

What's Cookin'

Issue 50 December 2005

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



Happy Holidays from The Broaster Company!

Throughout 2005 we have been diligently working to bring profitable new items to your door. This year we introduced 5 new Broaster® Recipe items: Fried Breakfast Pies, Fried Pizza Pies, Natural French Fries, Giant Gourmet Cookies, and even Fried Mini Cheesecakes! In addition, we brought into production our new Model 2400 high capacity electric pressure fryer, produced several new recipes, providing creative new uses for our Genuine Broaster® and Broaster® Recipe products (see at <http://www.broaster.com/recipes.htm>). The enclosed new *Get Your Promo Workin'* brochure illustrates the complete range of point-of-sale materials currently available for promoting Broaster® foods. Contact me or your authorized Broaster distributor for more information about any of these items.

Recently we began a public relations program aimed at heightening consumer awareness of the Broaster® brand on both a national and regional basis. This effort has included a targeted media outreach effort conducted in five major metropolitan areas and the distribution of audio and written news messages to media throughout the nation, resulting in the broadcast of a Broaster promotional message to over 35 million people since the program began in July! In addition, we've expanded our *Golden Chicken Award* program this year, recognizing 26 licensed Broaster® trademark operators for their excellence and creating additional awareness through publication of the awards by local media.

We are currently working on additional new products and promotional programs for introduction in 2006. As always, we welcome your suggestions for things we can offer that would be useful in your production and promotion of Broaster® foods.

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

We sincerely thank you for your loyalty and dedication to Broaster® products and programs during the past year. All of us here at The Broaster Company extend our best wishes to you and yours for a happy holiday season and a prosperous 2006.

Rennae Rudolph
Operator Promotions Manager



SEASONS GREETINGS



BROASTER®

An American Tradition Since 1954

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Mr. Happy Burger Receives National Award

Mr. Happy Burger, a Broaster® trademark operator located in Logansport, Indiana, is the recipient of the National Restaurant Association's 2005 *National Restaurant Neighbor Award*. In addition to the national honor awarded at the NRA's Public Affairs Conference, Mr. Happy Burger was recognized by their state restaurant association as well – the Restaurant & Hospitality Association of Indiana. Mr. Happy Burger's recognition includes a plaque commemorating their dedication to their community as well as the publication of their award both online and in print.

The primary "good neighbor" project that Mr. Happy Burger donates to is called the "Broasted Chicken Bash." Participation in the event is open to any non-profit organization, including churches, school fund-raising groups, athletic organizations, and many others. It's a simple set-

up, Mr. Happy Burger pays for all of the Broaster® food products sold while the non-profit organizations sell the tickets and reap all of the profits! This year more than \$30,000 was raised for deserving charities.

In a letter to the Restaurant & Hospitality Association of Indiana, Bob Shanks, Mr. Happy Burger's owner, wrote: "This may seem odd, but our Good Neighbor Community Involvement is one of our reasons for survival." Pressed for a further explanation of this statement, Bob adds: "The overall benefit is the sincere thanks and appreciation we receive from our participants. In the long run, however, these very same people are the ones who keep our business running. They come into our restaurant to eat all week long. You see, we aren't 'just' being nice. This is a good, sound business venture."

We're willing to bet there's just a bit more to it than that.

2005 Golden Chicken Award Recipients

Congratulations to our 2005 Golden Chicken Award recipients! The *Golden Chicken* is awarded to outstanding Broaster licensed trademark operators

