

What's Cookin'

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



Broaster® Recipe Foods Division Introduces Five New Frozen Products!



The Broaster Company's Broaster® Recipe Foods Division recently introduced 5 great new products to its ever expanding line of top quality frozen offerings: Fried Breakfast Pies, Fried Pizza Pies, Fried Mini Cheesecakes, Giant Cookies, and Natural French Fries.

The five new products, along with Broaster® Recipe's premium cod fillets, 3-cheese mozzarella sticks, and beer batter recipe shrimp and onion ring products introduced previously, provide you with a wide range of delicious, top quality foods to complement our signature frozen 8-piece-cut chicken, popcorn chicken, and chicken tenders.

Broaster® Recipe's new **Fried Breakfast Pies**, made with real whole eggs, fresh mozzarella cheese, Italian flavor sausage, maple flavored ham, and tasty seasonings wrapped in a flour tortilla dough, offer you a wonderful new way to start your customers' day. Great for grab 'n go eaters, these fried pies are available in three varieties: Egg'n Cheese, Egg'n Sausage, and Egg'n Ham. All three products are bulk-packed in easy-to-handle 10 lb. cases.

Broaster® Recipe's new **Fried Pizza Pies**, incorporating fresh mozzarella cheese, pepperoni, Italian flavored sausage, and California grown vegetables, offer you a quick, easy way to cash in on the popularity of one of America's favorite foods. These incredible fried pies are offered in Cheese, Cheese & Pepperoni, and Supreme (sausage, onions, and green peppers) varieties to suit favorite pizza preferences. All three products are bulk-packed in easy-to-handle 10 lb. cases.

Broaster® Recipe now offers two delightful selections that provide the ideal finish to any meal. Our new **Fried Mini Cheesecakes**, packed in two easy-to-handle 4 lb. bags per case, are warm and crunchy on the outside and

cool and creamy on the inside. With a cook time of just 60 to 90 seconds at 360° F, you can easily make them to order and serve warm or cool for a unique taste sensation that will separate your operation from the rest. Broaster® Recipe's 4 oz. **Frozen Cookies** are available in two varieties: Chocolatey Chunk and Oatmeal Raisin. These giant gourmet cookies are provided in a 2-piece box that easily converts to a counter display (packed 12 cookies per box, 6 boxes per case). You simply thaw and merchandise to capture those impulse purchases.

Broaster® Recipe's new **French Fries**, made from Burbank Russet potatoes, are one of two great new sides introduced by Broaster during the past year. These awesome fries offer a natural cut and taste that harks back to the classic fries that America fell in love with decades ago. Broaster® Recipe's Beer Battered Onion Rings, introduced earlier this year, are another American classic. Made from natural sweet Spanish onions with a tasty beer batter for superior flavor, they offer another great way for you to "ring" up sales. Both frozen sides products are offered in easy-to-handle bags: French fries are packed in 12 2-lb. bags per 24-lb. case while onion rings are packed in 20 ½-lb. bags per 10 lb. case.

All of Broaster® Recipe's new products offer simplicity, convenience, and expansive new profit opportunities for you. They're all available now. Check them out today!



BROASTER®

An American Tradition Since 1954

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Gosse's at the Northwestern House Restaurant & Pub Stays on Successful Track with Broaster Chicken®



Gosse's at the Northwestern House Restaurant & Pub is both a historical landmark and a favorite place to eat in Sheboygan, Wisconsin. Roger and Ruth Gosse have been cooking up Genuine Broaster Chicken® for over 15 years at two different ventures.

Roger and Ruth Gosse have been involved in the restaurant business in Sheboygan, Wisconsin, for over 30 years. Roger managed a major national fast food franchise for 18 years, then began a new adventure with his wife Ruth in 1989 when they opened *Gosse's Drive-Thru* in a tiny old building sitting on the outer corner of a small Sheboygan shopping center. Two older model Broaster pressure fryers were included with the building purchase. After speaking with Gary Keller at Bromak Sales, Inc., the authorized Broaster distributor for that part of eastern Wisconsin, the Gosses soon upgraded to the latest Broaster models.

For the next eight and a half years the Gosses ran a thriving business from that location serving Genuine Broaster Chicken®, steak sandwiches, and other tasty take-out fare. But all that came to an abrupt halt in 1998 when the "Great Flood of Sheboygan" destroyed their business. Though their fryers were still intact and salvageable, the Gosses decided to take a short break from the restaurant business. However, missing being able to serve great quality food to their customers, they opened a new location in July of

"I've had an association with The Broaster Company for 15 years. The Broaster Company has always provided us with excellent customer service. I feel that our gross sales continue to increase year after year due in part to our Broaster Chicken® sales." – Roger Gosse, Gosse's at Northwestern House Restaurant & Pub, Sheboygan, WI.

2000 which they named *Gosse's at the Northwestern House Restaurant & Pub*.

