

What's Cookin'

Issue 47 March 2005

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



Pizza Pro Adds Variety and Profitability with Broaster® Recipe Express!



Pizza Pro got started in the Broaster® Recipe Express branded food program with the purchase of a Broaster VF-3 ventless countertop fryer, a countertop warmer, and interior and exterior Broaster® Recipe Express branded signage.

Pizza Pro in Atmore, Alabama, has found success with the Broaster® Recipe Express branded food program. The small pizza restaurant located in an Atmore shopping center currently cooks between 35 and 40 cases of Broaster® Recipe frozen food products each week for added daily sales in the \$400 to \$450 range.

Open from lunch until late evening, the store offers dine-in and carry-out service for both pizza and a wide range of Broaster® Recipe foods including jumbo popcorn chicken, chicken tenders, traditional wings, seasoned potato wedges, 3-cheese mozzarella sticks, beer batter shrimp, catfish tender strips, and cod filets.

To further stimulate sales, Pizza Pro places their menus within local hotels, both at the front desk as well as in local information packets dispensed in individual hotel rooms. In addition, Pizza Pro distributes its menus to larg-

"The Broaster concept has proven ideal for my business. The food is excellent and the equipment is 'idiot-proof.' Overall, it has surpassed my expectations." – Scott Brake, Pizza Pro, Atmore, AL

er businesses within Atmore, a town with approximately 7,700 residents. A Broaster® Recipe Express car top sign on their delivery vehicle also helps spread the word around town that they now carry more than just pizza.

Pizza Pro became aware of the Broaster® Recipe Express program as a result of a direct mail flyer they received from Broaster® Recipe Express distributor Taylor Sales & Service Inc. (TSSI) of Birmingham, Alabama. Scott Brake, operations manager for Pizza Pro, went to TSSI for a demonstration and food tasting. Within a month, Scott purchased two Broaster VF-3 ventless countertop fryers and signed a no-cost licensed trademark agreement providing Pizza Pro with the right to use the Broaster® Recipe Express brand name. Since then TSSI has contacted other Pizza Pro restaurant locations and has placed four more VF-3's with a possible 5th in a few months.



BROASTER®

An American Tradition Since 1954

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New Broaster® Trademark Operators

November, 2004 through January, 2005

Casual / Family Dining

Athen's Restaurant - Milwaukee, WI
 Bev's Country Diner - Nova Scotia, Canada
 Boreal Ridge Ski Resort - Soda Springs, CA
 Bruckens/Ft Loramie Inc. - Fort Loramie, OH
 Brundo's Italian & American - Peshigo, WI
 Capricorn Restaurant - Nova Scotia, Canada
 Chu-GA Korean BBQ House - Rowland Heights, CA
 Chuckwagon - Foster, NE
 Clubhouse Express - Alcester, SD
 Corner Cafe - Lebo, KS
 Country Roads Diner LLC - Gillett, WI
 Cozy Cabin Cafe - West Point, CA
 Dave's Restaurant - Charles City, IA
 Giovanni's - Clovis, CA
 Hackney's - Wheeling, IL
 Happy Chef - Toledo, IA
 H C Diner - Prattville, AL
 Hummingbird Restaurant - Jacksonville, NC
 Izzy's - Castle Rock, CO
 Kat-A-Lena's Lumberjack - Tigerton, WI
 King Chef Buffet - Kansas City, MO
 Last Chance Lakeside Cafe - Hot Springs, AR
 Milda's Cafe - Minneapolis, MN
 Old School Cafe - Carlinville, IL
 Ponderosa Resort - Lotus, CA
 Schroeder's - Saint Paul, MN
 Stables Restaurant - Langdon, ND
 Stop 3 Truck Plaza, Inc. - Spiceland, IN
 Towne Square Family Restaurant - Sycamore, IL
 Yoder's Country Kitchen - Heath, OH

Convenience Store

Lulu's Restaurant - Van Nuys, CA
 Sam's Place - Solana Beach, CA
 Cavender Corner - Dahlonge, GA

Corner One Stop - Sykesville, PA
 Country Boys Market Deli - Shelbyville, KY
 Fillin Station - Sulphur, OK
 Han-D-Sak - Oklahoma City, OK
 KBJ's - Bridgeport, IL
 Kings Buffet - Ontario, Canada
 Mikey's Mini Mart - Sunrise Beach, MO
 Ongpin Express - Union City, CA
 S & K Mini Mart - Chowchilla, CA
 Sav A Step Food Mart #36 - Louisville, KY
 Sav A Step Food Mart #57 - Floyds Knobs, IN
 T-Mart - Greensburg, KY
 Tak A Break - Hugoton, KS

