

What's Cookin'

Issue 54 December 2006

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



As another year comes to an end and the holiday season is upon us, we'd like to take this opportunity to thank you for your dedication to the Broaster® brand.

Enclosed you will find the annual certificate we send out each year to our licensed trademark operators. We encourage you to frame this certificate and to place it in a prominent location for your customers to see. You'll also find enclosed an updated copy of our *Get Your Promo Workin'* brochure which showcases the many branded point-of-sale items that The Broaster Company offers. Please contact your authorized Broaster distributor for any of these items.

We're looking forward to the new year with great anticipation. We'll be offering exciting new equipment, food products, recipes, and point-of-sale materials to assist you with your needs.

We're also happy to announce that we'll be continuing our Golden Chicken Award program which recognizes exemplary operators who are promoting their Broaster® foods and continuously striving for consistency and quality.

Beginning in January, a new clothing line will be available to our trademark operators! Choose from red or royal blue sport shirts, white or royal blue caps, and royal blue aprons, all with our new Broaster Chicken® logo. (See the enclosed *Get Your Promo Workin'* for photos of these items.)

During the coming year, if you come across a need in your operation, please let us know – it may be something that others need as well and for which we can devise a solution. Additionally, if you develop a unique recipe using Broaster® products, we'd love to share it with the Broaster family! We'll even send you a Broaster cap as a *Thank You* for your submission.

Happy Holidays to your family from ours!



Remmae Rudolph
Operator Promotions Manager

New Designer Series Heated Merchandisers



Top Left: GRCD-1PD (P/N 93411) in optional red designer color.

Top Right: GRCD-2P (P/N 93219) featuring optional red designer color, optional backlit base holder, and optional transparency insert.



Left: GRCD-2PD (P/N 93211) with optional red designer color and flip-up front doors.

Add color and excitement to your food sales with The Broaster Company's new *Designer Series Heated Merchandisers*. These popular warmers are available in a wide range of designer colors, plus they offer additional options such as flip-up front doors and backlit bases for 2-pan and 3-pan wide models. Great for branded concepts!

For more information contact your authorized Broaster distributor and/or view our new Designer Series Heated Merchandisers specification sheet on our web site at: <http://www.broaster.com/pdfs/lit/dshm-lr.pdf>.



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.



Shopping For Holiday Customers?

Tis the holiday shopping season – that festive time of year when flustered holiday shoppers make up a big part of restaurant traffic. Here are a few ideas that will boost holiday sales and keep those shoppers coming back.

Consider adding seasonal beers to your beverage menu. There's an abundance of "boutique" brews available that capture the holiday spirit with flavors ranging from "pumpkin" and "winter wheat" to "cranberry" and "cherry." And, don't forget to train your staff to suggest and sell these special brews.

People like to splurge during the holidays, so remind your servers to always suggest the "best" of everything, including Broaster Chicken®, champagne, appetizers, and desserts.

Leave a Christmas tree ornament with each party's check. This thoughtful gesture will remind guests of the festive times spent in your establishment every time they look at their tree.

Host a holiday wine and champagne tasting party in conjunction with a spirits distributor. Feature holiday drink favorites as well as Genuine Broaster Chicken®. Advertise the festivities to every lunch and dinner guest.

Consider combining the wine tasting with a tree trimming party for area singles, students, and seniors, who may otherwise miss this traditional family event.

Add a festive, inexpensive touch to your holiday decor by wrapping your restaurant's framed photos and paintings with brightly-colored wrapping paper.

And, don't forget your regular customers – reward them this holiday season:

- *Save them a parking spot.* Reserve a spot for your regulars right up front. Give it to one lucky customer for the month of January, another for the month of February, and so forth.
- *Give them a gift card to somewhere else.* Sure it's easy (and cost-effective) to give them a gift card to your own restaurant, but wouldn't they enjoy something that would complement their dinner? Movie tickets, comedy club passes, or even a Target gift card shows you value them as people ... not just customers.

Excerpts taken from *Cooking for Profit*, November 15, 2006 issue.
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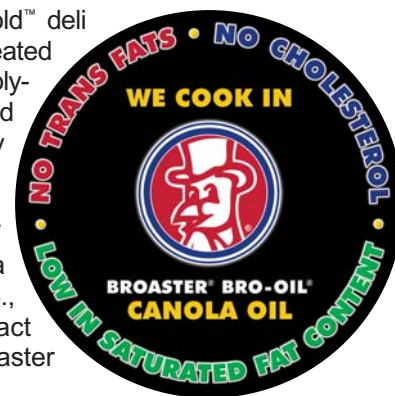
Canola Oil P.O.S Promotes Healthier Cooking

Did you know that The Broaster Company has been way ahead of current healthful cooking concerns? For several years now we've offered two quality cooking oils that have **NO TRANS FATS** – our *Broaster® Bro-Oil® Canola Oil* and our *Broaster® Bro-Oil® Rice Bran Oil*. Additionally, these healthier oils are also naturally low in saturated fat and have no cholesterol!