The Northwestern House, the building they chose to house their new venture, was built in 1927 to accommodate railroad workers seeking a clean room to sleep in, a place to shower, and somewhere to get a bite to eat while waiting to move on to Chicago on the Northwestern Railroad. The Gosses adopted the railroad motif and their customers have enthusiastically responded to the theme, bringing in historical railroad items and pictures for the walls of the restaurant. As a result of the Gosses' tender care and renovation of the property, the building is now a part of The Sheboygan

Historical Society.

The lounge area in the original building seats 38 people while two added dining rooms seat an additional 109 customers.

The Gosses have used the Broaster "10+10" promotion (10 pieces of chicken plus 10 potato wedges for a special price) since 1994 – and it works. Currently they sell 2500 to 3200 pieces of Genuine Broaster Chicken® and 1500 to 2000 sandwiches each week!

Advertising Promotion For Licensed Trademark Operators

Congratulations to **BG's Food Mart**, Beech Grove, KY, and **The New Broaster**, Bradford, PA, our July and August winners of promotional packages worth over \$250.00 each! BG's Food Mart advertised in their county fair booklet, featuring their c-store and Broaster Foods®, while The New Broaster participates in a monthly coupon insert in their local newspaper.

Send in ads or promotions that you are using to advertise Genuine Broaster Chicken® or other Broaster Foods®. We'll enter you in the drawing for a special promotional package full of posters, table tents, radio ads, custom ad slicks, caps, aprons, and much more! One promotional pack will be sent out monthly through 2005. Entries received will remain in the drawing unless drawn. Act now!



New Broaster® Trademark Operators

May, 2005 through August, 2005

Bar/Grill

Blues - Chatfield, MN
Brewskies - Deer Creek, MN
The Brick House Bar & Grill - Muskego, WI
Chicko's Place - Becker, MN
High Life - Des Moines, IA
Junction Bar & Grill - Delta, IA
Kev & Blondies Blue Phoenix - Sheboygan, WI
Lakeview Inn - Aitkin, MN
Landmark Tavern - Tenino, WA

Casual / Family Dining

Antler's Restaurant - Benton, KY
Aunt Bea's - Seward, PA
Big Boy - Owosso, MI
Broaster Kitchen - Prescott Valley, AZ
Chateau Lomothé - Burnsville, MN
Country Inn of SH, Inc. - Sterling Heights, MI
Daisydell Farm & Market, LLC - St. Johns, MI
Danny's 90/94 Diner - Lake Delton, WI
Fireside Grill - Sugar Grove, IL
Griffen's Family Restaurant - Green Bay, WI
Hunts Restaurant - Mesa, AZ
Jeri's Kitchen - Kingman, KS
Maggie's II - St. Joseph, MO
Maide Marion's Country Kitchen - Ontario, Canada
Maria's Bakery - Westland, MI
Mohawk Resort - Crivitz, WI
Plaza Family Restaurant - Pulaski, WI

Roki's - Ellendale, MN
Ryans Casual Dining - Breckenridge, MI
S & J Diner - Buffalo, MO
South 40 Restaurant - Cozad, NE
Stacy Country Cafe - Stacy, MN
Starlite Inn - Funkstown, MD
Triangle Grille - Fayette, AL
Voyager Village - Danbury, WI
Walker Bay Supper Club - Pound, WI
Westside Cafe - Waukon, IA

Grocery

Ed's Orchard Market - Hesperia, MI
Gardere Meat Market - Baton Rouge, LA
Pick N Save - Baraboo, WI
Piggly Wiggly - Juneau, WI
Ray's Grocery - Rural Retreat, VA
Roche Brothers Supermarket - Marshfield, MA
Shelters Cafe - Cabool, MO
Fareway Foods - Hiawatha, IA
Terrace Grocery - Baton Rouge, LA

Convenience Store

Big Ums Truck Plaza - Chopin, LA
Chevron Food Mart - Atlanta, GA
Countyside Convenience - Lennox, SD
Eastgate Shell - Hot Springs Village, AR
East Meets West Supermarket - Sacramento, CA
Ezell's One Stop - Wisner, IA

Ft. Madison Fast Break - Ft. Madison, IA
The Fuel Stop - Hot Springs Village, AR
Flynn Oil & Beverage - Suring, WI
J & L General Store - Platte Center, NE
Michigan Roadhouse Essex - Ontario, Canada
Porter General Store - Elma, WA
Shop With Us - Mastic, NY
Starkey's #2 - Avinger, TX
Sunway BP - Frostproof, FL

Fast Food

Chicken Palace - Quebec, Canada
Dairy Bear - Howard City, MI
Fowl Play - Stamp, AR
H & H BBQ Chicken - Gray, TN
Jasper's Giant Hamburgers - Rancho Cordova, CA
Malones Grill - Chatsworth, GA
North Park Maid Rite - Johnston, IA
R & B Deli - Las Vegas, NV
Stickey Fingers - Southfield, MI

