

What's Cookin'

Issue 51 March 2006

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



Promote Spring & Summer Holidays Now

Lent (March 1, 2006 to April 16, 2006)

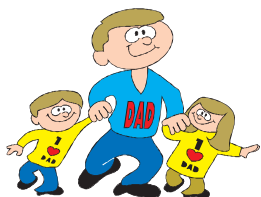
Traditionally, no meat is eaten on Wednesdays and Fridays during this religious season, so a wise operator will have a fish or seafood special on their menu. The Broaster Company has several recipes available for your use, from Broaster® Fish and Shrimp, to Broaster® Scallops and Clam Strips. Just give us a call and we'll mail, fax, or e-mail you the recipes of your choice. And, with Broaster® Recipe Premium Cod Fillets and Beer Battered Shrimp, convenience is just around the corner!

Mother's Day (May 14, 2006)

It's the busiest day of the year for many restaurants. Get your piece of the profits by advertising Broaster Chicken® specials for Mom. No matter what specials you offer, begin advertising in April to get your Mother's Day Special message out there. A "Free Broaster Chicken® Meal for Mom with Purchase of Kid's Meal" offer is a great way to get families in your door. You could also try something no one else in your area has done – perhaps a drawing for a "Best Mom" necklace or charm. Be sure to get names, addresses, telephone numbers, and birthdays as this database of names will allow you to advertise with direct mail coupons or specials in the future.

No matter what your Mother's Day Special is, begin advertising soon, and be sure to advertise in the Mother's Day section of your local newspaper.

Father's Day (June 18, 2006)



While Father's Day is typically "cook-out day," why not promote giving Dad the day off from the barbeque with an easy, no-mess meal such as a picnic pack of Genuine Broaster Chicken® and Potatoes. Better yet, offer a

truly unique special for this event with Broaster® Barbeque Ribs. Call us at 1-800-365-8278 today for this delicious recipe.



FREE Mother's Day table tents and buttons, as shown, are available while supplies last – call 1-800-365-8278.

Summer Picnics (Memorial Day to Labor Day)

Large orders are the order of the day when summer picnics are involved. Encourage your customers to pick up Genuine Broaster Chicken® for Memorial Day, Independence Day, Labor Day, or any day in between. It's the perfect meal for a family picnic in the park! And, with Broaster® packaging, packing up a family picnic is no sweat – 12 to 16 pieces of Genuine Broaster Chicken® and 6 biscuits fit perfectly in a Broaster® Super Box.



Contact Rennae Rudolph (rrudolph@broaster.com, 1-800-365-8278) to receive a custom-made, ready-to-print flyer or menu for any of these Spring and Summer holidays.



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.



New Products To Be Showcased at 2006 NRA Show

The Broaster Company will be featuring several new products at the 2006 NRA (National Restaurant Association) Show to be held at McCormick Place in Chicago, May 20-23. Please stop by our booth (North Hall, #5637) to experience our wide range of foodservice equipment and fresh and frozen foods.



VF-2 Ventless Countertop Fryer



Broasterie® Premarinated and Preseasoned Fresh Whole Bird Rotisserie Style Chicken



Moffat Turbofan® E-25, E-25B, and E311 MS Convection Ovens

Superior Rating From AIB

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.

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. Our Broaster associates work 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 1-800-365-8278, or visit our web site: www.broaster.com. We are eager to put our over 50 years of foodservice experience to work for you!

Broaster® Operator Capitalizes on Steeler Bowl Appearance!



Georgetown Catering Centre, located in Pleasant Hills, PA, just a few miles south of Pittsburgh, is well known for their banquet and catering services.

In the heart of "Steeler Country" lies the Georgetown Catering Centre. For more than 10 years, this Pittsburgh area operator has offered Genuine Broaster Chicken® on their Sunday buffet and highly successful banquet and catering menu.

