

# What's Cookin'

Issue 46 December 2004

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



*Season's  
Greetings*



## Happy Holidays from The Broaster Company!

This year has been extremely busy for us. We have introduced many new items to assist you in your business!

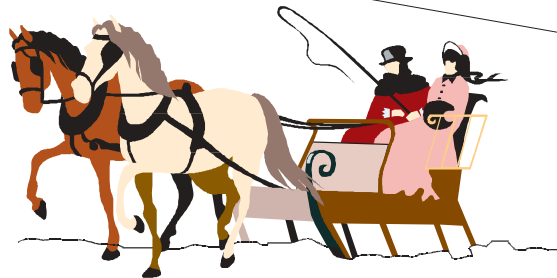
Beginning right away in January we added three new seafood products to our Broaster® Recipe Foods line of premium quality frozen foods. In February the Broaster® Recipe Express trademark program, the VF-3 ventless countertop fryer, and Broasterie® rotisserie-style pressure fried chicken seasoning and marinade were introduced. An electric version of our high capacity Model 2400 pressure fryer was showcased at the NRA show in May. And throughout the year we produced new point of sale materials to go along with these new programs and products. We hope they have been helpful to you and we look forward to 2005 as a year of growth for the whole Broaster family.

We will continue to work hard, offering you additional new and exciting products and recipes, point of sale materials and other special offers. If you have ideas or needs for equipment, point of sale materials, or recipes, please contact us and we will assist you in any way we can.

Enclosed is the annual certificate we mail each year to Broaster licensed trademark operators. We suggest that you frame it and hang it in a prominent spot for customers to see.

Thank you for your loyalty and dedication to the Broaster trademark program. Best wishes for a prosperous and happy 2005 from all of us here at

*Rennae Rudolph*  
Operator Promotions Manager  
The Broaster Company



**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.



# www.broaster.com ... New Look, More Content, Simpler Navigation



If you haven't been to Broaster's web site recently, it's definitely time to make a return visit! [www.broaster.com](http://www.broaster.com) now features a fresh new format, a wide range of additional content, and simpler navigation for improved usability. We hope you'll love the new look and feel!

While the home page retains the familiar "Broaster Family" enjoying a delicious meal of Genuine Broaster Chicken, prominent links quickly take prospective consumers, operators, and distributors to the typical answers they seek, such as why Broaster is better, where Broaster operators can be found in their area, Genuine Broaster®/Broasterie®/Bro-Tisserie® nutritional facts, what they need to know if they are interested in becoming a Broaster operator, and the advantages of being a Broaster distributor.

The new home page also allows visitors to quickly link to information about our three branded food programs, our full line of foodservice equipment, and our wide variety of fresh and frozen food products. A new *General Information* page linked to the home page provides quick access to a wide range of other interesting, fun, and useful content including our complete range of literature in

Adobe Acrobat pdf format, Broaster history and interesting facts, news releases, career opportunities, promotional materials, recipes, testimonials, trade show and distributor open house dates, factory training information, *What's Cookin'* newsletters, and a nutritional quiz. In addition, "side bars" throughout the site highlight new products and significant company, distributor, and operator news.

Trademark operators and authorized Broaster distributors continue to enjoy access to password-protected exclusive content. This includes product and operator news as well as downloadable training and marketing support materials. For your user name and password call (800)365-8278.

Additional new site features include easy-to-use functions to search for operators and distributors by zip code and to locate foreign distributors by continent and country. This means customers can find you on the web! Be sure the information we have listed for you is up-to-date. Do we have a current telephone number? Has your area code or zip code changed? Let us know so that we can update our records and get customers in touch with you more readily!

We welcome your comments for improvement. Our goal is to provide a useful tool for you.



2005

# Broaster Operator Training Seminar Dates

January 18-19, 2005  
February 15-16, 2005  
March 15-16, 2005

April 19-20, 2005  
May 3-4, 2005  
June 14-15, 2005

July 12-13, 2005  
August 9-10, 2005  
September 13-14, 2005

October 11-12, 2005  
November 8-9, 2005  
December 6-7, 2005

Operator Training seminars are designed for new and current Broaster Operators who are looking for ways to boost business and create an efficient Broaster operation.

