

BROASTER®

What's Cookin' Operator Newsletter

Fall 2007

PROMOTIONAL IDEAS



Get Your Name Out in the Community

The Ranch Restaurant in Fairmont, MN, utilizes billboards like the one shown above to help promote their Genuine Broaster Chicken®. Advertising your location outdoors is imperative to growing your business, but there are other ways as well.

For example, send takeout menus to local factories and other businesses in your area ... deliver fresh, hot Broaster Chicken® to a local bank at lunch ... send a boxed lunch to a local business executive and use it as an opportunity to discuss catering a company picnic or employee appreciation luncheon.

For additional ideas on advertising your operation, please contact Rennae Rudolph, Broaster's Operator Promotions Manager at 800-365-8278 (rrudolph@broaster.com)

Break-In to Take-Out

... with our newly redesigned Broaster® Carryout Packaging. It's the same durable packaging with a bright new look!



Photos featuring Broaster Chicken® with our new cartons are now available for menu board transparencies and other uses. So far our snack, dinner, handle, super, and picnic cartons, poly carryout bags, standard size napkins, dispenser napkins, prepaks, and dry wax papers have been converted to the new look. Our remaining packaging items will follow shortly.

New Platinum Operator Knows How To Promote

Aware of the allure of Genuine Broaster Chicken® at The Hummingbird, her sit-down restaurant in Jacksonville, NC, Jackie Barton longed to open a second location, this time focused on Broaster Chicken® along with a great complimentary item, ribs. Now she has it – *Genuine Broaster Chicken & Ribs*, a brand new quick-service location in a strip mall across from the city's main mall.

Advertising her Broaster® products is second nature to this radio exec. Radio advertising, as well as billboard advertising, is keeping her new business hopping!

Over 1,700 people were served in her first month of operation! A grand prize of 52 meals (one per week) was awarded during their Grand Opening celebration. This idea helped Jackie generate a database of over 300 names, which she'll use for future direct mail campaign promotions!



NEW PRODUCTS



Cheddar Nuggets

PN 96316 – A preferred favorite, straight from Wisconsin, these battered natural cheddar nuggets are covered with a tasty batter and par-fried to crispy perfection. Packed one 7 lb. bag/case.



Jalapeno Peppers

PN 96317 – Always a favorite as an appetizer or snack, these breaded, halved, and seeded jalapeno peppers are filled with cream cheese and coated with a gourmet bread crumb. Packed four 3 lb. bags/case.



Breakfast Burritos

PN 96318 – Capture the breakfast crowd with this delicious blend of egg, breakfast sausage, cheese, red and green peppers, onion, and Jalapeno peppers, all wrapped in a flour tortilla. Packed 48 burritos/case.

Dedicated to the Ongoing Success of Broaster® Licensed Trademark Operators Worldwide



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2855 Cranston Road, Beloit, WI 53511-3991 USA



Bold New Carton Graphics – more inside

OPERATOR SUCCESS STORY

Golden Chicken Award Winner

Mel-O-Dee's first Broaster® pressure fryer was purchased back in the late 60's to help increase sales. Today the New Carlisle, Ohio restaurant has 10 Broaster® pressure fryers and serves over 4,000 lbs. of chicken, 300 lbs. of fish, and 600 pork chops each week with Broaster® sales accounting for over 40% of their business. What do they attribute their success to? "Sticking to the basics," they say.

The Broaster Company's Golden Chicken Award is given to outstanding Broaster trademark operators who have, over the years, continuously promoted their chicken while serving a top-quality product. We'd like to take this opportunity to recognize Mel-O-Dee's for their dedication.



(Left to Right) Woody, Leon, and Mark Childers of Mel-O-Dee's with their recognition plaque.

Here's another tip from Mel-O-Dees: having recently revised their sit-down menu, they used pictures from the Broaster® photo library – and so can you! Contact Rennae Rudolph (rrudolph@broaster.com, 800-365-8278) for a CD-Rom chock full of Broaster® pictures and logos.

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 National Trade Shows

NAFEM Show, October 11-13
Georgia World Congress Center, Atlanta, GA
Booth 2623

NACS Show, November 7-9
Georgia World Congress Center, Atlanta, GA
Booths 424 and 1461

Upcoming Broaster Operator Trainings

November 6-7, Beloit, WI

Last one in 2007 – space is limited! Call Diana Belfield (dbelfield@broaster.com, 800-365-8278) to make your reservation.

For more information, visit our web site (www.broaster.com/training.htm).

PROMOTIONAL IDEAS

Are You Ready for Some Football?

Football induced sales that is!

With football season here, you can get your piece of the profits by offering items that no tailgating party (whether it's in the parking lot or your living room) should be without. Our **5 Lb. Box of Wings BIG GAME SPECIAL** promotional kit can help increase sales of this traditional tailgating item.

Plus, Broaster has five other promotional theme kits that will help you promote your Broaster Chicken® and Broaster® Recipe products. Each kit includes 10 table tents, 2 danglers, and a 17" x 22" static cling.

Kits currently available include:

Feature Product	ID No.
• Cod & Shrimp	...92601
• Chicken Tenders	...92602
• Chicken Breast Fillet	...92603
• Jumbo Popcorn Chicken	...92604
• Broaster Chicken	...92605
• 5 Lb. Box of Wings	...92606

Ask your authorized Broaster distributor to line you up with a supply of these bold and colorful promotional theme kits today!