For the past few years we've offered both a dangler and a table tent promoting the features of our Rice Bran Oil. Recently, as the result of your requests, we developed two point-of-sale items for our Canola Oil as well – a 9" round dangler (PN 92608) and a 4" round adhesive-backed cling (PN 92607). The cling is perfect for display-

ing on your PerfectHold™ deli case or Broaster® heated merchandiser ... or applying to Broaster® themed posters that you may already have hanging on your walls.

To obtain any of these Bro-Oil® Canola or Rice Bran oils P.O.S., items, please contact your authorized Broaster distributor.



Welcome Broaster® Recipe Express Operators

September, 2006 through November, 2006

83 South Bait Shop – Cochocoton, OH
Bernice Chevron – Bernice, LA
The Buckboard Bar & Grille – Fayette, OH
Fasmart #11 – Fredericksburg, VA
Fasmart #47 – Fredericksburg, VA
Guthrie's Stop & Shop – New Rockford, ND

Jumonville Bakery – Gonzales, LA
Larchwood Mini Mart – Larchwood, IA
Little Sue – Gloucester, VA
Lockwood Market – Lockwood, NV
Parkway Food & Gas – Tallahassee, FL
Phillip's 66 – Warsaw, IN

Pizza Mart – Washington, D.C.
Shore Stop – Caulden, DE
Side of the Road Seafood – Baton Rouge, LA
Super Zaks – Alexandria, LA
Village Market – Grant's Pass, OR
YNOT – Winfield, LA



Consistency is the Name of the Game

Have you had employee turnover this past year? Are your employees preparing Broaster Chicken® as they should? Remember, as trademark operators, it is your duty to consistently prepare your Genuine Broaster Chicken® with the recipe provided to you when you started out as a trademark operator. Be sure your kitchen staff is following the correct procedures and ...

- using a Broaster® pressure fryer.
- using one of the following: a Broaster Company approved breading and marinade or Chickite® Plus premarinated chicken or Broaster® Recipe frozen, ready-to-cook 8-piece-cut chicken.

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, top quality product.

Customers need to know that you serve *the best chicken – Genuine Broaster Chicken®* – the chicken that experience shows consumers seek out repeatedly. Why? Because it's incomparable!

For step-by-step preparation instructions, please print out the instruction sheet in the Operator's Section of the Broaster website (www.broaster.com).

Note: If you need the Broaster ID and Password for entry into the Operator's Section, please contact Rennae Rudolph (800-365-8278, rrudolph@broaster.com).

If you have any questions on how to prepare your Genuine Broaster Chicken®, please contact your authorized Broaster Distributor or one of the food technicians in our Food Science Department at (800) 365-8278.

Welcome Genuine Broaster® Operators

September, 2006 through November, 2006

Casual / Family

Alma's Of Amite – Amite, LA
 Big Daddy's Diner – Clay Center, NE
 Bleoni's Cafe – Brooklyn, WI
 Cass River Yacht Club – Bridgeport, MI
 Cold Mountain Cafe Inc – Canton, NC
 The Corral of Pella, LLC – Marion, WI
 County Line Orchard – Hobart, IN
 County Line Restaurant – Scott, OH
 Curve Inn Resort – Crivitz, WI
 Fusion's Cafe – Livermore, CA
 Great Wall – Bartow, FL
 Los Amigos – Darlington, WI
 Lunch Box Cafe – Fort Wayne, IN
 Mary's Cafe – Palmyra, WI
 McVey's Restaurant – Lowell, IN
 Mom's Country Cooking – Dumont, IA
 Mountain Feast – Franklin, NC
 Mrs. Rogers Restaurant – Claxton, GA
 Nor'Easter Restaurant – Dover Foxcroft, ME
 Pac House Two – Tarboro, NC
 Patsy's Big Top Restaurant – West Monroe, LA
 Red Fox Lodge Inc – Hickory, PA
 Sand Burr Family Restaurant – Brodhead, WI
 Summer Trail Inn – Standish, MI
 Wrangler Inn – Oconto, WI

Convenience Store

Bernice Chevron – Bernice, LA
 Chevron Food Mart – Port Allen, LA
 Creekside Market #1 – Greenville, TN
 Country Corner Cafe – Crawfordville, IN
 Day-N-Night Shop – Sacramento, CA

