

**BROASTER®**

# What's Cookin' Operator Newsletter

**Spring 2009**



## YOUR MENU IS ALIVE AND WELL ... BUT IS IT PROFITABLE?

### The Price Is Right ... Or Is it?

On the surface, pricing a menu seems pretty straight forward; figure out what you want to offer, give it a competitive price, and away you go. However, there's been a lot of research done on maximizing profits and margins based on what's on a menu. Additionally, there's a ton of graphs, spreadsheets, and pie charts out there that make about as much sense to most of us as quantum physics.

In this article, we'll try to break through the clutter and give you some tangible methods for determining not only what should be on your menu, but what should have a seat at the head of the table.

The traditional way of determining how much value a menu item has is to subtract each menu item's cost from its selling price to come up with an individual profit margin. Then, whichever item has the largest profit margin would be the most profitable to you and should be the centerpiece of your operation.

So, the answer is to determine what gives you the most profit in real dollars and push that, right? Wrong. Sure, that prime rib is giving you the most profit per item, but how many are you actually selling? If you sell 75 prime ribs, your profit for that item is \$675; however, your cheeseburger is less expensive and more popular with your customers. In this example the restaurateur sells 240 cheeseburgers for a total profit of over \$1,195. The price/cost ratio may be better for the prime rib, but when you weigh it against its popularity, it doesn't measure up.

In the table above you'll notice that the prime rib is first and the cheeseburger next to last in individual rankings of all items on the menu. However, when you take into account the popularity of each item, the results are drastically different. Confused?

The bottom line is that there are a lot of factors that determine what is a profitable menu item. Just because an item is more profitable than another by itself doesn't necessarily translate into real world results. Food cost, gross profit, and the number of items sold are all important aspects to know when considering what to put on your menu, where to put it, what to feature in your advertising, what the wait staff should suggest to an inquiring customer, or even what you will be famous for in your own community. It may take a little time and effort, but making money always does.

### Change is Everywhere ... Or Is It?

Why would someone want to have an item on their menu that has low individual

every other week and drops \$250 on dinner and drinks.

The first place to start is to work with what you already have. Encourage your chefs and cooks to get creative and experiment with what is on hand. However, be careful not to re-create a dish you already serve.

Next, determine how easily the new dish can be produced consistently throughout the shift. Customers expect things to be made like they are in a factory; exactly the same, time after time. In a kitchen, that isn't always the case. Turnover, ingredients, time – these are all things that can affect the consistency of a product.

Last, and by no means least, is how your clientele will react to the new item. If you're

strictly a "burger joint," don't try to sell your customers on lobster tails. They may be the best lobster tails in the country, but nobody will believe it coming from a "burger joint." Not only that, your average customer won't shell out \$32

for dinner when they are used to spending \$7.99. Be realistic with your expectations and be true to your overall concept and core customer base.

The menu is a very serious aspect of your business. It is the only piece of advertising that will, without a doubt, be seen and studied. Make sure you take great care in making it say what you want it to.

Menu Item	Number Sold	Menu Price	Food Cost (\$)	Food Cost (%)	Individual Margin	Individual Rank	Weighted Margin	Weighted Rank
Cheeseburger	240	\$7.50	\$2.52	33.6%	\$4.98	6	\$1,195.20	1
Philly Cheesesteak	150	\$9.00	\$3.75	41.7%	\$5.25	5	\$787.50	5
Ham & Cheese	175	\$6.50	\$1.80	27.7%	\$4.70	7	\$822.50	4
Prime Rib	75	\$14.50	\$5.50	37.9%	\$9.00	1	\$675.00	7
Cod Dinner	175	\$8.75	\$2.50	28.6%	\$6.25	2	\$1,093.75	3
Roast Beef	125	\$9.00	\$3.49	38.8%	\$5.51	4	\$688.75	6
Chicken Breast	200	\$8.50	\$2.60	30.6%	\$5.90	3	\$1,180.00	2

profit margin and low weighted profit margin? The answer is experimentation. Many restaurants will try to keep things lively by adding menu items that may not be very popular, but aren't going to cost them an arm and a leg to have on hand. This gives your regular customers something new to choose from. Additionally, it will grab the attention of more adventurous diners with something that is a bit unusual. Because the food costs are low, you are able to experiment with different items and perhaps catch lightning in a bottle with a hugely popular item that you didn't expect.

