

What's Cookin'

Issue 43 June 2004

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



Sayboy Restaurant Boosts Sales with Broaster Packaging & Broasterie® Chicken

How can you increase your profits? Take the advice of someone who knows. Ken Sabo, owner of Sayboy Restaurant, Fairmont, WV, reports that he has doubled his Broaster Chicken® business in the last 3 years.

Sayboy Restaurant now sells over 4,000 pieces of chicken per week! How do they do it in a town of 25,000 people? Ken says, "It takes the right combination of advertising, packaging, and proper preparation."

When Ken took over the business from his uncle, they weren't using Broaster packaging. Since he started using Broaster takeout boxes, his business has risen 20%. "Broaster Chicken is a large part of my business and I plan to make it an even greater part – I'm thinking about adding



two additional locations in the Pittsburgh area soon."

Ken says he is always looking for new ways to increase business, so he's recently added Broasterie® chicken to his menu. In addition to offering Broasterie for large orders and catering, Ken features it as a nightly special.

To get the word into the community, Ken cooked up 72 pieces of Broasterie and delivered it to three different banks, having the tellers at each location give him their opinion on the product. "It has

gone over great here! They tell 50 people, and then those 50 people tell 50 more, and so on. Now I have a 100-piece Broasterie carryout order for this weekend!"

With marketing ideas like that, it's easy to see why Sayboy is growing. Pittsburgh won't know what hit them!

Congratulations to May Promo Winners

May winners of Broaster's 50th Anniversary Celebration promotional contest are:

(\$300) Guernsey Farms Dairy, Northville, MI for their coupon ad prominently featuring Genuine Broaster Chicken®.

(\$200) Sam's Fine Food & Spirits, Valders, WI – for their ad in the "Dining Guide" of the *Lakeshore Chronicle*.

(\$100) The Country Chef, Inc., Fort Wayne, IN – for the huge "rolling ad" on their 40' mobile unit.

The Broaster Company will be awarding cash prizes to more lucky winners in our August, 2004 issue of the *What's Cookin'* newsletter. Please continue to send in your advertisements and promotional events featuring Broaster Foods.

YOU could be one of our next winners!



BROASTER®

An American Tradition Since 1954

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What Distributors Can Do For You

Establishing an early and strong relationship with your local distributors is a critical step in making your restaurant a success. Picking the right distributors early on as supplier partners ensures your access to reliable service, consistent supply lines, better delivery, the newest products, and even the best values.

Good distributors, well-chosen, have a knowledge and insight to the industry marketplaces that often go far beyond the buyer/seller relationship. They can become consultants and advisers that share ideas, concepts, and provide feedback. According to recent surveys, they are the number one source for information on new products, an important ingredient in keeping your restaurant new and fresh.

In addition to new product introductions, your distributors can often offer product sampling, troubleshooting services, product application and preparation information, employee training, cost-saving ideas, menu development,

educational demonstrations and a wide variety of other important and useful services. Today's good distributors are much more than just order takers.

And the best part is they want you as a customer. It is in their best interest to have you succeed and prosper. The better you do, the better they do. It's a simple formula that adds up to recurring business and profits for everyone.

Tell your distributors what you need, ask what services they can offer, and have them help you identify and connect with the resources that can help you grow. Employ their services and knowledge to your benefit while at the same time remembering they also are in business to make a profit. Without them your job becomes difficult, if not impossible. They are the doors to your success, just as you are the foundation of theirs. Support your distributors and they will support you.

— from *Restaurant Startup & Growth* magazine, April 2004

Treat Your Customers to Broasterie® Turkey for Holidays

With Summer having just arrived, it may be difficult to think about preparing for Fall and Winter holidays right now, but like Holiday shopping, it's never too early to start!

A sure winner for the Thanksgiving holiday period and beyond, or anytime for that matter, are whole turkeys prepared with our new Broasterie® marinade and seasoning. Try this recipe out now and we're sure you'll agree this offering will become a holiday favorite with your customers ... and a way to expand your sales and increase your profits.

