

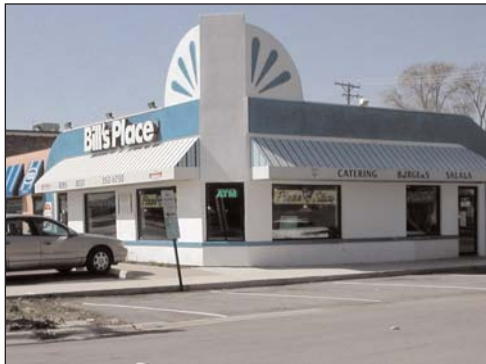
What's Cookin'

Issue 48 June 2005

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



Quality Food, Service, and Atmosphere Abound at Bill's Place, LaGrange Park, Illinois



From the clean exterior of the building to the impeccable food line inside, pride and quality are apparent at Bill's Place in LaGrange Park, Illinois. Two of the many reasons Bill's Place has recently been awarded the coveted Golden Chicken Award by The Broaster Company.

When you enter Bill's Place in LaGrange Park, Illinois, you get a feeling of warmth and friendliness. One customer stated that he has been eating Genuine Broaster Chicken® at Bill's Place since 1993, which is when Bill's Place started serving Genuine Broaster Chicken®. One of the reasons customers keep coming back is the quality products that are served with pride by owner Bill Konstantapoulos, son Demetrios, and manager Val Kladis. An open kitchen is proof that they are confident and proud of their staff and the food they serve. Customers can literally watch their orders being prepared right in front of them. This also allows for the easy banter you can sometimes hear between the staff and loyal customers.

Bill's Place currently has four Model 1800 pressure fryers which are put to hard use seven days a week. Serving approximately 3500 to 4000 pieces of chicken per week, Bill uses nothing but fresh chicken prepared with Broaster breadings and marinades. No short cuts are taken, ever. When necessary, holding of

chicken is done only for a short period of time, no longer than a half hour at most. After the busy lunch and dinner rushes, Bill cooks Broaster Chicken® to order to ensure that his customers receive the highest quality product.

The attention to detail and pride shows. Bill's Place serves over 300 guests on any given weekday and over 500 guests on a typical weekend day. While about 40% of their business is from carry-out, catering is also a big part

of their business. It's not uncommon for Bill's to get an order for 100 to 200 pieces of Broaster Chicken® with Broaster® Potatoes. They have a nice take-out menu, a separate menu just for catering clientele, and a delivery van that not only delivers but advertises their catering as well. Bill says the delivery van draws a lot of attention to the business when it's on the road.



Bright and colorful, the Bill's Place delivery van draws attention wherever it goes!

"Welcome to Bill's Place" it says on the menu and welcome you will feel when you step into this restaurant.



BROASTER®
An American Tradition Since 1954

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Coupons Can Keep Them Coming Back

Used properly, and tracked, discounting can be one of the most effective methods for restaurants to use to create new customers, and turn them into loyal regulars. But it's important to understand that, if you use coupons/discounts to attract new customers, it's up to you to keep them coming back. You've got to make sure that you and your staff give your customers a first-class experience when they try out your establishment, or you'll likely never enjoy them as regular, full-price-paying customers. Discounting can be a powerful and effective marketing method, but if done improperly, it can also sabotage your efforts to acquire good customers. The first and most important step is to know your audience and understand how to reach them directly. You need to aim your marketing message to the right people, and make sure that your message speaks to them in a way that prompts them to act. Remember, coupons are cash and the last thing you want to do is throw cash out the window. So before you move forward with any discount or coupon program, have a clear idea of who you're going after, and how you're going to get to them.

"You've really got to think about image and a coupon format that's appropriate for your identity in the marketplace," says marketing consultant Julien Recoussine, owner of Seattle-based Cormorant Consulting Group.

A Real Deal

The next thing to think about is which type of discount is going to work best for your restaurant. Flip through any coupon book or direct mail packet and, chances are, you'll see a range of offers. Some of the most common include:

- 10% to 50% off an entree
- Buy one entree, get one free.
- Free appetizer/dessert with purchase.

While there's no exact science to choosing the offer that's going to reap the best results, Recoussine says there's a good rule of thumb that all restaurateurs should keep in mind. "Don't be a cheapskate. The worst thing for a restaurant to communicate – whether it's an inexpensive diner or gourmet bistro – is an attitude of being cheap to your customers," he said. "Remember, discounts are supposed to attract new customers and encourage the existing ones to come back more often."