Homer Shell 4350 – Homer, MI
 J & D Corner Market, Inc – Wilmington, OH
 Jacks All Ya Need – Leesville, LA
 Lagrange Food Mart – Lagrange, IN
 Liberty Chevron – Liberty, MS
 Murphy General Store – Grants Pass, OR
 New Center Market – Sevierville, TN
 Oakland One-Stop – Oakland, NE
 P & W – Leesville, LA
 Petro 2 Stopping Center – Napoleon, OH
 Quickway Food Store – Roseland, LA
 Redbird Express – Metamora, IL
 Rose's Cash N Carry – Irvine, KY
 Save More Market – Baton Rouge, LA
 Speedy Mart #24 – Lebanon Junction, KY
 Waverly Minit Market, Inc – Waverly, GA

Fast Food

Chicken Shack – Pomona, CA
 Cluckers – Kalkaska, MI
 The Coop – Boonville, NY
 DJ's Famous Golden Chicken – Rancho Cucamonga, CA
 Gutbusters – Knoxville, TN
 House of Blues – Quincy, WA
 Lake Butler Broaster Chicken – Lake Butler, FL
 Spare Time Fun Center – Cascade, WI
 Tammy's Twist-N-Sizzle – Rockville, IN

Grocery

Childer's Grocery – Springfield, LA
 Demond's Super Valu – Douglas, MI
 Jimmy's Bi Rite Grocery – Nashville, TN
 Mako's Market & Pharmacy – Uhrichsville, OH

Shope's IGA – Coolidge, AZ
 Wisted's Supermarket – Island Lake, IL

Pizza

Alex's Pizza – Nineveh, IN
 Argento's Pizza – Boyertown, PA
 De More's Pizza – Pittsburgh, PA
 Gilligan's Pizza – Lake Orion, MI
 Larry & Lena's Pizza & Grill – Grass Valley, CA
 Papas Pizza – Midland, Ontario, Canada
 Pizza Presto – Cupertino, CA
 Purple Pepper Pizza – Oakland, CA
 Shahi Pizza – Mississauga, Ontario, Canada
 Soni's By Little Johnny's – New Castle, PA

Tavern

Bobby G's – Columbus, WI
 Buckez – Jesup, IA
 Bunky's Bar & Grill, Inc – Birchwood, WI
 Coyotes Bar & Banquets – Beloit, WI
 Harvard Tavern – Cedar Springs, MI
 Hilltop Drive-Inn & Lounge – Maurepas, LA
 Key West Bar – Philadelphia, PA
 Majors Sports Cafe – Saint Paul, MN
 Play Station Pub – Grand Rapids, MI
 Queen Bee's Bar & Grill – Paynesville, MN
 Scooter's Bar – Chisago City, MN
 Stroh's Restaurant & Saloon – Evergreen, CO

Other

Dakota Magic Casino – Hankinson, ND
 Loyal Order of Moose 197 – Janesville, WI
 Wisconsin Military Academy – Fort McCoy, WI



2007 Operator Training Seminar Dates

February 13-14, 2007
March 13-14, 2007

April 17-18, 2007
June 19-20, 2007

July 10-11, 2007
August 7-8, 2007

September 11-12, 2007
November 6-7, 2007

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 our 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 develop-

ment, 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 the hotel to/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.

New Platinum Operators

The Platinum Program is for **new** licensed trademark operators who have made the commitment to sell a variety of Genuine Broaster® and Broaster® Recipe products and promote them during their first year in business through both grand opening and ongoing media advertising. The operators listed below were nominated

American Road Truck Stop, Napoleon, OH
Cuisine Express, Parma, OH
Lake Butler Broaster Chicken, Lake Butler, FL

by their authorized Broaster distributor and selected after completing a qualification process. As part of the program, Broaster will match up to \$1,500 in operator expenditures on print, radio, and TV advertising. This opportunity will be extended during 2007 to 12 additional new Genuine Broaster® and Broaster® Recipe Express operators.

Tammy's Twist-N-Sizzle, Rockville, IN
Rax Roast Beef/Broaster Chicken, Hazard, KY
Gallahan Irish Market, Peru, IN

Pressure-Fried Chicken Pot Pie Recipe



Ingredients (yields 9 servings)

- 1 cup cooked Genuine Broaster Chicken®, cooled, deboned, and cut into pieces
- 1 cup prepared and cooled Broaster Foods® Instant Chicken Gravy
- 1 cup frozen peas with carrots
- 1 pkg Pillsbury ready-made pie dough

Instructions

- Thaw vegetables under refrigeration or cold running water and let drain.
- Combine chicken, vegetables, and gravy to make the filling.
- Let the pie dough warm to room temperature and unroll.
- Cut dough into 6" x 4" ovals. Combine remaining dough and roll out for additional ovals.
- Place 1/3 cup of the filling in the center of the dough.
- Fold the dough over and pinch the edges to seal the dough.
- Pot pies can be cooked immediately, or frozen for later use.
- Cook fresh pot pies for 5 to 6 minutes at 360° F (or 10 to 12 minutes at 360° F from frozen state).
- The internal temperature of the finished pies should reach a minimum of 165° F.