Preparing Broasterie® turkey is much like preparing Broasterie® chicken. Just follow these simple steps:

- Remove giblets, neck, and any plastic leg fasteners. Cut off the tail, remove kidneys and any missed or remaining organs, and trim off any excess fat. Then rinse inside and out.
- Marinate in Broasterie® marinade making sure turkey is completely covered. For a 10 - 12 lb. bird, dissolve two 6 oz. cups of Broasterie® marinade into two gallons of water.
- Place the turkey in refrigeration at 34° to 38° F for a minimum of 8 hours, but not more than 24.
- After marination period, allow turkey to drain for a minimum of 15 minutes, but not more than 30.
- Store thoroughly drained turkey in refrigeration until it

is ready to be seasoned and cooked.

- Evenly coat outside of turkey with Broasterie® Supreme seasoning. Apply by sprinkling seasoning on turkey and rubbing it in evenly over the skin and surface until all areas of the bird are covered. (It is not necessary nor recommended to season the inside of the turkey.) The heavier the seasoning is applied, the darker the finished product, therefore a light coating is suggested.
- Allow turkey to setup for 15 minutes – may be held up to 24 hours when covered and in refrigeration.
- Set the cook temperature to 360° F and preheat your Broaster pressure fryer. Set the cook time according to weight of turkey, 3 minutes per pound, Auto-Comp on.
- With the fry basket out of the oil, load turkey into the basket legs up. To help prevent turkey skin from sticking to the basket, dip the basket into the hot oil prior to loading turkey. Carefully lower turkey into the oil. Close the lid and start the cook cycle.
- When the pressure fryer times out, raise the basket and rest it on the basket rest for 30 seconds. After 30 seconds carefully remove turkey from the basket and let it stage for 5 to 7 minutes.

(Note: internal temperature should reach 180° F.)



New Broaster® Trademark Operators

March, 2004 through April, 2004

Casual / Family

Atlantic 66 - Atlantic, IA
 Big O Country Restaurant - Thornville, OH
 Blue Goose - Dakota City, IA
 Country Corral LLC - Delta, OH
 Country Kitchen - Beaver Dam, WI
 Curve Inn - South Haven, MI
 Evening With Friends - Milligan, NE
 Gregg's Steakhouse - Cloverdale, IN
 Harborside Restaurant - Newport Beach, CA
 JC's Restaurant - Luxemburg, WI
 Jiggers - Kadoka, SD
 Key's Cafe - Spring Lake Park, MN
 Lunch Box Cafe - Fort Wayne, IN
 Maggie's Brandon Cafe - Brandon, WI
 Ma Ma Leones - Gaylord, MI
 Mykonos - Taylor, MI
 Nancy's Restaurant - Canton, MI
 Nichol's Diner - Flowery Branch, GA
 Nita Kay's Country Kitchen - Livingston, TX
 Oakwood Grill - Eau Claire, WI
 Paul's Seafood & Deli - Bogalusa, LA
 Pearl & Sids - Olla, LA
 Red Roof Diner - Peosta, IA
 Smokey B's Family Grill - North Liberty, IN
 Speedy Seafood & Deli - Ponchatoula, LA
 Touch of Home Deli & Catering, LLC - Mt. Pleasant, MI
 Village Cafe - Pilger, NE
 Wayne's Family Restaurant - Oconto, WI

Convenience Store

Avery's General Store - Wilmington, OH
 Belmont Travel Center LLC - Belmont, WI
 Corner Market #4 - Oklahoma City, OK
 D & K Spaeth LLC - Sheboygan, WI
 Knapp - Metropolis, IL
 Lime Springs Travel Plaza - Lime Springs, IA
 Mac's Marathon #3 - Newnan, GA
 Maxwell's Mini Mart - Pollock, LA
 North Blvd. Quick Stop - Baton Rouge, LA
 Rylyn's Foodmart - Kams City, PA
 Sanddunes Stop - Big Lake, MN
 SAS #36 - Pee Wee Valley, KY
 Shell Food Mart - Marietta, GA
 Val-AM Cenex - Culbertson, MT

Grocery

Cherry St. Grocery - Hammond, LA
 Fareway - Omaha, NE
 Millers Grocery - Amite, LA

Catering

J's Catering - Dike, IA
 Touch of Home Catering - Mount Pleasant, MI

Other

Elk's Lodge #882 - Galena, IL
 Fayetteville First Baptist Church - Fayetteville, GA

Fast Food

Isac's Genuine Broaster Chicken - Fort Lauderdale, FL
 Midway Drive-In - Navarre, OH
 North River Party Store - Fort Gratiot, MI
 Wisted's - Woodstock, IL

