

What's Cookin'

Issue 41 March 2004

Dedicated to the ongoing success of Broaster®
licensed trademark operators worldwide.



Focus on Fish



Lent: February 25th – April 11, 2004

During this time of the year everyone is serving some sort of fish on Wednesdays and Fridays. Set your operation apart by serving a variety of seafood. Broaster® Cod (see recipe below), as well as scallops, catfish, and many more seafood recipes are at your fingertips. Just pick up the telephone and give us a call at (800) 365-8278 or e-mail broaster@broaster.com and you'll have the recipe within minutes!

Broaster® Cod/Whitefish Recipe

- Cut fish into 1" cubes.
- In a medium-sized bowl, whisk cold water into Broaster® Fish & Chips Batter until it reaches the consistency of pancake batter.
- Dip fish in batter.
- Cook in a Broaster Company pressure fryer at 360° F for 3-4 minutes.

New Broaster® Recipe Seafood

Just in time for Lent, three fast and easy new seafood products from Broaster® Recipe Foods ...

Premium Beer Batter Shrimp

(PN 96286 bulk packed, 8 lb. case)

Deveined, tail off, premium whole piece North Atlantic shrimp, 31-35 count/lb.



Premium 1 oz. Cod Fillets

(PN 96291 bulk packed, 8 lb. case)

100% skinless, boneless premium natural cut North Atlantic cod fillets coated in Broaster® Fish & Chips batter for that unique Broaster flavor profile.



Cajun Catfish Tender Strips

(PN 96282 bulk packed, 10 lb. case)

Prime quality farm-raised catfish marinated and delicately coated in our traditional Cajun cornmeal-based breading.



All three products can be served as a delicious appetizer or snack; combined in a basket with Broaster® Recipe Potato Wedges, lemon, and tartar sauce for a unique and tasty Friday night fish & chips feature; or placed in a sour-dough bun and served with a pasta salad for a distinctively different lunch. Serve these products on a plate with red potatoes, potato salad, grilled vegetables, or corn-on-the-cob and you have the makings for sumptuous dinners.

Contact your authorized Broaster® Recipe Distributor for more information on our complete line of delicious, top quality Broaster® Recipe Food products.



BROASTER®

An American Tradition Since 1954

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Broaster is 50!

The Broaster Company, world famous for its trademarked "Genuine Broaster Chicken®" program, is celebrating its 50th anniversary throughout 2004.

Since its inception in 1954, Genuine Broaster Chicken® has become a favorite of people all over the world and a signature food item on menus everywhere. More than 5,000 dedicated foodservice operators throughout the world enjoy the licensing rights to use the Broaster name and trademark. Through a network of authorized distributors in strategic locations across the U.S. and around the globe, Broaster has become an international company famous for a full line of foodservice products including pressure fryers, ventless fryers, rotisserie ovens, broilers, deli and display cases, frozen foods, marinades, seasonings, coatings, soups, stuffing, sauces, and other related items.

In celebration of its 50th anniversary, The Broaster Company is introducing several new products this year. Each of these new items is discussed in this issue.

In addition, the company recently held a meeting in Phoenix, Arizona for its worldwide distributor organization to introduce these new products and to celebrate both the company's Golden Anniversary and outstanding distributor achievements during 2003.



Throughout Broaster's 50-year history, the company has been known for partnering with independent foodservice operators and successfully assisting them in growing their businesses through Broaster's unique combination of products, equipment, training, marketing, and no-cost licensing programs.

Richard Schrank, Broaster's President/COO, credits Broaster's dedicated employees, devoted licensed trademark operators, knowledgeable distributors, and world-class suppliers for the company's longevity and expansive growth. "We are thankful for and lucky to have this unbeatable combination of resources," says Schrank. "Working as a team they ensure that top quality foods are enjoyed by a loyal base of consumers who come back time after time for

Genuine Broaster Chicken® and the many other fine Broaster® branded products."

With its rich history of innovative product development, top quality food sourcing, and all-inclusive operator support programs, Broaster enjoys a reputation throughout the world for the finest in foodservice equipment, products, and programs. Broaster intends to build upon that success during its next 50 years to cement its status as a multi-faceted industry leader.

Broaster Training Expanded

Overwhelming response from last year's training schedule has motivated The Broaster Company to add several trainings to this year's schedule.

