

BROASTER®

What's Cookin' Operator Newsletter

Spring 2008



WHAT CAN YOU DO TO OFFSET RISING COSTS?

Greetings to all of our Broaster Trademark Operators from The Broaster Company!

For approaching 55 years, The Broaster Company has taken great pride in providing our customers with top-quality foods and equipment – an effort that's supported by a worldwide network of talented distributors who provide our Broaster operators with excellence in products, training, support, and service on a consistent basis.

During this period of time we've grown our licensee base to over 5,000 operators, and with your continued support, we look forward to growing our hot food programs into even stronger nationally and internationally recognized brands.

Certainly difficult times are now upon all of us involved in the foodservice industry – unprecedented, in fact. Increases in agricultural commodities, increases in fuel and energy costs, dangerously low supplies of U.S. wheat, and continued shifts from “food crops” to “fuel crops” in the planting of U.S. acreage have combined to create an overwhelming new reality for all of us.

Due to this “perfect storm” of factors beyond our control, Broaster, like other equipment manufacturers and food suppliers, has been forced to increase pricing on many of our products.

This has not been easy for us. Additionally, we've received numerous calls from our Broaster distributors questioning how they could bring these increases forward to their operators.

Unfortunately, we are not able to absorb the full impact of these increases, nor can our Broaster distributors absorb them ... nor can you, as operators, afford to absorb them for your customers. I strongly suggest that you can't afford not to raise your menu prices. There are some things you can do, however, to reduce the impact of rising costs.

Now is the time to carefully look at your business for cost-saving measures. There are several actions every operator can take to save money without sacrificing quality.

For example, keep in mind that one of the unique qualities and benefits of Genuine



Tracy Choppi

Broaster Chicken® is the fact that it only requires a “light dusting” of our Slo-Bro® coating. Are you maximizing the potential of a case of Slo-Bro? You should be able to bread 1,500 pieces of chicken per case. If you're not obtaining this average, it's time to review your breading procedures.

Inside this issue we've provided tips to help you save on your usage of Slo-Bro breading and remove excess labor from the breading process. Additionally, inside you'll find valuable information for extending the life of your cooking oil and maintaining an efficient pressure fryer. In short, this edition of the *What's Cookin'* newsletter is solely dedicated to helping you implement cost saving methods. We hope you'll find this information helpful in more efficiently managing your business.

I urge you to share with us any other tips or cost-saving measures that you may be implementing at your operation. Just submit your ideas to Rennae Rudolph (800-365-8278, rrudolph@broaster.com) and we'll publish them in future editions of this newsletter.

Again, we thank you for your efforts, your loyalty, and your understanding.

Tracy Choppi
Vice President of Sales
The Broaster Company

TROUBLING TRENDS

“The government on Thursday predicted an unprecedented jump in the export of agricultural goods while demand for corn-based ethanol continues to push prices for soybeans and wheat to new records ... reduced wheat supplies already worry commercial bakers, who were hit by a disappointing worldwide harvest last year. The American Bakers Association said wheat reserves are down to 27 days, well below the historical average of three months.”

– recent *Chicago Tribune* article
by Joshua Boak

“The world is facing the most destabilizing bout of food inflation since the ‘Great Grain Robbery’ of the early 1970's when the former Soviet Union bought massive quantities of U.S. grain, sending prices soaring ... soaring demand, rising oil prices, and government-mandated biofuel use have sent many commodity prices to their highest levels in history ... surging demand for food and feed has tightened grain stocks. The U.S. Department of Agriculture, for example, pegs U.S. wheat stockpiles at the lowest level since shortly after World War II. Farmers are reporting tight supplies of seeds for planting.”

– recent *USA Today* article
by Sue Kirchhoff and John Waggoner

“While the dollar falls and the economy fails, grain prices remain securely fastened to their booster rockets and are on track to rise by 78% in 2008, while energy costs could soar 58%, according to JP Morgan food analyst, Pablo Zanic ... wheat prices could rise a whopping 98%, soybeans could soar 78%, and corn could climb 59% over already inflated 2007 prices ... all things considered, Zanic nearly doubled his 2008 forecast for variable cost inflation (raw materials, energy, and packaging) for a typical food company to 47% above a year ago.”

– recent *Meatingplace.com* article
by Janie Gabbett

STEPS YOU CAN TAKE TO EXTEND THE LIFE OF YOUR COOKING OIL

With the steep rise in the cost of cooking oils, it is more important than ever to ensure that you are getting as much useful life out of your oil as you can. Here are steps you can take to ensure you are getting the most out of your oil:

Filtering Your Oil

Both properly filtering your cooking oil and using Broaster® filtering compound can help increase your oil life.

