

BROASTER®

What's Cookin' Operator Newsletter

Winter 2009



BREAKFAST, LUNCH, AND DINNER ... NOW YOU CAN MAKE IT ALL BROASTER, ALL DAY!

Breakfast Sandwiches – The New Black

A growing trend among many of the big players in the foodservice industry is the addition or expansion of breakfast menus; Wendy's is releasing a breakfast menu, Dunkin Donuts is embarking on the hot breakfast sandwich trend, and even McDonalds is constantly tinkering to expand their 40% share of the morning market. Also, consider this ...

- Servings of breakfast foods are up 64% over the past 5 years. (*Breakfast Journal Quarterly, 2007*)
- Breakfast is a \$40 billion-per-year industry. (*Breakfast Journal Quarterly, 2007*)
- During 2007, almost 230 million more breakfast sandwiches were served than in the previous year, an increase of 7%. (*QSR Magazine 2008*)
- During 2008, breakfast, lunch, and snacks made up 83% of the ready-to-eat meals sold at retail outlets. (*Food Business News.net, 2008*)

How can you take advantage of these hot trends? Being a Broaster® operator puts you in perfect position! For example, why not combine our *Broaster® Recipe Buttermilk Biscuits* with our *Broaster® Recipe Chicken Fillets* or *Chicken Tenders* to create an even better version of the popular breakfast sandwich offered by one of the biggest "McNames" in the business! Additionally, why not offer our *Broaster® Recipe Breakfast Burritos* and our *Broaster® To Go Breakfast Pizzas*! Both are easy to prepare and taste delicious. Check with your Broaster distributor for pricing and additional information.

Don't Hush the Lunch Rush

The most popular and economical way to satisfy the lunch rush is the sandwich. Here are a few more interesting facts ...

- The average American eats 200 sandwiches a year; all told, we eat more than 45 billion sandwiches annually. (*Restaurant Hospitality, 2006*)



Broaster® Recipe Chicken 'n Biscuit Sandwich

- During 2007, 65% of quick-service operators reported an increase in the popularity of chicken sandwiches. (*NRA 2007*)
- During 2002, Burger King sold over 50 million Chicken Whoppers in just three months. (*QSR Magazine, 2002*)

The bottom line is, people love chicken sandwiches and there are countless ways to prepare them. Fried or grilled, whole muscle or shredded, chicken is the perfect item for raising the bar on lunch choices.

Dinner is Now a Grab 'n Go Affair

Sit-down meals with the family are an integral part of Americana. Unfortunately, that ever important slice of life has been replaced by "meals in the car," "meals standing at the kitchen counter," and "meals in front of the TV." Americans today simply don't have the time or patience to prepare a full, healthful meal for their family every night. That's where you come in.

Broaster Chicken® lends itself perfectly to an enjoyable sit-down meal with the family ... as well as with the dozen friends your teenager may have over at any particular time. Busy families want to be able to "grab 'n go" a delicious meal with little effort or thought. According to ongoing quarterly surveys by Sandelman & Associates, dinner was responsible for nearly 55% of all fast food take-out instances over the past 21 quarters. (*Chain Leader, 2008*).

Providing an efficient, well-planned take-out service for your customers can

go a long way in creating new business and luring customers away from the competition. Simply stated, don't miss any opportunity to grow your business.

Breakfast and Lunch Menu Ideas

Chicken 'n Biscuit Sandwich

Broaster® Recipe Chicken Fillet or Tenders
Broaster® Recipe Biscuit
Broaster Foods® Country Gravy Mix
Combine both chicken and biscuit into a breakfast sandwich and add our Country Gravy. Make it a meal with a cup of coffee and Broaster® Recipe potato wedges.

Broaster® BBQ Chicken Sandwich

1 lb. leftover Broaster Chicken® boned, skinned, and diced
2 cups BBQ sauce
In a medium bowl, gently mix together chicken and barbecue sauce. Serve hot or cold on bread, rolls, buns, English muffins, pita bread, etc.

Chicken Salad Sandwich

3/4 lb. leftover Broaster Chicken® boned, skinned and diced
1 tsp. Broaster Foods® Prep Seasoning
1 Tbsp. onion (minced)
1 cup mayonnaise
3/4 cup celery (chopped)

In a medium bowl mix all the ingredients and serve on bread, buns, rolls, pita bread, etc. (Add a 1/2 cup of apples for a Fruit Chicken Salad or 8 oz. of water chestnuts for a Crunchy Chicken Salad.)

Broaster® Recipe Shrimp Po 'boy

Broaster® Recipe Shrimp
Shredded lettuce
Tomato
Pickles, sliced
Mayonnaise
Zesty mustard
Hoagie bun

Prepare the Broaster® Recipe Shrimp as directed. Slice the bun 3/4 through and spread on mayonnaise and mustard. Layer pickles and tomatoes on the bottom, stuff with lettuce, and top with shrimp. You can even add a little hot sauce (or a lot) if your customers like the heat.