Tavern

Beachcomber Bar - Rhinelander, WI
 Bear's Den - Motley, MN
 Break-Away Bar & Grill - Robbinsdale, MN
 Bucksaw - Little Rock, IA
 Cyndee Sue's Saloon & Eatery - Cedar, MN
 Home Base - Amery, WI
 Jimmie Lee's - Port Byron, IL
 Main Street Station - Cedarville, OH
 MD's Sports Grill - Fountain Valley, CA
 Muldoon's - Carmel, IN
 Palms Bar/Lounge - Ashton, IA
 Wheat & Rye - Dearborn Heights, MI

Pizza

Hometown Pizza - Coleman, MI
 Le Grand Pizza & Broaster Chicken - Guttenberg, IA
 Pizza Pantry - Hebron, ND
 Sammy's Pizza & Restaurant - Coon Rapids, MN
 Sicilian Guys Pizza - Lawndale, CA

Remaining 2004 Broaster Operator Training Seminar Dates

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 seminar.

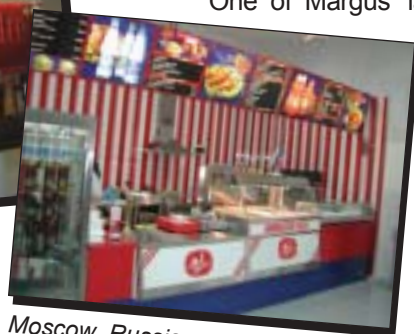
For your \$100 registration fee, you will receive a 2-night stay at a national chain hotel (Ramada Inn), transportation to and from The Broaster Company's state-of-the-art training facility, and all the food you can eat – all in an atmosphere conducive to learning.

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

“From Russia With Love”



Yekaterinburg, Russia



Moscow, Russia

Broaster is continuing to expand around the globe! One of our newest distributors, Margus, LTD, is developing the Broaster branded concept throughout the Russian Federation.

One of Margus' largest customers, The PROGRESSTECH Group of Companies, is developing a large chain of super-market restaurants in this expanding area. Two locations serving Broaster Chicken® are already in place in Moscow and eight more will be operational by the end of 2004. An independent fast-food operation opened in a Yekaterinburg mall as well.

Broaster locations continue to open throughout Russia with every location that's opened to date having the fully branded look and doing quite well. We wish them all many years of success and growth!



Chicken Winner in Low Carb Diets

As reported May 19, 2004, on *meatingplace.com*, a web site directed at meat and poultry processors, the chicken industry has benefitted even more than beef or pork from the low-carb diets currently popular with many American consumers, according to a recent survey conducted for the National Chicken Council and the U.S. Poultry & Egg Association.

Among those following the high-protein, low-carbohydrate approach to dieting, twice as many people reported eating more chicken than eating more beef, and pork came in third among the major meats, the survey said.

Those surveyed also overwhelmingly chose chicken as the most appropriate meat when "low fat" was added to "low carbohydrate." "Chicken is a much bigger winner from low-carb diets than commonly realized," said Paul Prekopa of PKS Research Partners, the Ewing, N.J.-based firm that conducted the survey. "Chicken benefits from its low-fat reputation as well."

Of those who said that their eating habits were influenced "some" or "quite a bit" by the diets (19%), the survey asked if they were eating more or less chicken, beef, and pork.

The survey found 62% of respondents were eating more chicken, 31% said they were eating more beef, and 28% said they were eating more pork.

Respondents were also asked which of the major meats – beef, chicken or pork – was "most appropriate" in a low-carbohydrate and low-fat diet: 67% chose chicken 14% chose beef, and 9% chose pork.

The survey was conducted by telephone on April 2-4, 2004. Responses were obtained from more than 1,000 people nationwide aged 18 and older. The sample is projectable to the national adult population in 95 out of 100 cases with a margin for error of plus or minus 3.5 percent.

That's good news for chicken processors, but even better news for Broaster operators, as all three brands of Broaster chicken (Genuine Broaster®, Broasterie®, and Bro-Tisserie®) have a fraction of the carbs of the leading national brand of fried chicken as well as fewer calories and less fat in most instances. (See our new Low Carb/Nutritional Information P.O.S. piece – PN 92479 – inside for full details.)

Don't forget to promote this fact to your customers – your sales will grow and their wastelines won't!

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

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