Be careful though not to change your menu merely for change sake. You may see the chicken on the menu every day and be tired of it, but that same dish may be precisely why a particular group comes in

### Is It Time To Update Your Menu Boards?

The Broaster Company is pleased to introduce a whole new selection of designer menu board systems in a variety of price ranges. Additionally, we are now offering "facades" in a variety of sizes ... plus new pole and sidewalk signage! See the enclosed newsletter insert for photos and more information.

## PIZZA PROGRAM SUCCESS STORIES – PROMOTIONS AND PROFITS!

We recently spoke with a couple of our distributors to see how they were helping their operators get involved in the *Broaster® To Go Authentic Pizza* program. We found that not only have the pizzas been getting rave reviews on their taste, we also came across some eye-opening ideas on how to promote, sell, and profit from the program.

Lynn Griffiths from CJS Sales Inc., our Broaster distributor located in Pennsylvania, is very excited about what operators are doing in her area. Lynn says grocery stores are a perfect fit for *Broaster® To Go Authentic Pizza* – especially ones already offering the Genuine Broaster Chicken® program. During our conversation, Lynn recounted two particular success stories.

The first is Pechin Super Foods in Connellsville, PA. Pechin is selling *Broaster® To Go Authentic Pizza* out of their freezer case in direct competition with household names like Tombstone and DiGiorno. They decided to do a good-old-fashioned taste test. It just so happened that on the day of the sampling, the store was running a \$1-off sale on DiGiorno frozen pizzas. Results were bound to be a bust, right? Wrong. They paired their Broaster® pizza sampling with a drawing for a \$25 store gift card. For every Broaster® pizza purchased by the customer, the customer was entered into a drawing for one of two gift cards.

Lynn went to Pechin's to conduct the three-hour sampling. It went perfectly! While she sampled out 8 pizzas, the store sold 60!

That's 5 full cases.

Pepperoni was far and away the most popular.

However, everyone who tried our unique breakfast version said it was great too. As

of this writing, Pechin is still taking entries for the gift card giveaway.

Sampling has always been a great way to spark interest in a product, especially in grocery stores. Pechin Super Foods is just one example of how successful a sampling strategy can be.

Lynn's next success story is a grocery

store in Patton, PA, Leyo's Supermarket. Leyo's is selling *Broaster® To Go Authentic Pizza* in their deli – with a little twist. They're baking the pizzas so they're ready to grab 'n go, but offering additional toppings on-demand. The deli simply adds the extra toppings, gives the slice a quick reheat, and the customer is out the door. So far, Leyo's has been adding pepper rings, onions, mushrooms, and peppers to cheese pizzas. This is a quick and easy way to separate themselves from other single-slice grab 'n go pizza establishments. The supermarket already has the ingredients in house and the preparation is minimal.

Leyo's also serves ready-made sandwiches. In an effort to more fully utilize the refractory oven they purchased from CJS, they've decided to start offering baked hoagies and other sandwiches. Many of the country's top chains have started offering baked sandwiches with great success.

Another distributor that has

pieces in-house. Then all they have to do is purchase the food.

Jason has been calling on his existing Broaster® Trademark Operators to demo the new pizzas in their store. Once he does that, he says Broaster® pizza pretty much sells itself. The top-quality taste of the product is undeniable and the breakfast pizza has been a smash hit, says Jason.

