

EXTRA CRISPY & CRISPY CAJUN BROASTER CHICKEN®

Two more varieties to
enhance your menu with
tastes consumers love!



All of our delicious marinades and coatings are MSG-Free!

Two unique flavors have joined our world-famous **Genuine Broaster Chicken®**. Each can be prepared using *Broaster® Chickite® Marinade - PN 96636 - 30 lb. case*, the dry coatings listed below, and your own fresh chicken – a great way to enhance your menu with tastes consumers love!

Extra Crispy Broaster Chicken® will appeal to customers who prefer a real crunch. More generously seasoned than Genuine Broaster Chicken®, Extra Crispy Broaster Chicken® is a heavier coated product with a special crunch that has tested extremely well in consumer research. (Use *Extra Crispy Slo-Bro® Coating - PN 95012 - 40 lb. case*)

Crispy Cajun Broaster Chicken® offers the spicy regional flavors of Louisiana, a Southern-style trend that continues to grow in popularity. Also a heavier coated product than Genuine Broaster Chicken®, it comes alive with a Cajun flavor that has tested very high with consumers. (Use *Crispy Cajun Slo-Bro® Coating - PN 95013 - 40 lb. case*)

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How do you incorporate Extra Crispy Broaster Chicken® and Crispy Cajun Broaster Chicken® into your menu?

Here are a few ideas to get you started:

- Offer all three varieties of Broaster Chicken® on your menu all of the time to encourage customers to return to your operation frequently.
- Create new promotions around a day of the week that features one or both of these flavors:
 - Have “Big Crunch Mondays” featuring Extra Crispy Broaster Chicken®. Offer a free bag of potato chips with any order of Extra Crispy Broaster Chicken®.
 - On “Crispy Cajun Tuesdays,” offer a free drink or liter of soda with a purchase, the perfect complement to spicy hot chicken.
- Offer a “U-Pick-The-Chick” variety pack. Allow customers to create the mix they want, choosing from all three Broaster Chicken® varieties.
- Promote new “Hot 'n Crunchy” combos that mix these two flavors.

Operator Feedback

In doing this research, our goal was to both determine operators' acceptance of these two flavors and to measure how they felt these products compared to the Genuine Broaster Chicken® they were currently serving.

Overall Approval Rating

On a scale of 1-10 with 10 being the highest possible score, operators rated their overall opinion of all three Broaster Chicken® varieties as follows:

Genuine Broaster Chicken®	–	9.0
Extra Crispy Broaster Chicken®	–	9.3
Crispy Cajun Broaster Chicken®	–	8.4

Consumer Feedback

Extra Crispy Broaster Chicken®

When asked to rate the product's crispiness ...



When asked how likely they'd be to purchase the Extra Crispy product ...



Rating the flavor on a scale of 1 to 5 with 5 being the best possible score, 86% of respondents gave a rating of 4 or 5, indicating that they liked the flavor very much.

Crispy Cajun Broaster Chicken®

When asked to rate the heat intensity ...



When asked how likely they'd be to purchase the Crispy Cajun product ...



Rating the flavor on a scale of 1 to 5 with 5 being the best possible score, 82% of respondents gave a rating of 4 or 5, indicating that they liked the flavor very much.



BROASTER®

An American Tradition Since 1954

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Contact your authorized Broaster distributor for a taste test and additional information.