Every Broaster® pressure fryer is equipped with a built-in, easy-to-use filter system. We recommend filtering your oil after every 5 full loads, or after cooking 1.5 pounds of product per pound of oil – that works out to about 35 pounds of product in our Model 1600, 65 pounds in our Model 1800, and 100 pounds in our Model 2400 pressure fryers.

It's very important that cooking oil is filtered at the end of each day and before it sits idle for any length of time. The longer that crumbs are left in hot oil, the more quickly the oil will break down. Complete all filtering while the oil is hot – never allow oil to solidify in the filter pan or filter lines – and be sure to follow proper filtering procedures. An outline of the proper procedures can be found on our website at www.broaster.com/pdfs/lit/pffncplr.pdf.

Cleaning your pressure fryer's filter pan regularly ensures that the hold-down ring makes a proper seal around the edge of the filter paper, preventing dirty oil from being drawn around the edge of the paper and back into the cooking well.

You will also want to use the appropriate filter compounds. Our Bro-Clean filtering compound does a very good job of straining the small solid particles out of your oil while our XL filtering compound includes active chemical additives which will actually remove the liquid impurities and extend your oil life even further, as shown in the illustration at right. For enhanced filtration, we highly recommend using both. For maximum results, add the XL filtering compound directly into the cooking well in the following quantities: 5 oz. for our Model 1600, 10 oz. for our Model 1800, and 15 oz. for our Model 2400 pressure fryers, then stir the oil in a swirling motion using the ram rod.

Cleaning The Cooking Well

Gary Keller of Bromak Sales, the authorized

Broaster distributor for Northern Wisconsin and the western part of upper Michigan, recommends proper cleaning of the cooking well every time the oil is changed to extend oil life. An outline of these procedures can be found on our website at www.broaster.com/pdfs/lit/cwclnplr.pdf.

When crumbs sit in the well they build up and produce a carbon-type build-up on the interior of the well and basket. Using Broaster® cooking well cleaner will ensure removal of this build-up.

After cleaning with Broaster® cooking well cleaner, or any other caustic detergent, make sure that the cooking well and any baskets, utensils, or brushes are completely neutralized with a mixture of a ½ cup of vinegar per gallon of water. Any caustic detergent that is not neutralized will leave a residue that can also cause a noticeable reduction in the life of your cooking oil. (Run the filter pump for a few seconds before neutralizing to purge any cleaner out of the filter lines.)

For added convenience in cleaning your cooking well, The Broaster Company will soon be introducing a new and improved cooking well cleaner and multi-purpose degreaser product that cleans and removes oils, fats, carbon, calcium, rust, and baked-on grease with no need to follow up with a vinegar neutralizer. This product can also be utilized as a floor cleaner and spray cleaner.

Covering The Pot

Pull lid to front of fryer when not in use, as exposure to air shortens oil life.

Breading Ahead

Allow the breading to set up on your fresh product before cooking. This will minimize breading drop off, which deteriorates oil. (See article on next page for more info.)

Cooking Frozen Products

Have you heard the old adage that says oil and water don't mix? Well, neither do oil and ice. You will want to keep ice crystals on your frozen product to a minimum. When ice hits hot oil, not only does it splatter, it melts, releasing water into your oil and reducing its life.

Calibrating Temperature

Excessive heat is the enemy of oil life. Verify that your temperature controller is still

in calibration by periodically checking your oil temperature with a thermometer. If your controller doesn't appear to be calibrated correctly, you will want to place a call to your authorized Broaster distributor or service provider.

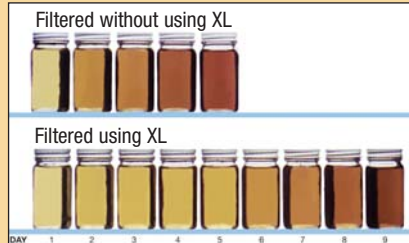
Storing Cooking Oil

For best results, store oil at 65° F to 75° F. For every 5° F difference, oil stability is lost.

Tossing Old Oil

The following symptoms may indicate that it's time to replace the cooking oil in your fryer: increased smoking or foaming, oil or product is turning excessively dark, and/or product has taken on a bitter taste. When any of these indicators occur, replace your oil immediately. Don't top off or continue to use oil that exhibits these qualities.

WHY USE BROASTER® XL?



Tests show that for each day oil is not filtered, its usable life is reduced by 2 to 3 days. The photo above shows the daily degradation of frying oil. The top row was filtered daily **without Broaster XL** filtering compound. The bottom row was filtered daily **with Broaster XL** filtering compound. You can see the difference!

As your oil breaks down during frying, dissolved impurities soak into food affecting its taste, texture, and appearance.

