickite® marinade and coated in Broaster Silo-Bro® Coating. **Broasterie® Chicken** is marinated in Broasterie® marinade and seasoned with Broasterie® Supreme Seasoning. Both products are pressure fried in Bro-Oil® in a Broaster Company manufactured pressure fryer.
Bro-Tisserie® Chicken is seasoned with Broaster's Original Rotisserie Seasoning and cooked in a Broaster Company manufactured rotisserie. (Rotisserie cooked products are not marinated.)

Serving weights for Broaster products are average weights after cooking based on fresh chicken in the typical 2-3/4 to 3 lb. range prior to cooking.

If you're concerned about the nutritional and health aspects of the foods you offer, you should know that Broaster has long been careful about the nutritional values and trans fatty acid content of its products. We've freely published our nutritional content for years, including trans fatty acids, and are proud of our position in comparison to other sources of fried chicken in the marketplace.

Marinated, Lightly Breaded, and Pressure Fried for a Healthier, Tastier Product

Our pressure frying process allows us to cook the product in its own natural juices while our marinating process drives the flavor right down to the bone. The result is that our chicken absorbs much less oil and we can use a much lighter coating. With other types of fried chicken, most of the flavor is usually in the thick breading, which results in a less healthy product overall and a less tasty product beneath the outer skin.

Nutritionally Superior to Competitive Brands

Our Genuine Broaster® and Broasterie® pressure fried chicken products are low in trans fatty acids, with only a mere fraction of a gram of trans fatty acid content in any individual piece. In addition, Broaster beats competitive brands across the board in calorie, fat, and carb content (go to www.broaster.com for additional info).



Genuine Broaster Chicken®



Our desire to offer healthier, better tasting products extends well beyond the nutritional aspects of our delicious chicken. We also offer a complete range of supplementary products and supplies designed to let you cook your foods and maintain your equipment with confidence.

Healthier, Better Cooking Oils

For many years we've been offering a selection of healthier cooking oils as well, including our Bro-Oil® rice bran oil and Bro-Oil® canola oil, both of which are naturally low in saturated fat content and have no cholesterol and no trans fatty acids. And, both cooking oils contain antioxidants for resistance to breakdown during frying, tolerance to high frying temperatures, and extended fry life.

Top Notch Filtering Supplies

Additionally, our proprietary filtering papers and filtering supplies, such as Broaster® XL and Bro-Clean™ filtering compounds, remove food debris from oils and extract liquid impurities so that only clean, fresh oil touches your fried foods. Use of the proper oils and filtering components not only extends the usable life of the oil and improves the product's taste; it also reduces equipment maintenance and wear as well. Broaster also offers a specially formulated cooking well cleaner to further simplify well cleaning and maintenance.

We've Got It All

In short, the Broaster system offers everything you need to produce the very best tasting and healthiest fried foods.



Broaster® Recipe Express



Broaster meets the needs of operators looking to quickly and simply add a menu of hot foods to their operation with the Broaster® Recipe Express Program – a branded food system utilizing our new ventless countertop fryers in combination with our well-established line of delicious, convenient Broaster® Recipe frozen foods.

Broaster Quality, Broaster Taste, and Ready-to-Cook

Our top quality Broaster® Recipe foods offer another whole avenue of profit opportunity to you. Made from the highest quality ingredients, these popular grab 'n go foods are carefully marinated, coated, and seasoned using Broaster's proprietary ingredients, then quick frozen for convenience. Because these foods come ready-to-cook, you'll control costs by preparing only what you need, all in a matter of minutes.

Growing, Wide Variety of Delicious Selections

Broaster® Recipe selections currently include jumbo popcorn chicken, chicken tenders, chicken fillets, hot wings, premium cod fillets, beer battered shrimp, catfish tenders, pork tenderloins, potato wedges, beer battered onion rings, breakfast burritos, pizza pies, corndogs, 3-cheese mozzarella sticks, mini cheesecakes, and more!

Great Pressure Fried Too

Best of all, these delightful Broaster® Recipe foods are formulated for both open and pressure frying, making them a great complement to a Genuine Broaster® Program as well.



Broaster® Recipe Express



The Broaster® Recipe Express Program offers a choice of ventless countertop fryers, both of which make it simple to cook and serve delicious frozen foods in just minutes.

Simple, Compact, Ventless Frying

Broaster's model VF-2 and VF-3 ventless countertop fryers are compact to fit on most countertops and self-venting, so there's no need to install costly hoods or ventilation systems (*check local restrictions as requirements vary*). Operating these units is really simple – a solid-state controller featuring our handy Temp-N-Time™ feature allows any one of 10 preset time and temperature combinations to be recalled with the touch of a button. An auto-lift feature is included to raise and lower the lift basket in the cooking well automatically, letting you concentrate on customers rather than the cooking cycle.