Pizza

Big Inning - Las Vegas, NV
 Cappi's Pizza - Lima, OH
 De Matteo's Pizza - Riverside, CA
 Niko's Pizza House - Harrisville, RI
 Pappy's - Johnstown, PA
 Pizza Nova Express - Chicago, IL
 Tony's Pizza & Lounge - Boulder City, NV
 Uncle Tom's Broaster Chicken & Pizza - Phoenix, AZ
 Walshy's Subs & Pizza - East Bridgewater, MA
 Yogi's Pizza - Lake Zurich, IL

Fast Food

Big Bubba's - Harvey, IL
 Blackhawk Run Golf Course - Stockton, IL
 Broaster Chicken & Ribs - Roselle, NJ
 Chi-Towns Finest Chicken - Chicago, IL
 Hoodwinks - Washington, IA
 Lou's Hot Dogs - Port Charlotte, FL
 Maid Rite - Ottumwa, IA
 Masala Bites - Ontario, Canada
 Ol' Dad's Carry Out Food - Harrod, OH
 Philly Grill - Baton Rouge, LA

Pierre Part Drive Inn - Pierre Part, LA
 Ribs & More - Walker, LA
 Sammy's (Deli) - Johnson City, TN
 Seafood Express MKT/Deli - Monroe, LA
 Snyder Pharmacy & Food - Byron, IL
 Sunny's LLC - Newport, NE

Grocery

Dick's Market - Central Point, OR
 Durands Food Store - Mansura, LA
 Fareway - Papillion, NE
 Garden Fresh Market - Northbrook, IL
 Potash Bros Supermarket - Chicago, IL
 Sunset Foods - Northbrook, IL
 Sunset Foods - Lake Forest, IL

Bar/Grill

19th Hole - Arlington, WI
 Across The Tracks - New Haven, IN
 Breakwater West - Superior, WI
 Double R Saloon - Grey Eagle, MN
 E Avenue Tap - Cedar Rapids, IA
 Junction Inn - Hokah, MN
 Molly & O.J.'s - Ontario, Canada
 The Rafters - Lena, IL
 Shafers Northern Bar - Milltown, WI
 Spanky's Bar & Grill - Saint Paul, MN
 Stokes Inland - Ontario, Canada
 Winchester's Restaurant/Saloon - Delta, OH

Other

Elk's Lodge 1187 - Rapid City, SD
 Loyal Order of Moose - Beech Grove, IN
 Norwegian American Hospital - Chicago, IL
 Palace Casino - Cass Lake, MN
 VFW #454 - Bloomington, IL
 VFW Post #839 - Marshalltown, IA

New Broaster® Recipe Express Operators

November, 2004 through January, 2005

7-11 Grocery - Thomastown, GA
 Barbary General Store - Clarklake, MI
 Big D Oil Company - Deadwood, SD
 Bluegrass Assisted Living - Bardstown, KY
 Bluegrass Assisted Living - Elizabethtown, KY
 Bob's Market - Jim Thorpe, PA
 Bristol Store - Luther, MI
 Buffalo E-Z Stop - Buffalo, KY
 Exxon Tiger Mart - Sunman, IN
 Halftime Tavern - Columbus, OH
 Hen House - Redding, CA
 Hot Diggity Dog - Baton Rouge, LA

LaGrange Food Mart - LaGrange, KY
 Mac Food Mart - Fort Wayne, IN
 Meet'n Place Tavern - Philomath, OR
 Mid America Sports - Louisville, KY
 Northern Bear County Store - Elmira, MI
 Pizza Pro - Atmore, AL
 Pizza Pro - Greenville, AL
 Pizza Pro - Monroeville, AL
 Pizza Pro - Thomasville, AL
 Prairie Pantry - Decatur, IL
 Roy's Kwik Stop - New Castle, WY
 Sav A Step Food Mart #1 - Louisville, KY

Sharky's Pizza - South Sioux City, NE
 Shepherd Food Mart #2 - Blackwell, OK
 Simmon's Grocery & Hardware - Ellsinore, MO
 Smitty City - Leitchfield, KY
 Southern Smoke - Prairieville, LA
 Stop & Shop - Princess Anne, MD
 Sun Mart #2 - Bloomington, IN
 Three Girls - Winston Salem, NC
 Uncle Kenny's Gas & Grill - Hays, NC
 Weber Store - Hawesville, KY
 Wilke's Grocery - Section, AL

2005 Broaster Operator Training Seminar Dates

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 your \$150 registration fee per attendee, you will receive a 2-night stay at a national chain hotel, transportation from the 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.