Broaster® XL "Shortening Saver" oil filtering compound clarifies your oil by filtering out food debris. But XL does more than simple filtration. Each XL particle acts like a tiny magnet to attract and remove dissolved tastes and odors that spoil fried food. With Broaster® XL, your oil stays fresh, clear, and sparkling clean so you serve foods that look appetizing, fry crisp and golden, and taste delicious while saving money as a result of eXtra oil Life.

Can you afford not to filter with Broaster® XL Filtering Compound?



FILTERING FREQUENCY TEST

Recently we ran tests in The Broaster Company's Food Science Lab to get a feel for how much the life of cooking oil can be extended simply by filtering throughout the day as opposed to just at the end of each day. For our test we simulated the volume that might be cooked by an extremely busy Broaster operator: 2,335 lbs of fresh Genuine Broaster Chicken® (approximately 6,800 pieces) over an 18-day period. Here's what we found ...

Starting with fresh oil and filtering throughout the day as recommended, after Day 4 the oil's odor was strong but the flavor of the chicken was acceptable. No further changes in either the condition of the oil or the flavor of the chicken were noticed until Day 18, when the oil began to smoke. The flavor of the cooked chicken was still acceptable at that point and the test was concluded the next day.

Following that initial test, a second test was conducted. In this test a similar volume of chicken was cooked each day but the pressure fryer was filtered only at the end of each day. On Day 13 the chicken had a slightly burnt taste and the test was discontinued.

These tests demonstrate that filtering throughout the day does indeed extend oil life, perhaps by as much as 50%. Feedback from our Broaster operators confirms these findings. Here's one example ...

Several years ago the Knights of Columbus chapter in Louisville, Kentucky, began offering an all-you-can-eat Broaster Chicken® luncheon as a once-a-month fundraiser. The local authorized Broaster distributor, Dan Patterson, Jr. of Stoker's, Inc., even donated use of his demo trailer for the initial run. Within 3 months the chapter purchased a second fryer. Now, six years later, the chapter cooks in the range of 1400 to 1800 pieces for each 3-hour fundraiser. Dan reports that by filtering throughout the day, the chapter has obtained extended oil life, just like we found in our laboratory test.

If you're not filtering your oil throughout the day, you're definitely not getting the most out of your cooking oil. You're probably also not providing the best tasting product to your customers. There's no time like the present to get your operation back on track in this area. You'll save money on cooking oil and ensure that you're producing a top-quality product.

BREADING TIPS THAT WILL SAVE YOU TIME AND MONEY

As we continue to see wheat dramatically increase in price, it's more imperative than ever to reduce the potential for waste in wheat-based products. There are scores of operators out there unintentionally wasting breadings. Here are a range of tips to help minimize breadings waste.

Bread Ahead

Do you know the seven reasons to bread ahead?

- 1) Breadings ahead with our specially formulated, low-salt-content Slo-Bro® coating and following the recommended 45-minute interval before placing the breaded chicken in your fryer allows the Chickite® marinade to flavor the breadings with salt and other spices. Only this combination of Broaster marinade and coating provides the factory recommended flavor profile for Genuine Broaster Chicken®.
- 2) Dry breadings acts as a napkin and absorbs oil. Tacky breadings creates a seal so the chicken does not absorb oil.
- 3) Properly breaded chicken is crispier and has a more golden color after frying.
- 4) Using the proper breadings procedure, you'll find your basket is much easier to clean. (*Note:* use hot water and a nylon scrubber ONLY. Filter powder can be used as an abrasive. DO NOT USE SOAP, it can leave a residue that may deteriorate the oil.)
- 5) By breadings ahead enough chicken to get you through your next rush period, your job will be easier and you will serve the best possible product. This allows time during the rush to keep your chicken cooked and rotated, do suggestive selling, and make contact with your customers.
- 6) Breadings chicken ahead allows you to keep the work area and your hands clean during the rush.
- 7) By breadings ahead and putting the chicken in rows in the breadings pan, it is easier to drop chicken in the proper order – thighs, legs, breasts, wings. (*Note:* If breast pieces are unusually large, then change the order to breast, thighs, legs, wings).

Apply Available Technology

Want to make breadings ahead faster and easier, all while saving on breadings? Then consider purchasing a motorized breader. Broaster's Model 620 Easy Breader offers a faster, neater, and more economical means of breadings your products. Here's why ...

In *hand-breadings* a 12-head case of chicken (96 pieces), we found that you can bread this amount of product in about 12-14 minutes while using a bit over 1½ pounds of Slo-Bro coating. This method is typically messy, wasteful, and subject to cross-contamination.

