

What's Cookin'

Issue 42 May 2004

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



Nation's Capital Goes Crazy for Broaster



... when they can find it!

On Wednesday morning, April 21st, a feature article about Broaster appeared in the Food Section of *The Washington Post*. A reader had written to the *Post* requesting the paper's help in locating a Broaster Chicken outlet in the D.C. area. *Post* staff writer, Walter Nicholls, became intrigued by the request and suddenly a feature story was born.

Of course, it's a given that *The Washington Post* must place every story in an investigative tone. And, as expected, there were a few misquotes, twisted facts, and not totally positive comments, but generally the article is quite favorable and it certainly has stirred excitement for Broaster in the D.C. area and elsewhere!

According to Pat Ridenour, owner of Thurmont Country Kitchen in Thurmont, MD, their Broaster Chicken business has tripled and customers have come all the way from Alexandria, VA (a 2-hour drive) just to taste their Genuine Broaster Chicken®. "We strictly adhere to the methods taught to us by The Broaster Company."

Shawn, kitchen manager of the I-Mart in Hagerstown, PA, had virtually the same experience. "People have come from Rockville and even Baltimore (over 60 miles away) for our Broaster Chicken. Our business has increased 25-40% since that article came out!"

Even the Veterans Canteen, located near the White House, has seen a sharp increase in traffic – from Secret Service, IRS, and other government employees, to people who just live and work near the Canteen. Jacob Bengera, chief officer of the Canteen, noted that their business has tripled.

The Broaster brand name brought customers in their doors, and Broaster quality will keep them coming back. Monitor your procedures daily to ensure quality products are being served. You never know who your next customer will be!

The article, which was picked up by local papers in other areas of the country as well, is available in its entirety on *Post's* web site, www.washingtonpost.com.

Can your customers easily find you?

With the Broaster web site's new store locator, customers can now quickly track you down and find you. But why make them work so hard to do business with you? Outdoor signs, newspaper ads, shopper ads, takeout menus, flyers, and other simple and inexpensive promotional tools can put them inside your place in minutes. And, with Broaster's 50th Anniversary promotion, you could be advertising your business for little or no cost ... read on!

And our monthly drawing winners are ...



As part of Broaster's 50th Anniversary celebration, we are holding a drawing each month for Broaster trademark operators who submit a promotion or advertisement featuring Genuine Broaster Chicken® and/or Broaster® Recipe foods. We are pleased to announce the following winners for April:

(\$300) Heritage Pizza, Lockwood, IL – for their monthly e-mail campaign to their customers (www.heritagepizza.com).

(\$200) Broaster Kitchen, Montebello, CA – for their unique St. Patrick's Day window display.

(\$100) Shell Travel Center, Springer, OK – for their huge billboard display on Interstate 40.

With **summertime** just around the corner, **advertise your Genuine Broaster Chicken®** for picnics, holidays, family reunions, etc! **You could be our next winner!**



BROASTER®
An American Tradition Since 1954

Broaster®, Broasted®, Broaster Chicken®, Broasted Chicken®, Broaster Foods®, and Broasterie® are registered trademarks. Usage is only available to licensed operators with written permission from The Broaster Company.



New Marketing Materials

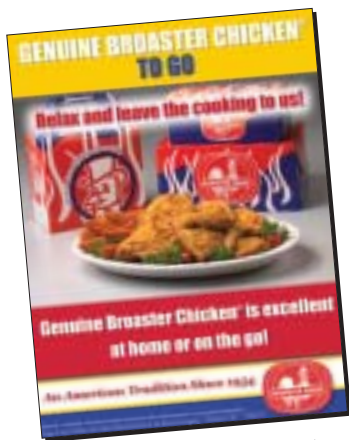
Low Carb/Nutritional Information P.O.S. Piece!

The latest health trend is Low Carb! Use our new nutritional information point-of-sale piece (PN 92479, shown at right) to help sell your Genuine Broaster Chicken®, new Broasterie® Chicken, and Bro-Tisserie® Chicken to health-conscious consumers. These nutritional cards can be used as handouts or placed on top of your tables for customers to read as they dine in. (Shrink-wrapped packs of 100 – 3-1/2" x 5-1/2" when folded.)



New Genuine Broaster Chicken® Posters!

These new 18" x 24" posters are perfect for framing or displaying in a window to advertise your Genuine Broaster Chicken®!



PN 92100 GBC To Go Poster



PN 92476 Real Chicken Poster



PN 92164 It's Incomparable Poster

New Products Increase Operator's Sales

Recently, Lee and Tracie Malone, owners of Malone's Countryside Grocery added our new Broasterie® chicken and Broaster® Recipe shrimp and cod to their menu. The result: significantly increased sales!