Bill's Place	LaGrange Park, IL	Malone's Countryside Grocery	Chatsworth, GA
Breezy Heights Tavern	Avela, PA	Marco's Beef & Pizza	Chicago, IL
Circle S #39	Saint Croix, IN	Nonna's Family Restaurant & Catering	Belleville, IL
Di's Pizza Grill & Restaurant	New Alexandria, PA	Sav-A-Step #35	Louisville, KY
Family Tradition	Harrisville, PA	Sav-A-Step #41	Palmyra, IN
Frank & Helen's Pizzeria	Saint Louis, MO	Sav-A-Step #50	Louisville, KY
Georgetown Centre, Inc.	Pleasant Hills, PA	Shortstop Drive In West	Saint Cloud, MN
Goode & Fresh Pizza Bakery	Glenview, IL	Sunset Foods	Highland Park, IL
Gosse's at the Northwestern House	Sheboygan, WI	The Broaster	Faribault, MN
Handy's Food Mart	Bardstown, KY	The White Spot	Jerseyville, IL
Klondike Market & Deli	Louisville, KY	3 Seasons Restaurant	Mahtomedi, MN
JC 's Frozen Custard	Farmington, MO	Thurmont Kountry Kitchen	Thurmont, MD
Lookout Supper Club	Maple Grove, MN	Yorky's	Elmhurst, IL

2006 Operator Training Seminar Dates

January 17-18, 2006
February 14-15, 2006
March 14-15, 2006

April 18-19, 2006
May 2-3, 2006
June 20-21, 2006

July 11-12, 2006
August 8-9, 2006
September 12-13, 2006

October 10-11, 2006
November 7-8, 2006
December 5-6, 2006

Operator training is designed for new and current Broaster operators looking for ways to boost their business and create a more efficient operation.

Operators attending the seminars receive in-depth training on all Broaster® equipment and products, including preparation and cooking procedures. Emphasis is placed on "hands-on" practice with both equipment and products, with a review of food safety procedures, menu

development, purchasing, and daily operations as well.

For the \$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.



Why Promote the Broaster® Brand?

According to Rhonda Abrams, author of *Six-Week Start-Up* and *What Business Should I Start?*, a brand is a promise. With a brand, you set customer expectations. When someone buys your product, they count on those expectations to be fulfilled.

- Branding enables customers to remember your product.
- Branding builds customer loyalty and leads to repeat purchases.
- Branding makes it easier for current customers to refer you to others.
- Branding sends a message as to what your customers can expect.
- Branding adds value.

Consistency with the Broaster brand is monumental. The quality should be the same whether purchasing

Genuine Broaster Chicken® in New York or California, the consumer should always receive a consistent, quality product.

Repeated exposure is crucial. To remember your brand, customers must hear it or see it over and over. The key is to clearly and narrowly define your target market. Then make sure those potential customers see you many times by repeatedly advertising in the same publications. Moreover, one of the most important keys is to advertise at your location that you serve Genuine Broaster Chicken®, whether it's in the form of an outdoor sign, table tents, danglers, posters, or an outdoor banner, customers need to know that you serve the best chicken – the chicken that experience shows consumers seek out repeatedly. Why? Because it's incomparable.

Imagine the exposure with 5,000 Broaster® operators aggressively advertising their Genuine Broaster Chicken!

Remember, a brand is a promise. Keep your promise and customers will keep coming back to you.

Common Mistakes Made in Designing a Menu

Inadequate Management Commitment

Not treating the menu design decision with the same due diligence as any major capital investment decision is setting yourself up for failure. So is leaving the menu layout and design up to your printer and not working with a graphic designer to accentuate the menu items you want to feature.

Hard to Read

Examples include poor readability because of font size, paper color, and font style; crowded menu pages with elements too numerous and font type too small; and printing on dark paper with dark ink making readability difficult under low-light conditions.

Overemphasizing Prices

When you align prices in a column down the page, guests can summarily discount items based on price alone.

Monotonous Design

Using the same graphic design on all menu items so that nothing stands out says, "blah."

Poor Salesmanship

Not emphasizing the items the restaurant wants to sell through graphics, fonts, color, or illustrations reduces your influence on what items will move.