Alternatively, in *auto-breadings* a 12-head case of chicken (96 pieces) using our Model 620 Easy Breader, we were able to complete this task in 9 minutes using just over 1 pound of Slo-Bro coating.

Saving just 40 minutes of labor per week at \$6.50 per hour, you'll save \$225 per year in labor costs. Saving just 5 lbs. of Slo-Bro coating per week, you can save as much as \$304 per year in breadings costs. Combine these savings and you generate a total savings of \$529 yearly using the Motorized Model 620 Easy Breader. Compound those savings year after year and you can easily see that the Model 620 Easy Breader is both the economic winner and an excellent equipment investment that will quickly pay for itself.

Then Follow These Five Steps

Dan Patterson, Jr. of Stoker's, Inc., our authorized Broaster distributor in Kentucky and Tennessee, recommends the following 5-step breadings process:

- 1) Drain your chicken well – regardless of whether you marinate it overnight or use Chickite® Plus premarinated 8-piece-cut chicken.
- 2) Use a Broaster® motorized breader, adhering to the directions set forth by The Broaster Company.
- 3) Knock excess breadings off each piece by tapping the pieces together.
- 4) Sift leftover breadings and throw out large clumps left in sifter.
- 5) Refrigerate the leftover breadings and reuse.

Why not implement these recommendations and see how much you can save?



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See us in Booth 5637 at the ...



May 17-20, 2008
McCormick Place Chicago

TIPS FOR MAINTAINING THE EFFICIENCY OF YOUR BROASTER® PRESSURE FRYER

Along with cooking oil, energy seems to be an ever-increasing cost in the restaurant business. While Broaster® pressure fryers are well known for their energy efficiency, it's always a good idea to make sure that you are doing everything you can to use them as efficiently as possible.

Keep the cover pulled forward over the cooking well (but do not seal) when not cooking. This keeps the cover warm so it doesn't rob the cooking well of heat during the cook cycle.

During extended idle times, conserve energy by turning the unit off or lowering the temperature.

With electric units, double-check to make sure that you have the right voltage machine for your facility. Check the spec plate on your pressure fryer and compare that to the voltage at your facility. A unit that is intended for 208 volts but is being run on 240 volts is drawing over 35% more energy than it is supposed to. Drawing more energy than needed can also have a significant impact on your oil life. If you find that you have the wrong voltage unit, contact your distributor immediately to arrange to have the unit converted to the proper voltage.

On a gas unit, look at the flame periodically to ensure that you have a clean blue

flame. If the flame starts to turn more yellow or orange, this means that the air/gas mixture is out of adjustment. If so, have it re-adjusted immediately. A yellow or orange flame will create soot, which will collect on the heat fins of the cooking well and insulate it from the burner flame, causing the burner to run much longer than it should.

Contact your Broaster distributor if you feel you aren't getting maximum efficiency, or if you have any concerns regarding your fryer. A "tune-up" may be in order.

*Ron Kollasch
Service Manager
The Broaster Company*

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

ARE ALL COOKING OILS ABOUT THE SAME?

Willie and Justine Willner, owners of the Waupaca Bowl in Waupaca, Wisconsin, use Broaster® Bro-Oil® Rice Bran Oil exclusively in their Broaster® pressure fryer. Though they don't like the price increases on cooking oil they are seeing right now, Willie says "If you keep the fryers busy, it'll pay for the oil."

Only Broaster's Rice Bran Oil will do in their Broaster pressure fryers! Willie says his customers love the taste and adds, "... even people who won't eat fried foods because of heartburn have no problem eating Genuine Broaster Chicken® at Waupaca Bowl."

Willie and Justine promote their Broaster products by advertising on the radio and in the local buyers guide – and they say they

are seeing results. While offering both dine-in and take-out, they are filling their 100-seat dining area and catering wedding parties on-premise.

If you're wondering whether all cooking oils are the same, just ask the owners of the Waupaca Bowl – Willie and Justine will tell you, "No way. Broaster® Bro-Oil® Rice Bran Oil produces superior Genuine Broaster Chicken®!" More info about Broaster® Bro-Oil® cooking oils can be found on our web site at www.broaster.com/pdfs/lit/oilsp-lr.pdf.



2008 TRAINING DATES

You can receive additional tips and ideas to help you run your Broaster business more efficiently by attending a 2-day, all-Broaster seminar at our training facility in Beloit, WI. Seminars include classroom and hands-on training. There are five scheduled factory training seminars remaining this year. Here are the dates:

*Jun 18-19 • Jul 16-17 • Sep 10-11
Oct 15-16 • Nov 12-13*

For more information, visit our web site (www.broaster.com/training.htm) or contact Diana Belfield (800-365-8278 or dbelfield@broaster.com). Don't hesitate as class space is limited.