Spread the Word

Once you've decided which type of coupon will best suit you, you need to think about how you're going to distribute the deal. Should you take out an ad in your local newspaper? Or distribute them on your own via mail, or maybe e-mail? Or, perhaps, you should rely on the distribution capabilities and expertise of a company that specializes in targeted marketing and/or coupon programs.

In addition to deciding how to distribute your coupon to potential customers, you'll need to decide on frequency. A common mistake that both new and veteran proprietors make with coupons and discounts is to just try it once and then bail out on the tactic if they don't see big results immediately. And restaurants often don't see big results quickly.

You really need continuity to make it work. Try three or four mailings and then evaluate the results. By giving people a chance to see your offer with some regularity, you keep your establishment top-of-mind so that, when they're ready to dine out, they are thinking about you.

Calculate Your ROI

Regardless of what type of offer you decide on, and which distribution method you plan to use, there is one thing that is critical to any marketing campaign that includes coupons and discounts: You've got to measure the results. Unlike many other advertising and promotions tactics, coupons offer the crucial advantage of allowing you to track the return that you get for your investment. Coupons allow you to know exactly how the customer found out about you, and how much they spend when they come into your restaurant.

It's imperative that you understand your break-even point to accurately track your return on investment. For instance, if your average guest check is \$50 and you spend \$1,000 to publish a coupon in a newspaper, you will need 20 parties to come in with that offer to recover your advertising costs. But you also need to factor in the food costs of these visits to get a true break-even point of direct costs. In this case, the break-even point is \$1,350. So if your 20 parties spend only \$1,350 or less, then you've either made no money or lost money. And the true profit will be if you provide a level of service, quality, and value that prompts these people to come back again.

Train the Wait Staff

A final and sometimes overlooked issue to consider when adding coupons or discounts into your marketing mix is how you're going to educate your wait staff on the program. Your frontline workers need to understand the rules and restrictions associated with the coupons or discount, how to process the discount properly so that ROI can be calculated, and encouraged to upsell appetizers, drinks, and desserts to those using a coupon or discount for their meal.

There's nothing more frustrating or embarrassing to a restaurant patron trying to take advantage of a discount offer than wait staff members who refuse to accept a coupon because they don't recognize it, or who process the discount incorrectly because they don't understand the program.

Excerpts from *Restaurant Start Up & Growth* Magazine, October 2005

"Remember, discounts are supposed to attract new customers and encourage the existing ones to come back more often."



Broaster Receives AIB's Superior Rating

As a foodservice operator who has purchased Broaster products, you already know that our product quality is top notch and that our flavor profiles are uniquely delicious. What may not be readily apparent is the strong commitment we make to sanitation and safety in producing the complete line of Broaster foods and foodservice equipment.

The American Institute of Baking (AIB), an independent inspection firm, audits and evaluates our quality and safety programs each year. We are pleased to announce that once again we have received the AIB's Superior rating, the highest it bestows.

Upcoming Broaster Training Seminar Dates

July 12-13, 2005
August 9-10, 2005
September 13-14, 2005
October 11-12, 2005
November 8-9, 2005
December 6-7, 2005

Call Diana Belfield
at (800) 365-8278 to
make your reservation.

During its annual audit of our facility, the AIB reviews the conditions of our plant as well as the adequacy of our operational methods, cleaning practices, and food safety management and maintenance programs. Broaster personnel work very diligently on a continual basis throughout the year to ensure attainment of this highly regarded and desired classification.

Should you desire additional information about our wide range of products, please contact us toll free at 800-365-8278 or visit our web site at www.broaster.com. We are eager to put our over 50 years of foodservice experience to work for you!

New Broaster® Trademark Operators

February, 2005 through April, 2005

Casual / Family Dining

Brighton Restaurant - Chicago, IL
Cabaret - Carthage, SD
Cafe Hilltop - Montello, WI
Chico's Place LLC - Onamia, MN
CMS Blue Mist Motel LTD - Badger's Quay, NL, Canada
Dove Garden - Butler, IN
Ed's Golden Skillet - Cortland, NY
Fergis Fish & Chips - Lincoln Park, MI
Footville Cafe - Footville, WI
Four Seasons Family Restaurant - Rhinelander, WI
Grafton Inn - Carleton, MI
Hotel Seymour - Seymour, WI
Kube's Supper Club - Norwood, MN
Main Street Diner - New Palestine, IN
Mama Moose's - Ruthven, IA
Mega Broast & Tandori - Mississauga, ON Canada
Nora's Kitchen - Ypsilanti, MI
Riverside 181 - Marietta, OH
Riverside Family Restaurant - Janesville, WI
Smithy's - Thayer, KS
Stonycreek Diner - Pickerington, OH
The Mango Room - Kansas City, MO
The Sheep Shedde Restaurant - Olivia, MN
Tucci's - Mokena, IL
Whistle Stop Cafe - Osawatomie, KS
Wise Guys Inc. - Princeton, IL