Large Basket Capacities, Efficient Round Well Design

Both models utilize Broaster's proven round well design for consistent heat distribution, durability, and efficiency. Additionally, these units offer basket capacities well beyond competitive offerings (up to 3 times the volume), providing substantially more product per load. And, both models incorporate built-in fire suppression systems and resettable high temp limit switches for added safety.

The Ultimate in Quality, Convenience, & Profitability

Teamed with our top quality Broaster® Recipe ready-to-cook frozen foods, they'll provide you with a branded food program offering the ultimate in quality, convenience, and profitability.



Bro-Tisserie® Chicken



Our Bro-Tisserie® Chicken Program, like our Genuine Broaster Chicken® Program, allows you to use your own fresh chicken, but in this case coated with Broaster's special seasoning designed for slow cooking the birds in Broaster® cook-and-hold rotisserie ovens.

Compact, Versatile, See-Smell-&-Sell Merchandising

These state-of-the-art ovens feature an exclusive vertical spit design allowing pierce-free cooking to seal in all of the natural juices and flavor while searing the skin without charring it. Two versatile, compact models allow simultaneous cooking of either 4 or 24 birds while offering "see, smell, and sell" merchandising via glass doors that allow customers to be tantalized with the sight and smell of whole fresh chickens, ribs, kabobs, chicken wings, roasts, pizzas, and more.

The compact Broaster® model V-4 oven fits easily on most countertops offering maximum versatility in a minimum of space while the large capacity Broaster® model V-24 adds convection oven capabilities and is programmable for up to 10 products.

A Great Complement to Other Broaster Programs

For operators wishing to offer an even wider selection of food choices, the Bro-Tisserie® Chicken Program teams well with both our Genuine Broaster® and Broaster® Recipe Express branded food programs.



Accessory Equipment & Supplies

Broaster offers a wide range of professional grade accessory equipment and supplies, including:

- deli cases and matching counter modules
- heated display cases
- holding cabinets
- radiant broilers
- convection ovens
- soup warmers
- compact refrigerators and freezers
- dump tables, landing tables, and utility tables
- prep stations
- cooking oil transport caddies
- portable filtration equipment
- equipment accessory kits
- automatic breaders and marinators
- marinating tubs
- potato wedgers and slicers
- onion slicers
- and more

– virtually everything needed to satisfy the requirements of a typical foodservice operation that is starting or expanding a hot food program.

Additionally, Broaster offers a variety of proprietary marinades, coatings, batters, seasonings, portion pack sauces, and dry mixes for soups, gravies, and side dishes ... plus branded packaging, apparel, napkins, plasticware, placemats, and more – all the supplies you need to offer a complete dining experience.



The Franchise Look Without The Franchise Fee



Broaster has everything you need for a professional branded look, but without the fees of a typical franchise operation.

No Program Fees

The Broaster licensing agreement involves no development fees, no royalty payments, no franchise fees, and no need to separate your sales. When you join the Broaster family, your profits stay where they belong – in your store! With our no-fee trademark license agreement, you only pay reasonable costs for the actual equipment, food products, and accessory supplies needed.

A Complete Branded Look

Our complete turnkey system includes state-of-the-art cooking systems, well-engineered accessory preparation and cooking equipment, sturdy and dependable deli cases and counter modules, commercial quality menu boards, and colorful branded packaging, point-of-sale materials, apparel, and signage that will make your operation really stand out.

Minimal Space Requirements

All that is needed to add a profitable Broaster operation to your facility is just a few square feet of kitchen or countertop space. (Some typical layouts are included in this folder for reference.) Your authorized Broaster distributor will work closely with you to determine the most practical layout for your location and assist you with food, equipment, and supplies selection. It's all part of Broaster's complete system approach.



It's a License to Make Money!



When you prepare your chicken and other fine foods “the Broaster Way” and qualify to become a licensed Broaster operator, you’ll earn the right to use the highly respected Genuine Broaster Chicken®, Broaster® Recipe Express, or Bro-Tisserie® trademark and advertise that you offer Broaster® foods in your marketplace.

Wide Array of Benefits

Every Broaster trademark operator signs a licensing agreement and receives an annual certificate each year at no cost. But that’s not all, being a Broaster® trademark operator entitles you to enjoy access to proprietary blends of marinades, seasonings, batters, and coatings; time-tested recipes and cooking methods; factory training seminars; branded packaging and point-of-sale materials; ready-made marketing materials; newsletters filled with promotional ideas; referrals to your store or restaurant from inquiries received via our 800 number and web site; and sales and service support from our worldwide network of authorized Broaster distributors and the Broaster team of helpful professionals.

5,000 Licensed Broaster Operators Nationwide

Find out why Broaster Programs are referred to as “the license to make money” by over 5,000 successful foodservice operators in the U.S. and thousands more worldwide who enjoy the licensing rights to use the Broaster® name.