You will receive two intense days of training with professional, knowledgeable personnel. A wide range of information is shared in our seminars. Topics include:

- The Broaster® License Agreement
- Introducing Genuine Broaster Chicken®
- Broaster Equipment
- Broaster Foods® Products
- Broaster® Recipe Foods Line
- Broaster Marketing and Advertising
- Broaster® Carry-Out Business, Packaging, & Support Programs
- Food Safety & Sanitation
- Menu Planning & Pricing
- Managing a Broaster® Operation
- Daily Operating Procedures
- Service & Maintenance
- Increasing Sales & Profits

During these two days, you have the opportunity to meet

key people at Broaster to ask questions on a one-on-one basis.

Training manuals, videos, product samples, as well as equipment discounts and so much more, are available to you when you graduate from the course.

For your \$100 registration fee, you will receive a 2-night stay at a national chain hotel (Ramada Inn), transportation to and from The Broaster Company state-of-the-art training facility, and all the food you can eat – all in an atmosphere conducive to learning.

To make the commitment to better your business, contact Katie Sonley at (800) 365-8278.

<h3>2004 Training Seminar Dates</h3>	<i>April 7-8</i>
	<i>May 5-6</i>
	<i>June 9-10</i>
	<i>July 7-8</i>
	<i>August 4-5</i>
	<i>September 15-16</i>
	<i>October 13-14</i>



New Ventless Fryer & Food Program

The Broaster® Recipe Express Program is the latest development from The Broaster Company. Developed to fill a niche in the market, Broaster® Recipe Express is an innovative, new, licensed trademark program that marries our just-announced compact, ventless fryer with our ever-popular line of Broaster® Recipe top quality, ready-to-cook frozen foods. The result: a simple, profitable program that allows convenience stores, bars and nightclubs, concessions, recreation centers, golf courses, and kiosk operators to increase their profits with the sale of hot, tasty, grab n' go foods.

The Broaster® Recipe Express Program began with the development of a new compact ventless fryer called the VF-3. The VF-3 has a small footprint for countertop use, yet yields up to three times the product volume of competitive units and is affordable. It provides the perfect opportunity for small businesses to make every inch of their establishment profitable.

The program gets better. In order to provide a profitable system for the operator, we've packaged the new VF-3 with our full line of delicious

Broaster® Recipe grab 'n go foods. These products, which arrive individually quick frozen and ready to cook, help operators control costs by enabling them to prepare only the precise portions they need. Currently included in the program are:

chicken tenders (regular and Hot 'N Spicy), jumbo popcorn chicken (regular and Cajun), chicken fillets, hot wings, chicken gizzards, potato wedges, potato slices, mozzarella sticks, jumbo comdogs, catfish tenders (reg-

ular and Cajun), premium cod fillets, and premium beer batter shrimp.

Plus ... the program offers branded packaging, point of sale materials, on-site training, and a wide range of supplies and accessory equipment. We even take the extra step to help operators project their profits before they purchase.

To finish out the program, Broaster charges no franchise or licensing fees, so the owner/operator can control costs and keep profits.

It's a well-rounded, customer-focused program that means movie theatres, gambling establishments, ball-parks, universities and colleges, and many other limited-space establishments can now find a profitable way to serve customers just what they're looking for.



New Broaster® Recipe packaging is now available to Genuine Broaster® and Broaster® Recipe Express program trademark operators.

Two completely new packaging items are:

PN 93341 3-compartment Styrofoam container

PN 93339 paperboard sandwich container

In addition, the graphics on small, medium, large, and hot dog size foil bags, 6 and 16 oz. hot food containers, and 200 size (2 lb.) food trays have been updated with the new 2-color Broaster® Recipe logo.



New Broaster® Marinade & Seasoning

Specially developed by The Broaster Company for pressure frying, the newly introduced Broaster® Marinade and Broaster® Supreme Seasoning products provide users of Broaster pressure fryers with the capability to produce great tasting rotisserie style chicken in a fraction of the time required by conventional rotisserie cooking methods (see insert for details.) Best of all, the finished product is juicier and more flavorful than rotisserie oven cooked chicken, yet is nutritionally comparable in calorie, fat, and carbohydrate content – a great addition to attract customers following low carb diet plans.

By offering Broaster Foods® Chicken Stuffing (PN 95049) with Broasterie (or Genuine Broaster Chicken®) as well, you'll hit a grand slam with dine-in or take-out customers. Broaster Foods® Chicken Stuffing Mix is so easy to make that it can help your bottom line by freeing up your kitchen help for more pressing duties.



Web Site Addition



Consumers can now easily find your operation using a new Broaster® trademark operator locator function recently added to www.broaster.com.

