

BROASTER®

What's Cookin' Operator Newsletter

Winter 2008



HERE'S TO A GREAT 2008!

A Big "Thank You" to All of You

As we begin 2008, we'd like to say thanks once again for your continued loyalty to the Broaster® brand. Because of the dedication of licensed Broaster trademark operators like you, we've been able to expand the recognition of this highly valued trademark – one which consumers equate with top quality foods that are not only uniquely delicious, but better for you with lower carbs, fewer calories, less fat, and no trans fat (when cooked in our no trans fat Bro-Oil® Rice Bran, Canola, and Canola/Soy Blend cooking oils).

The Importance of Brand Identity

Not only is brand identity good for The Broaster Company, it's also one of the many terrific benefits available to you as a Broaster operator. Consumers are known to seek out the Broaster brand, which means expanded customer traffic for your location. For example, did you know that we average over 1,600 visits each month to the store locator page on our web site from consumers looking to find Broaster foods in their area! And that's not all, we receive numerous phone calls and e-mails each month as well. We've even had requests from travelers asking us to plot Broaster locations along their route!

Make Your Broaster Association Known

You can start by proudly displaying your Broaster Trademark Operator Certificate for all of your customers to see. Your 2008 Certificate is enclosed in this mailing. Even better, complement that with indoor and outdoor signage, point-of-sale materials, apparel, and other Broaster branded items. Enclosed for your convenience is our new *Get Your Promo Workin'* brochure which illustrates the wide variety of promotional items available to you. Additionally, use our *Broaster® To Go* branded packaging and the appropriate Broaster logos on your menus, ads, and other promotional materials.

Branding is More Than Just A Logo

Branding will do your business very little good if the product behind the brand is not

consistently excellent. To assist you with that aspect we offer top notch factory training seminars at our training facility in Beloit, Wisconsin throughout the year. The dates for upcoming seminars are listed below.

Helpful Info and Ideas On Our Web Site

The Broaster web site, www.broaster.com, provides a wealth of additional information and ideas. There you'll find more information about our training seminars, plus helpful recipes, new product news, trade show dates, and much more. Additionally, within the password-protected Operator Section of the web site you'll find marketing support ideas and materials to help you sell your products as well as a training page offering preparation, trouble-shooting, and cleaning guides to assist you in preparing the very best product possible. If you've forgotten your password, please call me at 800-365-8278 or e-mail rrudolph@broaster.com.

We value your business and look forward to continuing our relationship with you in years to come.

Rennae Rudolph
Operator Promotions Manager

IMPORTANT 2008 DATES

Broaster Operator Training Seminars

Jan 16-17 (GBC)	Jul 16-17 (GBC)
Feb 13-14 (GBC)	Aug 13-14 (GBC)
Mar 12-13 (GBC)	Sep 10-11 (GBC)
Apr 16-17 (GBC)	Sep 23 (BRE)
Jun 18-19 (GBC)	Oct 15-16 (GBC)
Jun 24 (BRE)	Nov 12-13 (GBC)

This year we're offering factory training for both Genuine Broaster Chicken® (GBC) and Broaster® Recipe Express (BRE) operators. Seminars include classroom and hands-on training. Fees are \$200 for GBC operators (includes a 2-night stay at a national hotel chain) and \$150 for BRE operators.

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

SUPERB NEW PRODUCT



Fully-Cooked
Simply Heat 'n Serve!

New Broaster® Recipe Ribs – Fast, Easy, Totally Delicious!

These new pork loin back ribs with a delicious tangy BBQ sauce are Broaster's first foray into offering a fully-cooked product. Individually quick frozen and conveniently packed in two 5-lb. pouches per case, you'll find these easy-to-prepare ribs to be a restaurant quality product that's sure to please. Simply heat 'n serve from a microwave, convection, or conventional oven for a popular stand-alone entrée or the perfect addition to a Genuine Broaster Chicken® or Broaster® Recipe combo meal. Two versions of this product are offered:

PN 96320 – Random 1-, 2-, and 3-Bone Ribs with Sauce (approximately 32 bones per case).

PN 96321 – 2-Bone Ribs with Sauce, approximately 16 2-bone portions per case (approximately 32 bones per case).