For additional recipe ideas, check out our web site at: www.broaster.com/recipes.htm

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



CONGRATULATIONS GUERNSEY FARMS DAIRY!

2009 TRAINING DATES

January 14-15	July 22-23
February 18-19	August 19-20
March 18-19	September 16-17
April 22-23	October 14-15
June 17-18	November 11-12

These in-depth seminars offer invaluable "hands-on" training with a wide range of Broaster® equipment and food products.

Operator response to these seminars is extremely positive. New operators say they benefit by being more prepared for the business they are getting into while existing operators say they like learning about new products and recipes as well as refreshing themselves on proper procedures they may have forgotten over the years.

Please contact Diana Belfield (800-365-8278 or dbelfield@broaster.com) to make your reservations, or use the Contact Us form on our web site (www.broaster.com).

We are pleased to congratulate John McGuire, his family, and Guernsey Farms Dairy on being awarded The Broaster Company's **Golden Chicken Award**. This family-run business is a testament to the power of combining quality food, service, and tradition.

In May of 1940, John McGuire was hired to run Guernsey Farms Dairy. Five years later John and a partner bought the dairy, and by 1952, John was the sole owner.

"From then on, it was a family-run dairy," says John. With 14 children, there was plenty of work to go around ... from producing ice cream and bottling milk to making deliveries. In 1966, John moved the entire operation to its current location on the northern border of Northville, Michigan.

Guernsey Farms Dairy became a Broaster® trademark operator in 1993, specializing in serving Genuine Broaster Chicken® dinner platters as well as

Broaster® Cod and Broaster® Pork Chops. Their Broaster® products account for about 75% of the restaurant's business, which works in conjunction with their famous ice cream parlor where 65 year-round and seasonal flavors of ice cream, sherbet, and sorbet are served daily.

Last June, Guernsey's cooked an astonishing 4 tons of chicken, aided by 104 100-piece chicken platters as well as numerous 400-piece chicken platters that resulted from a busy graduation season.

Guernsey Farms Dairy's very busy carry-out business accounts for 20% of the company's total food sales. They also run a popular children's special called "Little Tykes Night" where children under 10 eat free on Monday and Tuesday with the purchase of an adult entree.

Guernsey Farms Dairy's mission statement is a motto we can all live by – "We believe quality service isn't expensive, it's priceless."



Guernsey Farms Dairy's John McGuire celebrated his 100th birthday in September!

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

FILTERING SAFETY TIPS

When to Filter

The Broaster Company recommends filtering the cooking oil in your pressure fryer at the following intervals:

- always at the end of each business day
- between rush periods
- after cooking the following amounts of product: 35 lbs. in a Model 1600, 65 lbs. in a Model 1800, and 95 lbs. in a Model 2400

Safety Considerations

Even though The Broaster Company has developed the safest built-in filtering system in the industry, it is still important to remember that you are pumping hot oil through a filter system and there are certain steps that you need to take to ensure your safety and that of others.

The filter pan should always be used with the cover in place. This minimizes the possibility of oil splashing out of the pan onto the bottom of the unit or on the floor.

Also, the filter pan should never be used to transport oil. It is designed to be just a holding pan for hot oil while going through

the filtering process. Moving the filter pan while it is full could easily result in the oil splashing out onto the floor or your hand. For this reason, you should always make sure that the filter pan is fully installed and that the riser line on the pan is connected to the suction line before draining the oil into it.

Before turning the Cook/Filter switch to "Filter," always pull the cover all the way forward so it covers the cooking well – but don't rotate the handle around to the "Closed" position. Although the piping is designed to return the oil in the bottom of the cooking well, there is always the possibility of crumbs partially obstructing the return line, resulting in the first spurt of oil splashing all the way to the top of the cooking well and out onto the floor, or perhaps on someone standing nearby. Don't push the cover back until you can tell that oil is running smoothly into the bottom of the cooking well.

More Information

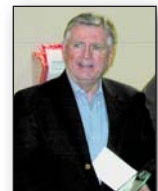
An Adobe Acrobat file offering detailed filtering and cleaning procedures can be found on our website at:

www.broaster.com/pdfs/lit/pffncplr.pdf

INTO THE SUNSET



Gene Halley



Frank Dowling

The Broaster Company has had a few good men ride off into the sunset with the recent retirements of **Gene Halley** and **Frank Dowling**. Gene, Broaster's VP of Operations, leaves us after 45 years of service. Frank, President of the Broaster Recipe Foods Division, recently completed 15 years with Broaster and will be equally missed.

On the flip side of the coin, we'd like to welcome **Derek Fellows** to Broaster as Operations Manager and to congratulate **Randy McKinney** on his promotion to VP of New Product and Program Development for Broaster Recipe Foods.

Additionally, we'd like to congratulate **Bill Loeffelholz**, on being promoted to National Sales Manager and to welcome **Mike Groeneveld** aboard as our new Export/Government Sales Manager.