We receive thousands of operator location requests annually. Consumers can now quickly and directly access address, phone number, and type of location information (i.e. restaurant, supermarket, convenience store, institution) for Broaster® trademark operators within a 30 mile radius of their location by simply entering their zip code.

Please take a moment to look at your address on the reverse side of this newsletter. This is how your address appears on our website. If there are any changes, please contact us at (800) 365-8278 or broaster@broaster.com.

If after using the search function on our site you find that your operation does not appear, or if you no longer wish to be listed, please contact us.

Calling All Trademark Operators!

Announcing the Broaster 50th Anniversary Promotion Contest

As part of our 50th Anniversary celebration, Broaster will hold a drawing each month for operators who submit a promotion or advertisement featuring Genuine Broaster® and/or Broaster® Recipe foods. Prizes of \$300, \$200, and \$100 will be awarded to three participating operators each month!

Advertisements must be submitted as printed tear-sheets from newspapers, card decks, etc. Please do not submit photocopies or computer-generated proofs. Promotions must be submitted as current photographs or video tapes and with distributor verification.

Winners and their ads/promotions will be posted in each new *What's Cookin'* issue. Be sure to submit your entries for a chance to win. For more information, contact Rennae Rudolph (rrudolph@broaster.com) at (800) 365-8278.

Check out each *What's Cookin'* issue for ideas from winning entries that you can use in your own promotions.



Broaster Achieves Superior AIB Rating

You can rest-assured Broaster Company employees work hard to ensure that products shipped to you are manufactured under the cleanest conditions. Our Food Science and Manufacturing departments conduct monthly safety inspections and work together to ensure the highest standards of manufacturing.

As The Broaster Company manufactures marinades and coatings, we are inspected annually by the American Institute of Baking (AIB). These comprehensive audits evaluate the adequacy of the food safety programs and management systems, such as operational methods, personnel practices, maintenance for food safety, pest control, and cleaning practices.

Because our Blending Department is located within

our manufacturing plant, we are required to maintain high standards of cleanliness for the entire facility. Based on the recent inspection and the criteria set forth by the AIB Consolidated Standards for Food Safety for 2004, The Broaster Company was presented the highest overall rating awarded by AIB, which is a rating of SUPERIOR.

We are working hard to bring you the best quality products and hope you have the same pride and sense of accomplishment that we have when you use or serve Broaster® products at your location.

For a copy of the report, please contact us at (800) 365-8278.

– Tracy Choppi, VP-Sales, Systems Division

Broaster ... At Your Service

Richard SchrankPresident/COO
 Frank DowlingPresident, Recipe Division
 Tracy Choppi.....VP-Sales, Systems Division
 Mark MarkwardtDirector of Marketing
 Juan VasquezTraining & Export Sales Manager
 Anetta ThorsenInt'l/Gov. Cust. Service Rep.
 Bill LoeffelholzDistributor Support Rep.
 Rennae RudolphOperator Promotions Manager
 Katie SonleyMarketing Communications Asst.
 Sonja ValuliusFood Scientist
 Scott Johnston.....Food Science Technician
 Ron Kollasch.....Service Manager
 Ron StenbergAsst. Service Manager
 Shirley SheahanCust. Service Supr., Recipe Division

A Request ... from Broaster

Help us to help you faster, easier, and more efficiently – supply us with your e-mail address!

Broaster is requesting all operators, whether trademark or non-trademark, to furnish their e-mail addresses to us. This will allow us to advise you easily and promptly of new programs, products, and improvements of interest to you.

Broaster will not share or sell your e-mail address to third parties. Only Broaster employees and authorized distributors will have access to your information. To participate, please send an e-mail to:

broaster@broaster.com

Please indicate "address for e-mail database" in the subject line of your e-mail.