With the Steelers playing in Super Bowl XL this year, Georgetown's owner, Les George, used Pittsburgh's ESPN radio to promote their Broaster Chicken® in 12 radio spots running during the days preceding the big game, plus George contributed a 50-piece Broaster Chicken® pack to an ESPN pre-game drawing for fans. The Broaster Company, with assistance from Brehm Broaster Sales, the authorized Broaster distributor in Michigan, helped Georgetown obtain additional on-air publicity by delivering fresh hot Genuine Broaster Chicken® to ESPN radio jocks performing a live remote broadcast from Detroit during the week preceding the game.

New Safety Warning Issued

Your safety is one of our main concerns. In our continuing effort to provide information which will enable our operators to maintain high levels of quality and safety, The Broaster Company is now placing the following warning on all of our currently manufactured equipment and in all of our operation and training manuals.

WARNING: Rags or papers containing cooking oil can catch fire if exposed to heat. Laundering will not remove the oil. Dispose of all oil-soaked papers and rags in a trash container that is in a ventilated area away from all cooking equipment or other heat sources such as direct sunlight.

Enclosed is a page for you to add to your operation manual. If you have any questions or concerns, please contact us at 1-800-365-8278.



New Broaster® Trademark Operators

December, 2005 through February, 2006

Bar / Grill

American Legion #175 – Washington, PA
 Booya's Sports Bar & Grill – Turtle Lake, WI
 Eichman's Bar & Grill – Dubuque, IA
 Larry's Good Time Inn – Kiel, WI
 Lincoln Club – Glidden, IA
 Pantheon Club – Dearborn, MI
 Route 15 Sports Bar & Beer Garden – Greenville, WI
 Snooty Fox Tavern – Alpharetta, GA
 The Stoneyard – Appleton, WI
 Tucson's – Green Bay, WI

Casual / Family Dining

Alexanders Polish American Restaurant – South Lyon, MI
 Arlene's Cafe – Elkton, OR
 Country Cafe – Fredrika, IA
 Freeway Cafe – Tulsa, OK
 Holiday House – Winner, SD
 Kim's Place – Combined Locks, WI
 Michel's Ville Grille – Lincoln, NE
 Northwoods Cafe – Silver Bay, MN
 Paula's Cafe & Ice Cream – Sartell, MN

Quarry Lodge – Clermont, IA
 Richman Cafe – Bellevue, IA
 Range Cafe – Bassett, NE
 Route 16 Diner – Hill City, SD
 Winner's Circle Cafe – Brooklyn, MI

Fast Food

Broaster's Restaurant – LaCrosse, WI
 Churro Churro – Sioux City, IA
 Granny's Mini Hut – Roseburg, OR
 Joe Cameras Deli – Shrub Oak, NY
 Maid Rite – Wausau, WI
 Middleton Deli, LLC – Middleton, ID
 Sanborn Drive In – Sanborn, IA

Grocery

Pete's Market – Chicago, IL

Convenience Store

43 Food Mart – New Hebron, MS
 BP Food Mart – Ringold, GA
 Bremen Food Mart – Bremen, IN

Coffee, Pastries & More – Reno, NV
 Crystal General Store – Tewksbury, MA
 Dave's Market – Morristown, TN
 Driver's Truck Stop – Fort Worth, TX
 Four Queens Food Mart – Tacamah, WA
 Gregory Mill General Store – Crandall, GA
 Jere's Club 95, LLC – Hixton, WI
 Joliet Express – Pembina, ND
 Luzerne Express – Luzerne, MI
 Snake River Mart – Marsing, ID
 TJ's Country Store, Inc. – Perryville, AR
 Tony Rocco's River North – Chicago, IL

Pizza

Gladiator Pizza – Lincoln, CA
 Master Pizza – Buffalo, NY
 Pizza Tango – Chicago, IL
 Rosati's of Menomonee Falls – Menomonee Falls, WI

Other

Le Chon Catering – San Bruno, CA
 Point Bowl – Stevens Point, WI

New Broaster® Recipe Express Operators

December, 2005 through February, 2006

Beloit Trading, Inc. – Beloit, WI
 Buckeye Carryout – Toledo, OH
 Cunot Community Center – Poland, IN
 Dairy Mart #3267 – Louisville, KY