Counting this new product, Broaster® Recipe now offers 27 exciting frozen selections that include chicken, seafood, meats, burritos, appetizers, potatoes, biscuits, and desserts. A full list of the company's frozen food selections can be found at www.broaster.com/brffoods.htm.



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PROMOTIONAL IDEAS

Take Advantage of First Quarter Events with Broaster Themed Promo Kits

With the Super Bowl, March Madness, and Lent on the horizon, now is the time to begin planning and promoting coordinating specials. Utilizing our special themed P.O.S. kits makes promoting event and holiday specials a snap.

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

For an illustration of each kit and more info, go to www.broaster.com/pdfs/lit/tpk40-lr.pdf.

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

OPERATOR SUCCESS STORIES

Mateker's Gets Golden Chicken Award

For over 50 years the Mateker family has supplied the St. Louis area with the finest in meat, deli, and seafood.

In 1995, they expanded their growing business into the catering industry. In 2000, they added Broaster Chicken® to their hot deli and catering menus. Since then they've expanded their menu selections to include a wide variety of Broaster® Recipe foods as well, including chicken tenders, regular and Cajun popcorn chicken, cod, shrimp, catfish, potato wedges and slices, and onion rings.

"The quality that Broaster offers aligns nicely with our expertise in meat and deli," says Charlie Mateker. "We made the right decision to include Broaster Foods on our store menu."



Midwest Equipment's John Pahic (left) and Broaster Company's Randy Widboom (right) present Charlie and Cheryl Mateker of Mateker's Meats with a Broaster Company Golden Chicken Award plaque recognizing their continued excellence in producing and promoting Genuine Broaster Chicken®.

Platinum Operator Promotes Business Using Valpak Coupons

New Platinum Operator Terry's Broaster Chicken in Medford, Oregon, advertises their Genuine Broaster® and Broaster® Recipe foods using the local Valpak coupon mailing house (www.valpak.com). If you would like assistance in developing a layout for this kind of media, contact Rennae Rudolph at 800-365-8278 or rrudolph@broaster.com.



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

TIPS FOR RUNNING A PROFITABLE BUFFET

— from *Restaurant Business Online*

Advantages

The appeal of a buffet is pretty obvious. They give guests the opportunity to sample new and innovative items and to choose those which tempt their palate; most guests enjoy the adventure of discovering new delicacies without having to pay for a whole portion. Buffets add excitement by offering creative salads and appetizers, hot and cold dishes prepared at interactive stations, and succulent desserts.

For you, buffets can be just as appealing. Generally, the labor cost is much lower since all dishes are prepared ahead of time and in bulk. The actual service period can also be managed with fewer employees than an a la carte or plated banquet scenario. In addition, more guests can be catered to in a given time period, enabling the operator to turn tables more often. On the other hand, a buffet is only profitable if it sells well; a large amount of leftovers can diminish the profit.

For more information on how you can develop a profitable buffet by controlling costs and using the right equipment, search "buffet" at www.restaurantbiz.com.

Pricing

Determining the food cost is one of the challenges of a buffet. It is very difficult to predict how much each guest will consume. In permanent buffets it is sometimes difficult to forecast the amount of guests for a meal period.

To calculate the price for a buffet, the cost of each item on the menu should be verified, especially new dishes. Established items that have proved to be cost effective should be reviewed periodically. The total cost for the buffet is added up after all the items have been considered. This is the estimated pre-cost of the buffet. This amount, however, assumes that every guest will have only one portion of each item.

Reality is often different; not every guest takes one portion of each item. Therefore, the total pre-cost figure is only a guideline helping to determine the price. It still needs to be verified at the end of the buffet.

Portion Control

Portion sizes on buffets should be less than half the size of a la carte portions. Large portions increase waste, and high-cost entrées are consumed in greater amounts. Giving guests the opportunity to taste small portions of each item encourages them to try the less costly dishes.

An often overlooked aspect on a buffet is the size of serving utensils. Designated serving utensils contribute to proper portion control. Time and again, large kitchen spoons and ladles find their way to the buffet line, leading to significant waste.

Food served on smaller trays and platters may have to be replaced more frequently, but it does convey the message that there is not an endless supply and will guide the guest to take only one or two selections rather than over-fill their plates. Serving food in smaller serving vessels also provides the opportunity for more variety.