Pizza

Giovanni's Pizza & Espresso - LaCenter, WA
Naperville Pizza - Naperville, IL
Tony's Pizza II - Henderson, NV

Other

Black Bear Trail Golf Club - Suring, WI
AM Vets Post 99 - Indianapolis, IN

New Broaster® Recipe Express Operators

May, 2005 through August, 2005

63 Fuel Stop - Edgar Springs, MO
Agape Cafe - Tulsa, OK
Bypass Citgo - Mount Sterling, KY
Citgo at Cumming Square - Cumming, GA
Gas Mart - Leesburg, VA
Grand Paw's - Upton, KY

Hager's Country Store - Vine Grove, KY
Havana Hut - Barstow, CA
Hermantown General Store - Hermantown, MN
In & Out Market - Fairfax, VA
Kincaid Landing - Boyce, LA
Lumberlost Junction - Geneva, IN

Oakwood Mini Mart - Oakwood, CA
Phillips Oil - Crestview, FL
Snack Shack - Kokomo, IN
Stone Mountain Country Store - Trap Hill, NC
Top Spot - Moore, OK
Vernon General Store - Vernon, FL

Why Advertise The Broaster® Brand?

A brand is what a person thinks, believes, expects and feels about a name, logo, product, or service. It's built with time, experience, and exposure. And, it's one of the most important assets a business can have. That's why we are proud to offer our licensed trademark operators the many benefits of the Broaster® brand, one that has been synonymous with quality, service, value, and great tasting foods for over 50 years.

How can you reap the benefits of the Broaster® brand? Display the Broaster® logo proudly and prominently following logo usage guidelines. We offer a number of items that make it easy for you to take advantage of the power of the Broaster® brand in your operation. Broaster® take-out boxes are not just for transporting the Broaster Chicken® to a customer's home, they're advertising as well. When a person sees the take-out box with the red, white, and blue Broaster® logo, they immediately think of Broaster Chicken®, and in turn, your business! You can also count on us for help in designing a custom ad, flyer, or take-out menu. But that's not all.

The promise of the Broaster® brand can be shown in many ways: outdoor signs, indoor signs, menuboards, banners, vinyl signs, posters, danglers, table tents, menu clips, flags, mobiles, decals, and apparel. Broaster offers each of these items and more – consult the *Get Your Promo Workin'* promotional products guide on our web site at www.broaster.com/pdfs/lit/gypw-lr.pdf for details.

Through **new publicity programs** undertaken in 2005, The Broaster Company is building and improving awareness of the Broaster brand among millions of people. An audio news release titled *Pack Your Picnic in 5 Minutes* distributed in early July was picked up by 637 stations and heard by 28 million people. A written news article distributed in early September is expected to appear in the food sections of thousands of print and online publications starting in mid-October. A program to deliver Genuine Broaster Chicken® and other Broaster® foods to on-air radio and TV personalities in 5 major cities will be launched this fall. How will consumers in your area know that you carry the Broaster® products they're reading and hearing about?



Disaster Relief After Hurricane Katrina

The Broaster Company and its distributors in Louisiana and Texas recently provided food, services, and other activities in support of evacuees from the Hurricane Katrina disaster.

During the past week, The Broaster Company donated over 2,000 lbs. of Broaster® Recipe frozen foods with a retail value of over \$13,000 to relief sources in Baton Rouge, Louisiana. The shipping expense was also paid for and donated by Broaster. The majority of the donation was directed to the local Salvation Army with the remaining balance being provided to the Korean Baptist Church in Baton Rouge, which is housing over 300 evacuees. The donation was coordinated through Broaster of Louisiana, Inc., our authorized distributor in Baton Rouge. The donation will be used to feed New Orleans evacuees relocated to the Baton Rouge area.

Additionally, Broaster of Louisiana has been donating between 900 and 1500 lbs. of ice daily to the Salvation Army and has made their refrigerated trucks available to various relief organizations since the disaster. Beyond those company sponsored efforts, the distributor's ownership and employees have responded personally as well,

taking in evacuees at their homes, furnishing meals, and donating a freezer.

Another Broaster distributor, JG Enterprises in Houston, Texas, has likewise been doing their part in helping evacuees from Louisiana. Recently, JG Enterprises' owner and staff put together a fundraiser for which they marinated and breaded over 1,600 pieces of Genuine Broaster Chicken® from 200 chickens donated by a local poultry supplier. The JG Enterprises staff then used pressure frying equipment in the firm's demonstration trailer to cook off the chicken while other local firms joined in, providing pizza and other foods. In all, over \$10,000 was generated from the fundraiser and donated to a Red Cross fund. JG also provided use of their vans and large trucks to assist in transferring donations from a local church to the Astrodome for Louisiana evacuees housed there in that relief effort.

"We would like to thank our wonderful distributors in Louisiana and Texas for their outstanding humanitarian efforts," said Richard Schrank, President and COO of The Broaster Company. "I'm sure these donations will be well received and very much appreciated."

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

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