Expresso of Lansing – Lansing, IA
 Fast Stop – Versailles, KY
 Lake Jackson Petro – Tallahassee, FL
 Maple Leaf BP – Lexington, KY

Midwest Provisions – Sioux Falls, SD
 Mornings Corner Bar – Bloomer, WI
 Perry Creek "66" – Rockford, IL
 Westside General Store – Ellettsville, IN

3 Broaster Distributors Receive Long-Term Service Awards



Left to right: Bob Glisar, Pam Ahrens, John Ribando, and Darwin Olsen from McCormack Distributing Company hold the Broaster Service Award plaque and two Broaster Quota Topper Award plaques that the firm received this year for outstanding performance. McCormack Distributing moved into a brand new facility during 2005 and has been an authorized Broaster distributor for over 50 years.

The Broaster Company recently recognized three of its distributors for long-term service. **McCormack Distributing Company of Le Mars, Iowa** is now celebrating more than 50 years as an authorized Broaster distributor. McCormack, which covers the states of North and South Dakota, Iowa, and Nebraska, has won many of the awards that The Broaster Company presents annually to distributors of distinction. The highly successful firm has also been instrumental in the development and success of some of Broaster's most popular products. **CJS Sales, Inc. of New Castle, Pennsylvania** recently celebrated its 20th anniversary as the authorized Broaster distributor for portions of Pennsylvania, West Virginia, Ohio, and Maryland. **JG Enterprises of Houston, Texas** recently celebrated its 10th anniversary as the authorized Broaster distributor for the southern part of Texas.

These three long-term distributors are indicative of the dedicated nationwide network of Broaster distributors which assist operators on a continual basis by providing a wide range of sales, service, and support activities.



Save up to \$2.00 per case!

Purchase 5 or more cases of Broaster® Recipe Pork Tenderloin (PN 96313) and/or Chicken Fillet (PN 96638) frozen products and receive a \$2.00 rebate on each case of Pork Tenderloins and a \$1.00 rebate on each case of Chicken Fillets.

Submit this coupon and a copy of the invoice from your Broaster Recipe distributor to:

The Broaster Company
 Rebate Redemption Dept.
 2855 Cranston Road
 Beloit, WI 53511

Within 30 days of receipt of your rebate submission, The Broaster Company will mail a check to you for the value of the rebate redeemed. Rebate is valid for purchases through June 30, 2006. Rebate requests must be received by August 1, 2006.

Operation Name _____
 Address _____
 City, State, Zip _____
 Telephone Number _____

Hurry, offer ends June 30, 2006

New Broaster® Recipe Pork Loin Fritters



Try our new pork loin fritters (PN 96313) and you'll see why pork tenderloin sandwiches are one of the Midwest's most popular lunch entrees.

Made from center cut, whole muscle pork loin and packed in easy to handle 8 lb. cases (bulk bag within a case), this new Broaster® Recipe frozen product is hand trimmed, sliced, tenderized, and breaded for a taste that's sure to satisfy.

For a limited time using the rebate coupon included at left, you can receive \$2 off per case when you purchase at least 5 cases. If you don't need 5 cases quite yet, you can combine this offer with our \$1 per case rebate offer on Broaster® Recipe Chicken Fillets to meet the 5 case minimum.

Advertise these two great sandwich specials to the new "Sandwich Generation!"

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

UPCOMING 2006 TRADE SHOWS

March 14 - March 16	May 20 - May 23
Int'l Pizza Expo	NRA Show
Las Vegas Conv. Center	McCormick Place
Las Vegas, Nevada	Chicago, Illinois
Booth 817	Booth 5637
2006 TRAINING SEMINAR DATES	
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	

Call Diana Bellfield at 1-800-365-8278 to make your reservation.

2855 Cranston Road, Beloit, WI 53511-3991 USA



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BROASTER
 An American Tradition Since 1954

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