Sumpter's success is due in part to the timing and the good rapport they have with their customers. They are introducing a new product at a time when operators are looking for something to differentiate themselves from the competition in these hard economic times. Operators are drawn to the fact that this program has the whole

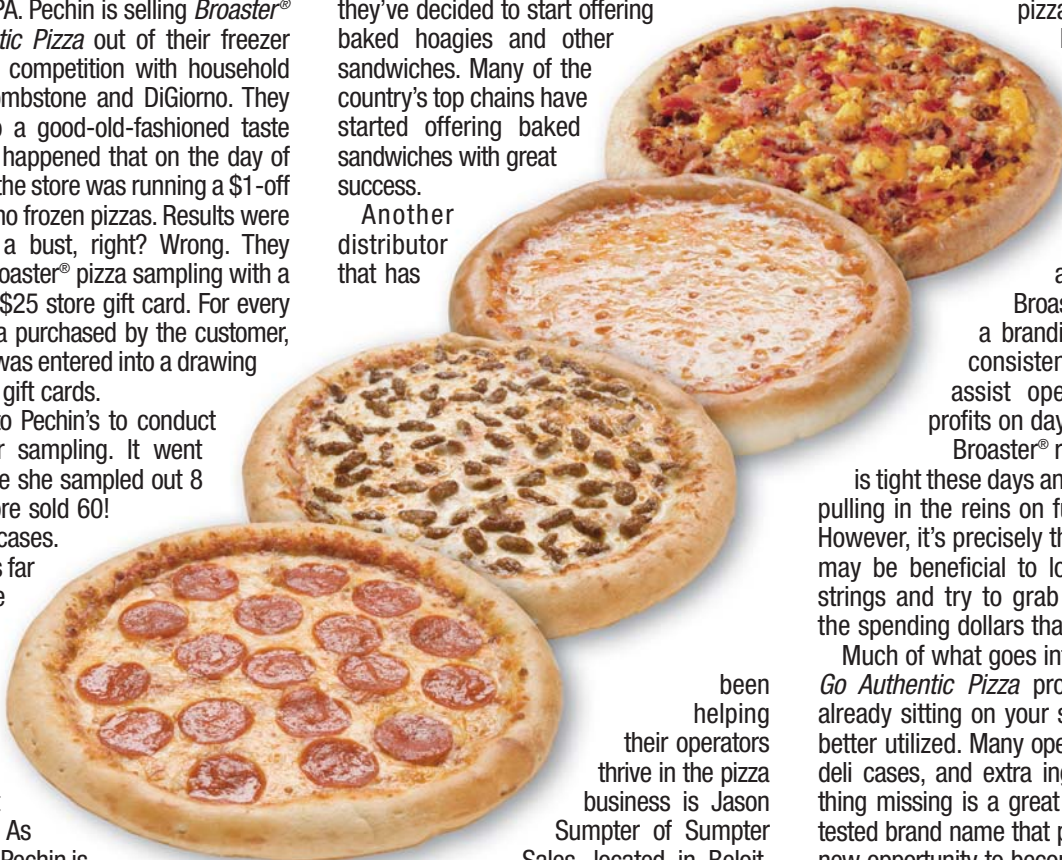
package; from the pre-made pizzas, to the fast pizza baking equipment, to the Broaster® branded pizza boxes and POS materials which include bold table tents, danglers, posters, and pumptoppers.

Broaster has developed a branding system that is consistent and appealing to assist operators in turning profits on day one.

Broaster® realizes that money is tight these days and many people are pulling in the reins on future investments. However, it's precisely these times when it may be beneficial to loosen those purse strings and try to grab a larger share of the spending dollars that are out there.

Much of what goes into the *Broaster® To Go Authentic Pizza* program is probably already sitting on your shelf waiting to be better utilized. Many operators have ovens, deli cases, and extra ingredients; the only thing missing is a great product – a time-tested brand name that provides you with a new opportunity to become as profitable as you can be.

Why not contact your helpful Broaster® distributor today to set up a demo and see for yourself what the *Broaster® To Go Authentic Pizza* program can do for you! Like our other food programs, there are no licensing, franchise, or royalty fees, so you control and keep all of your profits.

