

BROASTER®

What's Cookin' Operator Newsletter

Fall 2008



BROASTER® TO GO AUTHENTIC PIZZA IS HERE!

Some Food for Thought

October was National Pizza Month! What better time for Broaster to kick off its newest branded program, *Broaster® To Go Authentic Pizza!* Did your know:

- Americans eat approximately 100 acres of pizza EACH DAY, or about 350 slices per second! (Source: *Domino's Pizza*)
- Pizza is a 30 BILLION DOLLAR per year industry fueled by approximately 69,000 pizzerias in the U.S.! (Source: *Blumenfeld & Associates*)
- 93% of Americans eat at least one pizza per month! (Source: *Bolla Wines*)
- According to a recent Gallop Poll, children between the ages of 3 and 11 prefer pizza over all other food groups for lunch and dinner!
- 94% of the U.S. population eats pizza! (Source: *Parade Magazine*)
- Pizzerias represent 17% of all restaurants! (Source: *Food Industry News*)
- Pizza accounts for over 10% of all foodservice sales! (Source: *Food Industry News*)
- For branded quick-service restaurants at convenience stores, pizza is served more than chicken, burgers, and Mexican; it trails only sandwiches as the most popular branded product! (Source: *NACS 2004 State of the Industry Report*)

The Program in a Nutshell

The Product

Our delicious, top-quality frozen pizzas come pre-assembled with America's favorite toppings: Pepperoni, Sausage, Cheese – and, there's even a scrumptious Breakfast version. Each pizza is individually wrapped and comes with a colorful bar-coded label that includes both nutritional information and ingredients.



18" x 24" Pizza Program Poster

Simply pull the frozen pies out of your freezer, pop 'em in your oven, and serve; or sell individually out of your freezer case for a convenient cook-at-home meal.

The Packaging

Our *Broaster® To Go Authentic Pizza* cartons are available in two sizes; 12" for the whole pie, and 6" for a single quarter-slice. Both cartons are emblazoned with the *Broaster® To Go Authentic Pizza* logo, assuring your customers of a top-quality product from a firm renowned for uniquely delicious foods.

The Equipment

Broaster now offers pizza baking equipment to fit any space, speed, and budget requirement. Our first offering, the Lincoln air impingement oven, is a scaled down version of the massive conveyor ovens seen in many pizza restaurants. It cooks with hot air while the pizza is escorted through the oven on a conveyor belt. Additionally, Broaster is now offering a single drawer refractory oven. Extremely compact and ready to accommodate

the most restrictive space requirements, this popular oven cooks the pizza from both sides at once using a heated stone on the bottom and a heated coil on the top. Our versatile convection ovens provide a convenient third alternative. Cooking times vary with each type of oven, but the results are the same, a delicious tasting pizza every time.

To further assist you in getting your new *Broaster® To Go Authentic Pizza* program up and running quickly, we've put together an optional accessory kit loaded with everything you need to get started: five pizza pan screens, two short tongs, two pizza cutters, a spatula, and a pair of hot mitts.

The POS and Promotional Materials

The Broaster Company has developed a wide range of point-of-sale and promotional materials to assist you in marketing this new program to your customers including table tents, danglers, posters, pumptoppers, and photo transparencies for menu boards. Speaking of menu boards, Broaster has recently expanded its selection of both non-illuminated and illuminated menu boards. While we continue to offer economical plastic, metal, and wood framed models, we've recently expanded our line to include two colorful new "designer series" styles. Now everything you need for a successful pizza campaign is readily available from a single source!

For over 50 years, Broaster has been in the business of providing great tasting chicken ... and more recently ... a full range of delicious grab 'n go frozen foods as well. We're proud to continue that success with this new frozen pizza program. We're very excited about providing our valued operators with the opportunity to combine one of the America's favorite foods with one of America's most valued foodservice brands.

The impact pizza has had on the American landscape of foodservice operations is unquestionable. For a long time pizza has been both a profitable and consistent offering. Isn't it time you grabbed a piece of the pie ... and the profits?

Congratulations to **Miller & Sons Supermarket**, Verona, Wisconsin, on becoming the first *Broaster® To Go Authentic Pizza* licensed trademark operator!

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

CLASSY NEW MENU BOARD DESIGN

We are proud to introduce a new line of menu boards that are destined to be our most popular! These new boards are sleek, versatile, and have eye-catching appeal unlike any of our previous offerings. A modern, brushed metal look is paired with an easy-to-use magnetic board that is customizable to fit any operator's requirements.

These boards come in two parts; a backdrop board that hangs from two decorative metal poles secured to the wall, and a magnetized board attached to the backdrop board providing depth to a typically two-dimensional product.

Assembly of this unit is straight-forward

and simple. Just attach the metal poles to your wall using the brackets included in the kit. Then hang the backdrop boards over the poles using the simple inverted "U" brackets attached to their backs. Integrated slots on



the fronts of the backdrop boards and backs of the magnetized boards are then married together and the process is done. All that's left is to apply the magnetic photos and/or menu strips that pertain to your menu and you're ready to start merchandising your products with a whole new professional look.

Whether you need one board or ten, this design will enhance the atmosphere of your establishment and provide you with a unique new way to show off your delicious Broaster Foods®. Contact your local authorized Broaster distributor for pricing and more information.

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

HOLD IT AND HAVE IT READY

Increase your sales of pizza and other foods with Broaster® To Go Authentic Pizza program heated merchandisers. Both stylish models are manufactured using the highest quality materials and designed to accommodate your preferred method of service.

The first (PN 93441/2-door or PN 93442/1-door), designed for self-serve applications, is equipped with four square racks. Each rack can hold one whole pie in a 12" carton, or four quarter-slices in individual 6" cartons. The racks are tilted for better viewing of the carton graphics as well as to allow back row cartons to slide forward as front row cartons are removed and sold.

The second (PN 93443) displays whole

pizzas hot out of the oven in all their glory; slowly rotating them in a 4-tier rack.

Either heated merchandiser is perfect for convenience stores, schools, supermarkets, restaurants, or any foodservice operation offering Broaster® To Go Authentic Pizza products.



BROASTER APPOINTS CEO

Edward Chott, Chairman of the Board of Directors of The Broaster Company, Inc. has announced the appointment of Jay Cibra to the position of Chief Executive Officer of The Broaster Company, LLC.

For the past four years, Cibra has served as President of The Broaster Company, Inc., the parent entity of The Broaster Company, LLC. In his new appointment, Cibra will focus on Broaster's strategic growth initiatives and the continued strengthening of the company's relationship with its network of authorized independent distributors.

Richard Schrank will continue in his role as President and Chief Operating Officer.