April 19-20
 May 3-4
 June 14-15
 July 12-13
 August 9-10
 September 13-14
 October 11-12
 November 8-9
 December 6-7



Service Corner

Questions Asked and Answered at Operator Training Seminars

How often should oil be filtered? The Broaster Company recommends filtering after every five full loads, at the end of a busy period, and at the end of each day. If smaller loads are being cooked, then after the 7th or 8th load, oil should be filtered, and at the end of each day.

How many times can a filter paper be used? The Broaster Company recommends that you change the filter paper and compound after every filtering to ensure proper filtering and extension of oil life.

Can I just use the filter paper without the filter compound? No, the primary purpose of the filter paper is to hold the filtering compound. The paper will filter the large crumbs out of the oil but will not filter the oil itself. That is what the filter compound is for. Broaster filter paper, Bro-Clean, and XL filtering compounds are made specifically for The Broaster Company and are designed to work together to extend your oil life. If the Broaster filter paper and filtering compounds are not used together for filtering as specified in the Broaster Operation Manual, then the warranty on the pump is void.

Note: **NEVER** let the filtering compound rise above the hold down ring, as the compound can get by the filtering paper and into the pump, resulting in problems.

Why does the filter paper sometimes bubble up? If the oil is not agitated before filtering to remove the moisture from the bottom sump, the water is the first thing to soak into the paper. When the hot oil hits the water, the water vaporizes, causing bubbles of air to form under the filter paper. The paper may come out from under the hold down ring and you would no longer have a proper seal, so filtering would not be advisable, as crumbs and compound could get into the pump and cause problems. So be sure to agitate the oil before you begin filtering.

There is oil in my filter pan in the morning, is that normal? No, not if you've properly cleaned it the night before. It could be the drain valve or the check valve on the filter return line. Try placing a paper towel on top of the filter pan lid when you leave for the night. If the towel is saturated with oil the next morning, then it is the drain valve. If the towel is dry but oil is still in the filter pan, then the check valve is plugged open, allowing oil to leak back into the filter pan through the return line. This is the result of not using proper filtering procedures – crumbs and/or compound is getting by the paper and into the pump and check valve. In either case, you should contact your authorized Broaster Distributor to schedule maintenance.

Have a question for our Service Team? Call us at (800) 367-0645

New Non-Illuminated Menuboard

Each metal trim non-illuminated menuboard is custom made with your choice of photo and your menu items. Available in three sizes:

20"x18" – 20"x30" – 27"x27"



New Graphics for Deli Cases and Metal Modules

Order your Perfect Hold Deli Case or Broaster Metal Module with the new updated graphics ... or retrofit your existing pieces to the new, bolder look.



New Broaster® Recipe Foods Onion Rings

Packed 20 8-oz. bags per case for freshness and convenience, our new top quality frozen onion rings will help you increase your per check sales. Contact your Broaster® Recipe Foods distributor today for pricing, samples, and additional details.



New Training Videos On DVD

Now available in DVD format, these videos are great for initial training of new employees or as a refresher course for you and your staff. Included on the single DVD are *How to Use The Broaster Company Pressure Fryer* and *How to Prepare Genuine Broaster Chicken®*. Both videos are also available on individual VHS tapes. Contact your Broaster distributor for copies and get training in a jiffy!

For more information, visit our website ... www.broaster.com



Pennsylvania Distributor Receives Top Award



During the Broaster Distributor Winner's Circle Meeting held in January, **Chuck and Lynn Griffiths of CJS Sales, Inc., New Castle, PA**, were presented with the Distributor of the Year award by **Richard Schrank, President/COO of The Broaster Company (far left)** and **Frank Dowling, President of the Broaster Recipe Foods Division (far right)**. **Dave Bell of TSBL Distributing, Burnsville, MN (not pictured)** was awarded the Salesperson of the Year honor. Congratulations to all for a job well done!

Visit Broaster at the 2005 NRA Show and Win!

The Broaster Company will have a new location and a new look at the **2005 NRA** (National Restaurant Association) Show. And, to encourage our highly valued Broaster licensed trademark operators to see for themselves "what's cookin' at Broaster," we're offering a special incentive that could be worth up to \$150!

That's right, just fill out the form inserted in this newsletter and hand it to us during your visit to our booth. We'll place your entry in our special drawing for operators. If you're one of the 25 lucky entrants to have your name drawn, we'll give you a voucher for a Broaster Operator Training Seminar – a \$150 value!

But that's not the only reason to stop by our exhibit at **booth #5637 (North Hall)**. It will also be a great opportunity to see our top quality foodservice equipment, sample our signature Genuine Broaster® and Broasterie® Chicken, and taste-test our delicious new Broaster® Recipe frozen foods including our new onion rings, french fries, breakfast pockets, pizza pockets, and fried mini cheesecakes!

We look forward to seeing you at **McCormick Place in Chicago, May 21-24!**

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

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