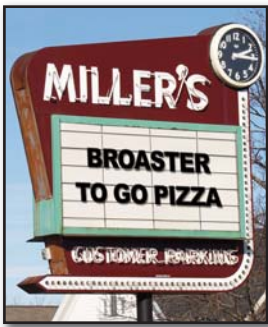


been helping their operators thrive in the pizza business is Jason Sumpter of Sumpter Sales, located in Beloit,

WI. Jason is taking a slightly different angle. He began introducing the pizza program to convenience stores and grocery stores that already had some equipment in place, like the merchandisers or even the pizza oven. He finds it is much easier to start a new program with an operator when they already have the major

## BROASTER® TO GO PIZZA HELPS MILLER'S GROCERY GROW

Shortly after the roll-out of *Broaster® To Go Authentic Pizza*, Miller and Sons of Verona, WI was the first to jump on board.



Miller and Sons, a long-time Broaster® trademark operator, has had a great deal of success with Broaster products. So when Laura Eyer wanted to add ready-to-eat pizza in their small town grocery store, Broaster was a natural fit.

Located in downtown Verona, Miller's, as they are also known, has been a family-owned business for over 100 years and has been serving Genuine Broaster Chicken® since 2001. Laura says Miller's sells 2 to 3 cases of Broaster Chicken® per day.

They have a very strong relationship with their community from supplying foods for graduations, weddings, funerals, and other events. With the obvious loyalty Miller's receives, they are extremely excited about what the first summer season will bring for their pizza program.

Miller's competes against two pizza parlors right across the street, but they're confident that the price and convenience of the Broaster® program will draw customers in for a quick slice of pizza. So far, Laura says, the pepperoni and sausage pizzas have been the most popular. On the day previous to our interview, a Saturday, they had sold a dozen pizzas by the slice.

What attracted Miller's to the *Broaster® To Go Authentic Pizza* program was that everything was set up for them; the pizzas were made, the packaging was available, and the name recognition couldn't be beat. The Broaster name offers a sense of familiarity



to their customers, which is why Miller's proudly uses Broaster® branded boxes for both their chicken and their pizza. This consistent look across their packaging translates to the perception of delicious taste and consistent quality throughout. Customers who enjoy their chicken know they'll have no problem enjoying their pizza.

Miller's recently added a brand new store in Mt. Horeb, WI where they are serving Genuine Broaster Chicken® with plans to add *Broaster® To Go Authentic Pizza* as well. We here at Broaster applaud Miller's on the continued "expansion" of their success and say, "keep up the good work!"

### Tips for a Successful Pizza Program

- **Keep the product fresh. Old looking product will only get older, because nobody will buy it.**
- **Hand out free samples at high-traffic times during the week. People not only love free food, but samples guilt them into buying it.**
- **Run two-for-one specials to kick the program off. Again, people love free food.**
- **Piggyback on the popular Broaster® brand name by using Broaster® packaging and POS materials.**
- **Advertise, advertise, advertise. The greatest promotion on the planet is no good if people don't know about it.**
- **Did we mention that people love free food? Just checking.**
- **Display your pizzas in a well-lit, heated display case located in a high-traffic area. Broaster offers heated display cases specifically designed for our *Broaster® To Go Authentic Pizza* program.**
- **Consider selling frozen pizzas in your freezer case. Once they try it as a take-out item, they'll want to take it home with them.**

## PERFECT PIZZA OVENS

In order to serve a great pizza, you must first bake a great pizza. Broaster is able to equip you with all the tools to accomplish just that. Our pizzas are assembled with the highest quality ingredients – and the equipment we offer will bake them to perfection every time.

Broaster offers two new high quality ovens specifically designed for baking delicious pizzas. First is the Air Impingement Oven. This stainless steel unit is designed to make operation easy and results consistent. The concept behind the Air Impingement Oven is to cook the pizza with heated pressurized air that surrounds the product

as it moves along the conveyor. Heated air is delivered by four "air fingers," two on the top and two on the bottom. These air fingers are adjustable, giving you the freedom to fine tune the finished product to meet your desired result. The Air Impingement Oven is designed for cooking, baking, and crisping up to two to four times faster than a conventional oven.

