

BROASTER®

What's Cookin' Operator Newsletter

Spring 2007



COOKING TIP

Better Way to Cook Larger Than Usual Chicken Breasts

Larger than normal breast pieces will require a slightly longer cooking time. For those instances, we recommend a loading order of breast, thigh, leg, and wing. This will provide additional cooking time for the breasts to help insure they are done in the recommended time for that size bird.

Allow your Genuine Broaster Chicken® to stage (rest) for at least 5 minutes after removing it from the pressure fryer. The chicken is still cooking even after removing it from the oil and its internal temperature will continue to rise for several minutes. If it is served without staging, you run the risk that it's not yet at a safe internal temperature.

Always check the internal temperature in random pieces to ensure that the product has reached a safe internal temperature: 170° F for dark meat, 180° F for white meat.

MENU IDEA

Chicken & Gravy Breakfast Biscuit

Utilizing freshly prepared Broaster® Recipe Chicken Tenders (PN 96641) in unison with Broaster® Recipe Premium Buttermilk Biscuits (PN 96257) and Broaster Foods® Country Gravy (PN 95006), you can serve up a delicious new breakfast item without adding any additional items to your food inventory. Offer it "sandwich style" or "open face" and capitalize on the breakfast daypart!



SAFETY TIP

Oily Rags 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.

NEW PRODUCTS



PN 96318 – Made from 100% breast meat, these marinated and coated boneless wings have a great kick. Two 5-lb. bags per case.



PN 96317 – A delicious blend of seasoned beef, red beans, and spices wrapped in a soft flour tortilla, these incredible burritos offer a unique "South-of-the-Border" treat. Packed in trays, 48 burritos to a 15-lb. case.



PN 96316 – Made from fresh Italian pork sausage, Mozzarella & Romano cheeses, green peppers, mushrooms, and a soft flour tortilla, these awesome burritos are perfect as a quick snack or complete meal. Packed in trays, 48 burritos to a 15-lb. case.

PROMOTIONAL IDEAS

Make your grad's party as easy as

- 1** Send invitations to family and friends
- 2** Call Backyard Barbeque to order Genuine Broaster Chicken® and all the fixin's*
- 3** Sit back and relax on graduation day!

*Chosen from side dishes such as: Broaster® Potato Wedges, Potato Salad, Cole Slaw or Baked Beans

Try our delicious ribs, chicken tenders, and premium jumbo popcorn chicken, too ... stop by for a full menu and pricing.

BACKYARD BARBEQUE
2253 Hill Road
Grand Blanc, MI
810.579.7979

Graduation – Easy as 1, 2, 3!

High school and college graduation ceremonies start as early as the first week of May and continue on into mid-June. What are you doing to increase your Broaster Chicken® sales to this market niche?

Why not send flyers to grads in your area. Need a bit of help creating one that's all your own? We can help! The flyer shown was created by our Marketing Department for a Broaster operator last year.

Contact Rennae Rudolph, Broaster's Operator Promotions Manager, at (800) 365-8278 (rrudolph@broaster.com) for ideas and assistance.

Summer Picnic Time is Almost Here

While spring may be here, summer is just around the corner, so it's time to start thinking about promoting your Genuine Broaster Chicken®, Broaster® Recipe Popcorn Chicken, and other Broaster Foods® as the "perfect picnic foods!"

Did you know that we offer 6 promo kits to assist you? For more info, contact your Broaster distributor or visit us on the web at: www.broaster.com/pdfs/lit/tpk40-lr.pdf.



WIN a Broaster® Fryer!

We're giving away 2 brand new fryers in a drawing at the 2007 NRA Show. See entry card inside for details!

New Trademark Operators

To see the list of our newest Genuine Broaster® and Broaster® Recipe Express trademark operators, visit our web site at:

www.broaster.com/newtmops.htm

IMPORTANT DATES

Upcoming Broaster® Operator Trainings

There are five scheduled factory training seminars remaining in 2007. Here are the dates:

June 19-20 • July 17-18 • August 7-8
September 11-12 • November 6-7

Call Diana Belfield at 1-800-365-8278 (dbelfield@broaster.com) to make your reservation! For more information, visit our web site (www.broaster.com/training.htm).

Upcoming Trade Shows

May 19-22

NRA Show • McCormick Place • Chicago
(Booth #5637 – North Hall)

For a complete list of upcoming national, regional, and local trade shows, visit our web site (www.broaster.com/tssched.htm).

BROASTER® DISTRIBUTOR SERVICE AWARDS



Broaster executives present the Reuille family of Broaster Sales & Service with their 50-Year Service Award.



Jeremy Howard & Andrew Withers of Fast Food Systems with their 20-Year Award.

8 Veteran Broaster® Distributors Honored

We are pleased to recognize the following distributors for their long-term service:

- 50 Years – Broaster Sales & Service
New Haven, IN
- 40 Years – Brehm Broaster Sales
Edmore, MI
- 30 Years – Broaster Food Systems
Tulsa, OK
- 30 Years – Sumpter Sales
Beloit, WI
- 20 Years – Fast Food Systems
London, England
- 20 Years – Harrington Rest. Eq.
Butte, MT
- 15 Years – JG Enterprises
Houston, TX
- 15 Years – Wood Food Systems
Libertyville, IL

BROASTER® TRADEMARK OPERATOR SUCCESS STORIES

Golden Chicken Winner Celebrates 98th!

Suster's Arcade, Denmark, WI, a licensed Broaster trademark operator and recipient of The Broaster Company's Golden Chicken Award, recently celebrated its 98th year in business! Begun as a saloon, then converted to a "soft-drink proprietor," bowling alley, and dance hall during the Prohibition era, this historic business first started serving Genuine Broaster Chicken® in 1963.

The Suster family attributes their 44 years of Broaster® success to never changing the recipe nor taking shortcuts in its preparation.

Suster's Arcade is the first Broaster® operator to receive the prestigious award in 2007.



Distributor Gary Keller (left) and Broaster's Ron Schumacher (right) present a Golden Chicken to Leon, Theresa, Vic, & Dale Suster.



Mountain Feast, Asheville, NC

Platinum Operator Achieves Success

Platinum Operator *Mountain Feast* in Asheville, NC, actively advertises the fact that they serve Genuine Broaster Chicken® at their operation.

"We have to," says owner Dennis Mercier, "people in this area just weren't sure what it was – we wanted people to try it, so we offered a free piece of chicken to anyone who stopped in." That strategy has worked so well that they are now adding a new promotion, which complements the co-op advertising that is available to them during their first year as part of The Broaster Company's Platinum Operator Program for newly licensed trademark operators.