Poor Use of Space

This includes not using the front and back covers for information about the restaurant, e.g. hours, services, history, address, etc. I have more than 1,000 menus in my library and about one-fourth of them do not have any identifying information. Over the years I have forgotten where some of them came from and the menu does not contain any information. Since people take menus from restaurants as souvenirs, it should contain what is referred to as "institutional information." To not include it would be like having custom matches without your operation's name on them.

Incongruent

This includes failing to design the menu to fit the décor and personality of the restaurant. Your menu is your primary communication tool and it should be designed in a way that if a customer who had never heard of your restaurant were handed a copy of your menu they would be able to visualize your décor, type of food, price range, and whether you are casual or upscale dining.

Too Big

The size of the menu needs to take into account the size of the table, the place setting, and the table appointments. Oversized menus can be awkward to hold and handle while sipping a martini and trying to have a conversation with your dinner companions.



New Broaster Trademark Operators

September, 2005 through November, 2005

Casual / Family

Adriana's Restaurant & Lounge – Harvard, IL
 Anecele's Pasta, LLC – Cortland, NY
 Bendilly's – Ellsworth, WI
 Bev's Supper Club – Crystal Falls, MI
 Black Bear Inn – Florence, WI
 Capt'n Sammys Restaurant – Welland, ON Canada
 Dixie Belle's – Apex, NC
 Dog House Diner – Washington, PA
 Ed's Family Restaurant – Howard City, MI
 Elkton House Restaurant – Wall, SD
 Fulgenzi's Trattoria – Chatham, IL
 Garden Family Restaurant – Taylor, MI
 Garretson Steak & Chop – Garretson, SD
 Hickory House Restaurant – Jane Lew, WV
 Hiaden Haven Country Club – Cedar, MN
 Joe's Restaurant – Brewerton, NY
 Kalico Kitchen – Douglas, MI
 Kim's Place – Kimberly, WI
 King's Buffet – Guelph, ON, Canada
 Kountry Korner – Kimbolton, OH
 Mom's Golden Chicken – Rancho Cucamonga, CA
 Nor'Easter Restaurant – Dover Foxcroft, ME
 Northwoods Café – Silver Bay, MN
 Oak Grove Restaurant – Star City, IN
 Open Flame Steak & Lounge – Gilbert, IA
 Peppermill – Gladwin, MI
 Peyton Place Restaurant – Springfield, WV
 Rosie's Diner – Rockford, MI
 Sandi's Kountry Kitchen – Mooers, NY
 Sassy's Restaurant – Pioneer, OH
 Skyline Family Restaurant – Harrisburg, PA
 Trail Tree Restaurant – Rensselaer, IN
 Tucson's – Green Bay, WI
 Twin Fountains – Manitowoc, WI
 Vickie's Restaurant – Winamac, IN

Convenience Store

Beal City Village Store – Mount Pleasant, MI
 Bill's Quick Mart – Myrtle Creek, OR

B P Food Mart – Ringgold, GA
 Brenda's Country Store – Defiance, IA
 Convenience Plus – Carrollton, KY
 Dalton Marathon, LLC – Cincinnati, OH
 L & P Enterprises, LLC – Montpelier, OH
 Lester Pump N Pak – Lester, IA
 Linda's Quick Stop #2 – Nashville, TN
 Love's Country Stores – Tahlequah, OK
 Mary's Mini Mart – Selma, OR
 Parkway Mini Mart – Bardstown, KY
 Parn Plaza 66 – Oklahoma City, OK
 Philomath Shell – Philomath, OR
 Pronto Market – Manly, IA
 Rhoades And Co. – Yukon, OK
 Stop N Go Express – Medford, OR
 Super Mart – Erwin, NC
 TJ's Country Store – Perryville, AR
 Tubby's Kwik Stop, LLC – Bowdle, SD
 Tysen's Country Grocery – Kouts, IN
 Zippy Mart – Ash Grove, MO