Broaster's second new offering is an ultra compact unit that utilizes refractory stone technology to bake a frozen pizza in as little as six minutes. Our Countertop Refractory Oven is perfect for an operation with limited space and time. Measuring only 19-3/4" wide and 17-7/8" deep, this unit can fit on nearly any countertop and is stackable up to four high.

This simple, durable oven is equipped with two heating elements, one on the top and one on the bottom, the latter encased in a refractory stone. Dual controls allow adjustment of the top and bottom heating elements independently for fine tuning to suit your taste.

The Countertop Refractory Oven provides fast, even cooking with little effort beyond putting the pizza in and taking it out. This oven is also perfect for toasting and warming sandwiches, hoagies, subs, cinnamon buns, and dinner rolls.

Spec sheets are available online at: [www.broaster.com/pdfs/lit/laio-lr.pdf](http://www.broaster.com/pdfs/lit/laio-lr.pdf) and [www.broaster.com/pdfs/lit/cro-lr.pdf](http://www.broaster.com/pdfs/lit/cro-lr.pdf)



See us in **Booth 5637** at the ...



May 16-19 2009  
McCormick Place Chicago

## BROASTER ACHIEVES "SUPERIOR" RATING ONCE AGAIN

AIB International has once again awarded The Broaster Company with its "Superior" rating – the highest it bestows.

The AIB is an independent inspection firm that audits and evaluates Broaster's quality and safety programs every year. During its audits, the AIB reviews the conditions of the facility as well as the adequacy of operational methods, cleaning practices, and food safety management and maintenance programs.

The Broaster Company takes pride in



receiving a "Superior" rating on a consistent basis, year after year. Commenting on this rating, Richard Schrank, President/COO of

The Broaster Company stated, "Broaster personnel work very diligently on a continual basis throughout the year to ensure attainment of this well regarded and highly desired classification. We congratulate all involved on this achievement."

The rating is a testament to Broaster's dedication to maintaining a clean, safe working environment and the production of top-quality products.

## IMPORTANT DATES

### Upcoming Trade Shows

May 16-19

### NRA Show

(National Restaurant Association)

McCormick Place, Chicago, IL  
Broaster Booth: #5637 in North Hall

### Upcoming Operator Seminars

April 22-23, June 17-18,  
and July 22-23 in Beloit, WI

These training sessions cover preparing, selling, and promoting all Broaster® foods. Contact Diana Belfield at 800/365-8278 (dbelfield@broaster.com) to reserve your place in our next operator seminar.

**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](http://www.broaster.com/newtmops.htm)

## THE WING KING CHICKEN SHACK IS NOW OFFICIALLY "THE KING OF WINGS!"

It started out like a normal day – only significantly busier than usual. When Pam Cable, owner of the Wing King Chicken Shack in Englewood, FL, finally got a chance to catch her breath and chat with some customers at about 9 pm, she discovered why business had been so good that day – the community had voted the Wing King Chicken Shack as having the "Best Wings" in the Englewood area according to a local newspaper survey! Pam had no idea.

Wing King Chicken Shack is a small take-out and delivery restaurant. (If you want to reserve the restaurant's only table, Pam will certainly take your reservation!) Being open for just a year, Pam had no expectations of winning the local paper's *Readers Choice*

*Award* this time around. However, she had hoped to possibly be in contention for next year's balloting. So, receiving the award this year was a total shock to her.

Voters were asked to vote for their favorites in at least 50 categories and could not vote for the same business in more than three. Pam expressed great pride in being selected with such tight voter restrictions.

Wing King Chicken Shack prepares its wings with a wide selection of different rubs and glazes, like Jamaican Jerk Rub, Chili Glaze, and Honey

Teriyaki to name a few. The wings are also available in mild, medium, and "atomic!" But man cannot live on wings alone, so Wing King also serves Genuine Broaster Chicken® dinners ranging from 2 to 20 pieces, a tasty selection of salads and chicken sandwiches, and an eclectic array of sides ranging from livers and gizzards to battered mac 'n cheese wedges.

Our congratulations to Pam and her staff for their hard work and outstanding dedication in achieving this recognition. We only ask for a repeat performance next year.