Operators attending the seminar receive in depth training on all Broaster equipment and products including preparation and cooking procedures. Emphasis is placed on "hands on" practice with equipment and products, with a review of food safety procedures, menu development, purchasing and daily operations.

For a \$150 registration fee per attendee, you will receive a 2-night stay at a national chain hotel, transportation from hotel 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 Diana Belfield at (800) 365-8278.

*"For a long time, Jim and I have wanted to really understand how to operate our Broaster correctly to insure that we are making the very best Broasted Chicken possible. We were able to register for a class at The Broaster Company in Beloit, Wisconsin in February. The long drive to Wisconsin was well worth the trip. We feel thoroughly trained and fully understand how a Broasted product should taste. We are excited about providing the very best product to our customers.*

*The Broaster Company personnel could not have been nicer or more professional in their training sessions. We had "hands-on" training and, because they keep their classes small, everyone had the opportunity to ask as many questions as necessary."*

**Cheryl Boring, CJ's Corral, Newmanstown, PA**

## Your E-mail Address, Please

Broaster is requesting that all operators 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 a third party. Only Broaster employees and author-

ized distributors will have access to your information. To participate, please call (800) 365-8278 or send an e-mail to [broaster@broaster.com](mailto:broaster@broaster.com). Please indicate "address for e-mail database" in the subject line of your e-mail. Help us help you faster, easier, and more efficiently – supply us with your e-mail address!

## Congratulations to Final Promo Winners

**W**inners of Broaster's final 50th Anniversary Celebration promotional contest are:

**(\$300) Rite Way Party Store - Jackson, MI** for their billboard and other signage featuring Broaster Foods®

**(\$200) Gosse's - Sheboygan, WI** for their advertising campaign during the PGA Championship at Whistling Straits and throughout the year

**(\$100) Bob's Lounge - St. Clare, MI** for their television ad and billboard featuring Broaster Chicken® and their special Chicken Float

The Broaster Company would like to thank those operators and distributors who sent in advertisements and promotional events featuring Broaster Foods throughout the year.

As each operator promotes Broaster Chicken®, the brand name is strengthened and we all benefit. Sixty-five percent of consumers feel that brand name products are better than non branded. Take advantage of this and promote the Broaster Chicken® brand in your area.





# Say-Boy Receives Golden Chicken Award

You may recall the article featuring Say-Boy Restaurant in the June 2004 issue of the *What's Cookin'*. Since then, they have been nominated for a Golden Chicken award by their authorized distributor, CJS Sales, Inc. Say-Boy Steakhouse Restaurant, Fairmont, West Virginia, has been serving Genuine Broaster Chicken® since the doors opened in 1960. Original owner, Albert Sabo, who won a Golden Chicken in 1995, sold the operation to his nephew, Ken Sabo, in 2001.

Even an established, successful operator can find new ways to grow his Broaster Chicken® business. By utilizing our take-out packaging and promotions, he was able to double his take-

out sales. Business continues to grow and Ken plans to open a new Broaster Chicken® take-out operation soon.

"Part of Ken's success is that he is receptive to new products and ideas and he sees the value in promoting a top quality, branded product line. The Broaster program gives him superior products which set him apart from his competitors," says Lynn Griffiths, authorized Broaster Distributor.

Ken has increased marketing efforts and has shown significant growth to merit a Golden Chicken this year!



Left to right: Chuck Griffiths-CJS Sales, Ellen Gotses, Keith Straka and Ken Sabo-all of Say-Boy Restaurant, Bill Loeffelholz-Broaster Sales Rep and Lynn Griffiths-CJS Sales

## New Broaster® Trademark Operators

September, 2004 through October, 2004

### Casual / Family

19th Hole Restaurant/Catering - Wabasha, MN  
 Barbie's Country Kitchen - Stockbridge, MI  
 Bob's Restaurant - Kenosha, WI  
 Buffalo Ranch - Afton, OK  
 Canyon Lake Broasting - Canyon Lake, CA  
 Chris & Pitts - Downey, CA  
 Chubby's Diner - Windsor, CA  
 City Walk Restaurant - Temecula, CA  
 Country Broaster - Milford, MI  
 Filling Station - Ortonville, MI  
 Finos - Monroe, MI  
 Hwy 31 A Market & Diner - Chapel Hill, TN  
 Joy's Family Restaurant - Two Rivers, WI  
 Kelly's Deli - Grants Pass, OR  
 Kroll's East, Inc. - Green Bay, WI  
 Mollies - Klamath Falls, OR  
 Parkside Cafe - Medford, OR  
 Sam's Place - Washington, PA  
 Sibley's Hotel Grill - Trenton, MI  
 Shultzie's Supper Club - Dickeyville, WI  
 Stamp's Cafe - Stamps, AR  
 Stoke's Bay - Sarmina, Ontario, Canada