Fast Food

Ankeny Maid-Rite – Ankeny, IA
 Backyard Barbecue – Grand Blanc, MI
 Broaster Box – Newark, CA
 Chipos II – Tulsa, OK
 Country Cottage – Butte, NE
 E-Z Chicken – Bishopville, SC
 Fifth Gear – Cedar Rapids, IA
 Fishbones – Detroit, MI
 Get N Go Deli – Springfield, OR
 Gooch's – Piedmont, MO
 Hudson River Roasters – Waterford, NY
 Icaria Beach Concessions – Corning, IA
 Joyce's Cit Y Cafe – Minden, NE
 JC's Custard – Farmington, MO
 Lyndon Station Depot – Lyndon Station, WI
 Maid-Rite – Grimes, IA
 Mr. Beefy's II – Perrysburg, OH
 One Stop Sandwich Shop – Indianola, IA

Piggy Blues Bar-B-Que, Inc. – Austin, MN
 Range Cafe – Bassett, NE
 The Rib Cage – Fort Dodge, IA
 Rush Street II – Mesa, AZ
 Saul's Market & Deli – Crofton, KY
 Sno-White Drive In – Fresno, CA
 Starlite Coney Diner – Burton, MI
 Tie Dye Video – Weaverville, CA
 Trading Post Market – Ponca, NE
 Ziggy's – Ottumwa, IA

Grocery

Bam Food – Reno, NV
 Depot Hill Grocery – Allegan, MI
 Doc's Dry Dock – Pewaukee, WI
 Holt Brothers Market – Winchester, TN
 Log Cabin Grocery – Roseburg, OR
 Long Branch Saloon – Whitewater, WI

Pizza

Pro Pizza – South Lyon, MI
 Spratford Back Yard Pizza – Williams, CA
 Tony's Pizza II – Henderson, NV
 Aurelio's Of Homer Glen – Homer Glen, IL
 Pazzo Pizzeria – San Pedro, CA

Tavern

Micksters Pub & Grill – Clintonville, WI
 CJ's Food & Spirits – Kewaunee, WI
 K & B's Club 47 – Rhinelander, WI
 Oats N Whey – Valencia, CA
 End A Main – Fairmount, ND
 Jazzy's – Coon Rapids, IA
 Lobo's – Schaller, IA
 The Bunkhouse – Las Vegas, NV
 Bunny's Hangout, LLC – Cottage Grove, OR
 Jim & Jan's Wildlife Bar – Lyndon Station, WI

Other

Le Chon Catering – San Bruno, CA
 Veterans Canteen Serv 509 – Augusta, GA

New Broaster Recipe Express Operators

September, 2005 through November, 2005

All In One Supermarket – Tallahassee, FL
 Anthony's Deli – Las Vegas, NV
 Ashley's Bar & Grill – Sheboygan, WI
 The Convenience Store #2 – Gulf Breeze, FL
 D & R Superette – Carrollton, GA
 Express Mart – Las Vegas, NV
 Exxon Food Mart – Douglasville, GA
 Family Food II – Las Vegas, NV
 Flatlander's – Hawarden, IA

Franklin Quick Stop – Franklin, GA
 Gravy's – Davenport, IA
 Guru Express Mart – Las Vegas, NV
 Hammond's Crossing Fuel Stop – Cumming, GA
 Honse's Cafe & Convenience Store – Vienna, MO
 Kwik Serv #2 – Calhoun, GA
 Lakewood Convenience Store – Dothan, AL
 Max's Cafe & Deli – Las Vegas, NV
 Novotny Grocery – Worthington, PA
 Phillips 66 – Topeka, KS

R & R One Stop – Central City, IA
 Roscoe's Pizza & Subs – Las Vegas, NV
 Silent Thunder – Lafayette, IN
 Southern Express #2 – Berea, KY
 Speedy Spot – Carrollton, GA
 Varsity Lanes – Bowling Green, OH
 Vinnie's Deli – Palisades Park, NJ
 Whiskey River Cafe & Lounge – Central Point, OR
 The Windrow – Creston, IA