Lee says that he is known for giving food to local businesses to help "get the word out" on new products. The office of a local eye doctor, for example, was the recent recipient of a whole Broasterie® cooked bird.

Malone's started selling a few birds a day, but now that the word is out, he sells 50 to 70 whole Broasterie® chickens and 60 to 90 Broasterie® leg quarters per week.

Located in a 6,000 square foot facility on a mountain lake, Malone's customers are mainly fishermen, jetskiiers, and campers, but the local townspeople stop in as well.

Takeout business has been picking up for Malone's since the addition of Broasterie® chicken. "They'll stop in and pick up a whole bird or two, a couple pounds of jo-jos, and some corn-on-the-cob to take home for supper."

Lee's first order of Broaster® Recipe shrimp (5 cases) was received on a Friday afternoon and by Sunday he was completely out of product. He now sells between 7 and 11 cases of shrimp per week ... in addition to 15 cases of Broaster® Recipe chicken tenders! And it isn't even summer yet.

Since adding the Broasterie® chicken and the Broaster® Recipe shrimp and cod, deli sales at Malone's have increased \$300-\$400 per day.

Lee whole-heartedly believes in the Broaster program and the new and exciting items Broaster provides. Try them yourself and tell us your success story!





New Broaster® Trademark Operators

December, 2003 through February, 2004

Casual / Family

Albia Cafe - Albia, IA
 Amy's All American Restaurant - Carrollton, GA
 Angels Cafe - Webberville, MI
 Babby's Steak House - Clarksville, IN
 Bardo Hotels Ltd - Canada
 Chatterhouse Family Restaurant - Saint Germain, WI
 Chris & Pitts - Whittier, CA
 Clover Club LLC - Irma, WI
 Country Fare - Oklahoma City, OK
 Country House Family Restaurant - Colo, IA
 The Court Restaurant - New Martinsville, WV
 Coyote Creek Family Restaurant - Tuscola, IL
 DJ's Cove - Keyesport, IL
 Eagle's Club - Viroqua, WI
 Eat'N Haus Restaurant - Butler, IN
 Eddie Mac's - Scottsdale, PA
 The Fabulous 105 - Marion, IN
 Firehouse Grill - Marinette, WI
 Fireside Restaurant Lounge - Saint Marys, WV
 Flatlander's Restaurant - Greenville, ME
 Heddy's Restaurant - Canada
 Homestyle Buffet - Wayland, MI
 Italian Restaurant - Milwaukee, WI
 JB's Entertainment Center - Howards Grove, WI
 Jimmy's Restaurant - Robert, LA
 Joe Kool's - Canada
 Kay's Kitchen - Aurora, CO
 Kfan The Restaurant - Roseville, MN
 Lake Bruin Motel & Grill - Sainte Joseph, LA
 Lee Ann Chamber - Peck, MI
 Little River Village - Townsend, TN
 Mission Street Cafe - Geismar, LA
 Ohiya Casino & Bingo - Niobrara, NE
 Pablo's - New Roads, LA
 Pa Pa Gus's - Milwaukee, WI
 Sassy's Restaurant - Pioneer, OH
 Sully's Corners - Greenfield, WI
 Tin Fish - Roscommon, MI
 Vittle Village - New Waterford, OH
 Viva Mexico - Orange, CA
 White Cottage Restaurant - Berne, IN
 Yvette's Supper Club - Ormsby, MN

Institutional

VA Canteen 598 - Little Rock AR

Convenience Store

4th & Central Food Mart - Louisville, KY
 Ace Convenient Store - Marrero, LA
 Baham's One Stop - Breaux Bridge, LA
 BP Food Mart - Cartersville, GA
 Bridgeport Conoco Mart - Bridgeport, NE
 Butler Service Station - Butler, TN
 Circle S #55 - Bloomington, IN
 Clark & Sons Shell - Nashville, TN
 Country Station - Broussard, LA
 Dawg Hour Food Mart - Miami, OK
 The Depot - Carencro, LA
 Ear Bob Store - Locust Grove, OK
 Expressway Citgo - Goodlettsville, TN
 Fara's Marathon - Valparaiso, IN
 Fast Stop Market - Lexington, KY
 Fox Mart - Bixby, OK
 G & J Trak - Winnsboro, LA
 The General Store - Carson City, NV
 Golden Arrow Express - Lavaca, AR
 Jayco - Breau Bridge, LA
 Kanyon's L & M Mart - Nashville, GA
 Lander Gas & Food Mart - Turlock, CA
 Livonia Quick Stop - Livonia, LA
 M & R Enterprises - Terry, MS
 Mid Mart - North Middletown, KY
 Midway Truck Stop - Duncan, OK
 Minnie's BP - Mandeville, LA
 Minnie's BP - Robert, LA
 Pauper's Corner - Eldorado, OK
 Phillips 66 - Niles, MI
 Power Stop - Edmond, OK
 Shellie's Deli & Conv. - Gladstone, MI
 Spruce General Store - Spruce, MI
 Waupaca BP Amoco - Waupaca, WI
 Wayne City Phillips 66 - Wayne City, IL

