

The Real Opportunity.

Naturally, we can't cover everything we'd like to in these pages. But if we've given you a better feel for who we are, a sense of our commitment to our distributors and the consistent success they experience with our program, a sense that Broaster is a real opportunity, then we're moving in the right direction.

Oh, we know what we're up against. A lot of "opportunities" tease you with images of successful entrepreneurs, eased back in lounge chairs around a pool or on the beach of some unspecified exotic island paradise — enjoying the quick fortune they made.

No such pictures here.

The way we see it, when an opportunity is as good as ours, you don't need to dangle pictures of paradise. So, if you just want to get to a tropical beach somewhere, the best contact is a travel agent. But if you want to get serious about starting a business — a new profit center that's full of long-term sales potential — contact us and sign up today.

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BE A BROASTER DISTRIBUTOR.

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Initial Sales.
Long-term
Repeat Sales...

TOP THAT.



BE A BROASTER DISTRIBUTOR.

The Answer.

Right now, you're trying to answer a very difficult question: of all the business opportunities vying for your attention, time and energy — which one's right for you? We think what we have to say will make the decision an easy one. And if you want another point of view, just ask to talk with some of our distributors. We'll gladly arrange it.

Compared with other business opportunities, what makes Broaster Foods® stand out? Quite simply, we offer distributors more ways to build their businesses, more ways to succeed long-term.

A Solid Company and An Internationally Recognized Brand.

From a Midwest favorite to a worldwide favorite — today, Broaster Chicken® serves millions of meals a week in 34 countries around the world.

The Broaster Company began over 45 years ago. In that time, we have grown from a small manufacturer of specialty foodservice equipment into a brand name food product company, with an international reputation for quality. Thousands of foodservice establishments use Broaster pressure fryers and other equipment, and operators everywhere are preparing their food the Genuine Broaster way.

So you could say we know a thing or two about chicken. But we know a lot about relationships, too. In fact, many Broaster distributors have been with us for upwards of 35 years. And with new operators emerging each day, there are new opportunities for our distributors both here and around the world.



Getting Started.

With many distributor opportunities, you're limited to supporting one area of the channel. But with Broaster, you get everything you need to start a complete business, including a defined territory with existing operators to support. Everything you need to build long-term relationships with them. That means, large initial sales for you from equipment, and the potential for long-term repeat sales of food, other equipment, and supplies such as Broaster® marinades, coatings and packaging.

Operating as an independent representative, you can build a strong business when you market our licensed Broaster® Chicken Program to existing operators, while at the same

time continuing to develop new business. Marketed to potential operators as a License to Make Money, the Broaster Program lets you offer prospects

the advantages of an international franchise, without the franchise fee! As a distributor, this gives you a strong competitive edge when approaching new customers.

**It's A License
To Make Money.**

Some of the Ways Broaster Supports You...

TRAINING PROGRAMS AND INCENTIVES.

Our people go into the field and work very closely with distributors, and we conduct numerous seminars throughout the year to offer you on-going support and additional training. Also, throughout the year Broaster hosts periodic meetings, annual awards, and incentive programs to keep you and your sales force motivated.

A GROWING BROASTER MENU.

We've come a long way from our original menu, and we're constantly expanding our menu to create more sales opportunities for you. Today, in addition to the world famous Genuine Broaster Chicken® line of products, we offer you the chance to sell a complete line of time and labor-saving *Broaster® Recipe* frozen foods, and our full line of preparation products that includes seasonings, marinades, coatings, cooking oils and more.

NEW PRODUCT DEVELOPMENT = NEW SALES OPPORTUNITIES.

While our Broaster pressure fryers are the heart of foodservice kitchens around the world, we're not the type to rest on our laurels. The folks in R&D are always working to create new sales opportunities for you as well, whether it's through new equipment or recipes.

As a result, we continue 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. The Broaster equipment line also includes rotisseries, infrared broilers, portable filters, automatic breaders, deli cases, holding cabinets and more.



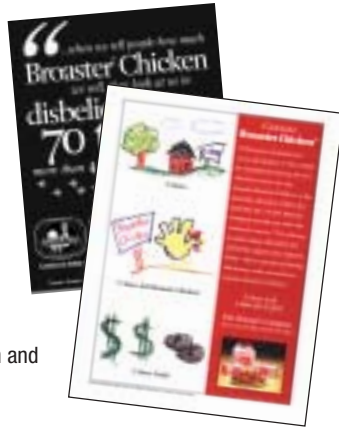
The Broaster Company's new 1800 Pressure Fryer.

B E A B R O A S T E R D I

Programs to Help You Succeed.

National Advertising — Each year, The Broaster Company invests in advertising campaigns to generate leads for our distributors.

Broaster Demo Trailer — As a distributor, you have the option to purchase a Broaster demo trailer. This powerful selling tool lets you accommodate the prospect's busy schedule by driving right to his or her location and performing your demonstration on-site.



National Account Program —

Here's a program that really pays. Establish a national account in your territory, and you not only get commission from chain sales within that territory, but you also get commissioned on any of that account's sales throughout the country.

And to help you attract and sign those national accounts, we provide a Test & Evaluation Program.

Designed to help you with chain and multiple-unit

accounts, the T & E program allows potential operators to test Broaster Company products before committing to a purchase.

Web Support — Broaster leverages the power of our Web site to help you reach and serve operators more effectively. As a distributor, Broaster can partner with you to create your own site (complete with a link to our site); this gives you a valuable forum for advertising specials, open houses and promotions to

Operator Training and Recognition Programs.

To further support your sales efforts in the field, The Broaster Company helps you administer a number of valuable operator training and recognition programs.

Full Training Program — Broaster distributors really appreciate the value and simplicity of our approach to operator training. Simply put, you get them signed up and we provide all the tools you need to train them: educational handbooks, videos, and seminars for new and existing operators.

Operator Mailings — Throughout the year, Broaster administers a variety of mailings to help increase sales and build customer loyalty with your operators. Topics of the mailings typically follow a 'how to' format — how to increase take out sales, how to use chicken leftovers to create new salad dishes, etc.

Quarterly Newsletter — To help you sell, Broaster creates and mails "What's Cookin'!" Inside, we detail new product information, current specials and promotions, all designed to arouse customer interest and motivate them to call you for details.

Golden Chicken Program — You nominate the operator and we do the rest. As a distributor, you're asked to nominate outstanding Genuine Broaster Operators who've been loyal to the Broaster program by consistently serving and promoting Genuine Broaster Chicken® and who have a record of success. From the nominations, Broaster chooses several operators a year to receive this distinguished recognition award. The goodwill this generates between you and your operator is immeasurable.



I S T R I B U T O R .