New Broaster® Trademark Operators



New Broaster® Trademark Operators added September through November, 2003: **2nd Dead End** - Mercer, WI • **Abe's Pub & Grub** - Lisbon, IA • **All-Rite Convenience Store** - Pound, WI • **Amoco** - Wausaukee, WI • **Arches Delicatessens, Inc.** - City of Industry, CA • **Best Western** - Shawano, WI • **Big Jim's BBQ** - Encinitas, CA • **Bonnie's Place** - Bowler, WI • **Brandon Cafe** - Brandon, WI • **Bronze Eagle** - Monaca, PA • **Brother's Broasted Chicken** - Broomfield, CO • **California Broaster Chicken** - Maywood, CA • **Campti Crossroads** - Campti, LA • **Chicken Spot** - Clinton Township, MI • **Classic Pizza** - Central Lake, MI • **Coffee Bean** - Metarie, LA • **College Pantry** - Conway, AR • **Corner Pantry** - Conway, AR • **Country Creek Diner** - Saline, MI • **Davison Road Market** - Flint, MI • **Donatello's** - Monroe, MI • **Elks #132** - Bellefontaine, OH • **Florin Stop Plus** - Sacramento, CA • **Frazier's One Stop #2** - Sharpsburg, GA • **Garden Catering** - Stamford, CT • **Gino's Pizza** - Plymouth, MI • **Godfather's** - Beatrice, NE • **Golden Dragon Broaster** - Kaufman, TX • **Gram's Dinner** - Oneida, WI • **Green Acres** - Ladysmith, WI • **Greenside of Isabella, LLC** - Lake Isabella, MI • **Grossman's Tap Room, Inc.** - LaGrange, IN • **Haz Subs** - Detroit, MI • **The Hideaway Bar** - Chaseburg, WI • **Highland Pub & Grill** - Green Bay, WI • **Huntsville Foods** - Huntsville, IL • **Johnsons Grocery & Deli, Inc.** - Braithwaite, LA • **Kat's Deli** - New Berlin, WI • **KJ's Refuge** - Big Lake, MN • **Kluckers Broasted Chicken** - Livonia, MI • **Knights of Columbus** - El Monte, CA • **Lakeport Lodge** - Okeechobee, FL • **La Petite Pastry Shop** - Arona, PA • **Last Chance Cafe** - Clintonville, WI • **Latte Rivers** - Baxter, MN • **Legends Brewhouse & Eatery** - De Pere, WI • **Lit'l Bears** - Warsaw, IN • **Lucky Greek** - Corona, CA • **Mother Cluckers Broaster** - Nelsonville, OH • **Oconto Mobil Mart** - Oconto, WI • **Olde Town Deli** - Luther, OK • **Osage Corner** - Duncan, OK • **The Other Place** - Winemac, IN • **Park Place Food** - Manor, TX • **Perkins Whistle Stop, Inc.** - Drumright, OK • **Phillips 66** - Niles, MI • **Pick N Save #6420** - Burlington, WI • **Pick N Save #6426** - Waterford, WI • **Rich's Pizzeria & Pasta** - Zimmerman, MN • **Riverside Conoco** - Batesville, AR • **Pronto Market** - Washburn, IA • **Rosie O'Grady's Irish Pub** - Clinton Township, MI • **Rosie's Carry-Out Chicken & Ribs** - Council Grove, KS • **Sammie's Smokehouse Bar-b-que #2** - Houghton, LA • **Schuabenhof** - Menomonee Falls, WI • **Second Shift** - Billings, MT • **Sentry #2842** - Elm Grove, WI • **Sentry Foods** - Elm Grove, WI • **Shell Mart** - Norcross, GA • **Shop & Save Food Center** - Fremont, MI • **Sta Mart** - Fargo, ND • **Sudbury Farms** - Needham, MA • **Town Pump** - Columbus, MT • **Turtle Creek Flea Market** - Monroe, OH • **University of Wyoming** - Laramie, WY • **Village Market** - Carson City, MI • **Washington Inn** - Cecil, WI • **Willie's** - Bear Creek, WI • **Willows Travel Plaza** - Willows, CA • **Woodshed #2** - South Coffeyville, OK



It Pays To Advertise Special Days

It's time to start advertising your specials for Mother's Day, graduations, picnics, and other summertime events.

Mother's Day is the busiest day of the year for most foodservice establishments – give families a reason to eat at yours. Moms love salads and Genuine Broaster Chicken®. Offer Mom a free entree salad or Broaster Chicken® dinner with a kid's meal purchase. Be sure to advertise in your local paper for the big day and start handing out flyers with your promotion by mid-April!

Graduations are a great business booster. A large order is one of the best ways to increase your profits. Offer a special for the big occasion that parents (and graduates) won't be able to resist: Genuine Broaster Chicken®. Ask the local high school administration to hand out special menus to graduating seniors. As a special incentive for them to do this, offer a special discount for both the school faculty and the senior class. Again, start giving out flyers early and promote, promote, promote for the big event.



Bring in the whole family on Mother's Day by offering Mom a free entree salad with the purchase of a kid's meal.

And don't forget – picnic packs are a great summertime business booster, too!

Have a Story, Recipe, or Idea You'd Like to Share? Contact: **Rennae Rudolph** (rrudolph@broaster.com)

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What's Cookin'
BROASTER
An American Tradition Since 1904