Grocery

Bancroft Foods - Bancroft, WI
 Beck's Farm Market - Saint Johns, MI
 Champagnes Super Food - Eunice, LA
 Diane's Grocery - Opelousas, LA
 Family Market - Somerset, KY
 Fareway - Mason City, IA
 Lee's Family Foods - Peshtigo, WI
 M & M Supermarket - Oregon, IL
 Mouser's Crestwood IGA - Crestwood, KY
 Piggly-Wiggly - Evansville, WI
 Shop & Save Food Center - Ludington, MI
 West Main Produce & Deli - Greenville, TN

Fast Food

Agoura's Famous Deli Restaurant - Agoura Hills, CA
 Aunt B's & O Cajun Joe's - Mansfield, MO
 Beattyville Food Court - Beattyville, KY
 Benson's Genuine Broaster - Canada
 B-Hive - Wisconsin Dells, WI
 Blazer's Bar B Q - Farmington, MI
 Buc's Broaster Chicken - Anderson, MO
 Castles Mixin & Fixin - New Carlisle, OH
 Chicky Fried Chicken - Long Beach, CA
 Clyde's Broasted Chicken - Hudson, FL
 The Cone Zone and More - Sioux Falls, SD
 Frozen Custard Igloo - La Fayette, IN
 Great Escape LLC - Phelps, WI
 Hi-Hwy Hamburger - Butler, MO
 Igloo Frozen Custard - La Fayette, IN
 Lake Arrowhead Assn - Nekoosa, WI
 Motor City Chicken - Clinton Township, MI
 P & T Video - Clinton, IN
 TCT's Br. Chicken & Doughnut Ex - Tracy, CA
 Tom Thumb Drive In - Fort Dodge, IA
 Tyler's Genuine Br. Chicken - Colton, CA
 Waupaca Bowl - Waupaca, WI
 Yogi Bear - Robert, LA

Bar/Grill

Annette Holder Bridge Bar - Mosinee, WI
 Barry's Pub & Eatery - Canada
 Bear Rhodhouse - Glennallen, AK
 Century Bar - Alta, IA
 Club 47 - Rhinelander, WI
 Connie's Hitching Post - Cato, WI
 Kicker's Sports Grill - Waynesville, OH
 The New Shack Tavern - Cedar Rapids, IA
 Rosie O'Grady's Irish Pub - Clinton Township, MI
 Shorty's Bar & Grill - La Crosse, WI
 Silver Bullet - Beech Grove, IN
 Stumps Deli and Pub - Tupper Lake, NY
 Tumbleweed Saloon - Badger, SD
 Valmy Happy Hour - Sturgeon Bay, WI
 Whistle Stop Tavern - Birdseye, IN

Pizza

Giuseppe's - Clinton, IN
 Godfather's Pizza - Humboldt, IA
 Godfather's Pizza - Shenandoah, IA
 Johnny's Pizza - Danielson, CT
 JR's Pizza Pub & Grill - Saint Michael, MN
 Nick's Pizzeria - Lancaster, CA
 Papa John's - Lincoln, NE
 Pazzo Pizzeria - San Pedro, CA

Broaster Operator Training Seminars

<h1>2004</h1> <h2>Training Seminar</h2> <h3>Dates</h3>	June 9-10
	July 7-8
	August 4-5
	September 15-16
	October 13-14

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's 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.



Come See **What's Cookin'** at NRA!

See what's new at Broaster (booth 7354) when you visit the National Restaurant Show at McCormick Place in Chicago, May 22-25, 2004. Don't miss these new introductions and old favorites ...

Model 2400E: **NEW** *Electric Version* of our successful high-capacity gas unit!

VF-3: **NEW** *Ventless Countertop Fryer*, complete with its own branded food program – *Broaster® Recipe Express!*

Broasterie®: **NEW** *Low Carb, Rotisserie Style* pressure-fried chicken, a delicious new flavor profile to help increase your sales.

Broaster® Recipe Shrimp, Cod and Cajun Catfish: **NEW** seafood additions to our popular line of Broaster® Recipe frozen foods.

Genuine Broaster Chicken®: The hit of the show! People come from everywhere to try the great taste.

Plus, A Wide Range of High-Quality Foodservice Equipment: Deli cases, metal modules, rotisserie and convection ovens, holding cabinets, utility tables, automatic breaders and marinators, soup warmers, cold top refrigerators, undercounter freezers, landing and dump tables, and more!



See the brand new
2400 Electric pressure fryer!

We look forward to seeing you there!

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

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