Convenience Store

B & B Mini Mart - Ellwood City, PA
Best Stop Food Mart - Louisville, KY
Buss-In General Store LLC - Lebanon, MO
Dot's Market - Kettering, OH
Hop & Sack #10 - Fletcher, OK
Jaguar Shell - Green Bay, WI
KWIK Stop - Chickamauga, GA
McCarthy Mini Mart LLC - Jackson, OH
McKinney Lake Store - Grand Rapids, MN
SER Market - Mineral Ridge, OH
Tonya's Petro - Elba, AL
Wash & Go - Marksville, LA

Pizza

Amore' Pizza & Pasta - Las Vegas, NV
Pegasus Pizza - Sterling Height, MI
Marshfield Famous Pizza - Marshfield, MA
Nino's Pizza - Taylor, MI
Romani's Pizzeria & Lounge - Winnipeg, MB Canada
T.J. Finnegans - Mankato, MN
Tony's Pizza II - Henderson, NV

Fast Food

Dairy Bear - Howard City, MI
Dough Boy Donuts - S. Boston, MA
Manhattan Franks - Las Vegas, NV

Mr. Hot Dog - Henderson, NV
Paster Hamilton BBQ - Saint Paul, MN
Paynes Point Liquor - Neenah, WI
Rudee's Broaster Chicken - Ennis, TX
Skepez Chicken Shop - Mount Carmel, TN

Grocery

Elder Creek Market - Sacramento, CA
Farina Market, Inc. - Farina, IL
Teresa's Grocery & Bakery - Pick City, ND
Wiseway Supermarket - Chesterton, IN

Bar/Grill

Bernie's Back Inn - Norway, MI
Boyles Tavern - Philadelphia, PA
California Bar & Grill - Rockford, OH
McGregor Columbian Club - McGregor, ON Canada
Powerhouse Bar & Grill - Warren, OH
R-Bar - Las Vegas, NV
T J's Bar & Grill - Battle Lake, MN
The Thirsty Fox - Milwaukee, WI
Time Out Sports Bar - Manitowoc, WI
Weggy's Bar & Grill - Lake Crystal, MN

Other

Fraternal Order of Eagles - Kendallville, IN
V.F.W. - Ham Lake, MN

New Broaster® Recipe Express Operators

February, 2005 through April, 2005

Chevron Patherville - Decatur, GA
Dave's BP - Shelbyville, KY
Eats N Sweets - Springfield, LA
Eddy's - La Vista, NE
Exxon at Papermill - Lawrenceville, GA
Georgia's Country Store - Williamson, GA
Grimsley's Fuels - Underwood, ND

Hot Spot - Las Vegas, NV
Kerri's Corner Cafe - Coraopolis, PA
Lea Lea's Coffee Depot - Ball, LA
Lombardi's Casa Del Sol - Indianola, PA
Long Branch Bar - New Haven, KY
Mt. Vernon Exxon - Mount Vernon, AL
P & W One Stop - Evans, LA

Price Line Mart - Sneads, FL
Shopper's Choice Grocery - Lexington, KY
Sporty's Pub & Grub - Valparaiso, IN
Sub City - East Brewton, AL
Sunny Hills Country Store - Chiple, FL
Video Champ - Saint Peters, MO
Wayne's Grocery - Ponce De Leon, FL



NEW

**Advertising Promotion For
Licensed Trademark Operators**

We are well aware that many of you are advertising your Genuine Broaster Chicken®. Now we'd like to help you with in-store promotional materials.

Send in ads or promotions that you are using to advertise your Genuine Broaster Chicken® or other fine Broaster Foods®. We'll enter you in a drawing for a special promotional package full of posters, table tents, radio ads, custom ad slicks, caps, aprons, and much more with a total value of \$250.00! One promotional pack will be sent out each month beginning in July and ending in December. Entries will remain in the drawing throughout the 6-month period, until drawn. Act now and win!

UPCOMING 2005 TRADE SHOWS

September 23 – September 25

NAFEM Show

Anaheim Convention Center

Anaheim, California

Booth 3116

October 30 – November 1

NACS Show

(Nat. Assn. of Convenience Stores)

Ernest N. Morial Convention Center

New Orleans, Louisiana

Booth 2925

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

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