Tumbleweed Junction - Anza, CA  
 Waddell's Loughorn Corral - Buckeye, AZ

### Convenience Store

Almost Heaven Lottery - Kistler, WV  
 Avoca Mini Mart - Avoca, IN  
 Buddy Foods - Ketchum, OK  
 D & M Food Mart - Stanton, KY  
 Express Food Mart - Tulsa, OK  
 Chicken Shoppe, The - Rushville, IN  
 Chicken King II - Farmington, MI  
 Golden Sierra Mgmt. - Lemoore, CA  
 Lee Food Mart #14 - New Tazewell, TN  
 Leota Pit Stop & Deli - Harrison, MI  
 Poor Folk's Market - Newhall, WV  
 Rockin H - Tallihina, OK  
 Rubicon - Tulsa, OK  
 Southside Chevron, Inc. - Huntington, WV  
 Spencer's Shortstop - Owasso, OK  
 Y-Mart - Oklahoma City, OK

### Grocery

Midway IGA - Corryton, TN

### Fast Food

Airport Express Cafe, Inc. - San Bernardino, CA  
 Bread Bites & Moore - San Diego, CA  
 Canton Coney Island - Canton, MI  
 Kwik Pick Deli - Medley, FL

### Tavern

Daiquiri Depot - Plaquemine, LA  
 Rocco's - Myrtle Beach, SC  
 Wild Willy's Grub & Brew - Cave Creek, AZ

### Pizza

Dominic's - Clinton Township, MI  
 Komo's Pizza - Alpena, MI  
 Otterbein Pizza King - Otterbein, IN  
 Pizza Co/Chicken Joe's - Little Silver, NJ  
 Scotty's Pizza - Stratford, WI

### Other

American Legion Post 88 - Mattoon, IL  
 Elk's Club - Auburn, IN  
 Elk's Lodge 552 - Sault Ste Marie, MI

## Broaster® Recipe Express Operators

2 Steps West - Spearfish, SD  
 Bimini Bill's - Dayton, OH  
 Café Del Sole - Pittsburgh, PA  
 Capitol Adventure Tours - Carson City, NV  
 Cedars Rapid Stop - Cedar Rapids, NE  
 Circle A Food Mart 121 - Marengo, IN  
 Clark & Sons Shell - Nashville, TN  
 Davenport's Market - Williamsburg, KY  
 Frostie's Tobin Creek Bar - Pleasant Prairie, WI  
 Grand Food Junction - Fort Wayne, IN  
 Homer Country Market - Homer, IL  
 Java Station - Esparto, CA

Kum - Go - Spirit Lake, IA  
 Kim's Country Kupboard - London, KY  
 Lucky Stop LLC - Iola, KS  
 Mac Food Mart - Fort Wayne, IN  
 Malone Enterprises, Inc. - Greenville, MI  
 Mapco Express #3201 - Nashville, TN  
 Midway Fast Stop - Bedford, KY  
 Minit Mart - Sunrise Beach, MO  
 Old Hickory Inn - Louisville, KY  
 Payne Service Center - Thompsonville, IL  
 Phillips Market - Hiseville, KY  
 Rhodes Pub & Grill - Rhodes, IA

Shell Food Mart - Adairsville, GA  
 Shoppers Market - Winchester, KY  
 Silver Dollar Saloon - Blairsburg, IA  
 Sooner Petro Mart - Midwest City, OK  
 Spitfire Grill - Dayton, OH  
 Steamboat Landing, LLC - Muscatine, IA  
 Sunset 66 - Vandalia, IL  
 Westside General Store - Ellettsville, IN  
 What's To Eat? - Campbellsport, WI  
 Willamette Lane - Oakridge, OR