

BROASTER®

What's Cookin' Operator Newsletter

Summer 2009



GREAT FOOD, GREAT EQUIPMENT, AND GREAT PEOPLE ON DISPLAY AT NRA 2009



Delicious food from three Broaster Trademark Programs were sampled at the NRA Show, May 16-20, 2009: Genuine Broaster Chicken®, Broaster® Recipe Express, and Broaster® To Go Authentic Pizza.

NRA 2009

Another successful National Restaurant Association show has come and gone and Broaster® products were once again displayed in all their glory. We were proud to be highlighting a few new products this year, along with the equipment and food programs that have made us so successful over the past 50 years.

Our new Broaster® To Go Authentic Pizza Program was shown for the first time at an NRA Show. The "pizza corner" of the booth highlighted two of our new pizza ovens, the Countertop Refractory Oven (PN 93447) and the Air Impingement Oven (PN 93440). Both units were in constant use to keep up with the high demand for samples of our delicious Broaster® To Go Authentic Pizzas. All five of our pizzas were sampled: Cheese, Pepperoni, Sausage, Breakfast, and the new Combo version.

Also featured in our booth were two heated merchandisers for the pizza program. We were serving and holding the pizza in an 18" wide merchandiser (PN 93443) featuring 4 circular rotating racks and pizza program branded graphics on three sides. We also highlighted a 24" wide, self-serve heated merchandiser (PN 93478) with branded graphics.

Hanging above a display of our three models of pressure fryers was our new Sintra Series Menu Systems and Facade.

This new line of indoor branded signage has become a big hit since its release earlier this year. The vivid colors and flexibility of layouts make these bold menu boards a favorite for



Randy McKinney and Michelle Beard serving Broaster® To Go Authentic Pizza with a smile.

operators looking to make a splash with a high profile branded look. In addition to the menu boards, we featured an 8' Sintra Series facade. This indoor sign is perfect for a header piece above the counter or as a complement to the menu boards; and yes, the menu boards can be mounted directly to the facade.

While being able to show the public our new and exciting products and services is certainly a large part of exhibiting at NRA, the show is more about getting in touch with the people that make our success a reality. We interacted with several hundred foodservice operators over the show's four days and each interaction gave us insight into what our operators and prospective operators are looking for in a branded program. We work diligently throughout the year to bring foodservice operators the highest quality equipment, food products, and promotional material, and all that hard work comes to fruition when we are able to spend four days speaking with owners, managers, employees, and consultants who depend on The Broaster Company for a share of their livelihood.

We would like to extend our warmest thanks to all of the operators who stopped by our booth to say hello and discuss new opportunities. We look forward to serving you throughout the year and hope to see you once again at NRA 2010.

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

A DOWNTURN IN THE ECONOMY CAN BE AN UPTURN FOR C-STORES

Seeing as how we are all concerned with the state of the economy, be it because of increased food prices, shrinking profit margins, decreased business, high unemployment, or simply the difficulty of paying the bills, we thought it an opportune time to dive a little deeper into the impact the economy has on our operators and shed some light on a few opportunities that a bad economy brings. We are not economists and don't claim to have the secret weapon to cure all that ails you, but we can share our common sense perspective on making the best of a bad time.

Convenience stores are in a unique situation when the economy goes in the tank. A c-store foodservice operation is strategically placed to weather much of the storm that is crippling many other foodservice operations. As customers reign in their discretionary spending, they begin to trade down; fine dining customers are trading down to casual restaurants, casual diners are now frequenting fast casual restaurants, fast casual to fast food, and finally fast food to convenience stores. This is not to say that c-store foodservice operations are the bottom of the barrel when it comes to quality and service, quite the contrary. The Genuine Broaster Chicken® that is served at your local convenience store is the same as it is in any traditional sit-down restaurant. However, customer perception is that they are getting a much better deal from a c-store than a sit-down restaurant, and that perception is many times a reality. C-stores don't have the foodservice overhead that many other establishments do. Their employees are many times pulling double duty as cashiers, servers, and cooks. C-stores can also supplement foodservice with other offerings such as gas, snacks, drinks, clothing, groceries, etc.

Another way c-stores can capitalize on their place in the foodservice hierarchy is to concentrate on the fringe times of the dining experience. Breakfast has long been considered the most important meal of the day, but it is also the one that people spend the least amount of time with. When

customers stop in on the way to work for gas and coffee, a big display offering a quick breakfast sandwich, breakfast burrito, or a slice of hot, delicious breakfast pizza can increase the check amounts as well as customer loyalty. Many people are creatures of habit; becoming the source of that habit is the very definition of customer loyalty.

There is also the rarely discussed, yet very profitable late-night snack. Many convenience stores are already open much later than many restaurants. One strategy may be to promote special snack meals after midnight, or display signage that says



“Open Late for that Late Night Craving.” These are just a couple examples of how you can grab the lion's share of that all important late-night crowd.

Numbers Don't Lie

In a study conducted in early March, 51% of those polled said that foodservice has outperformed all other in-store categories in sales growth last year and nearly half of the respondents are projecting the first half of 2009 to outperform sales from last year by an average of 4.9% (Meghan Belanger and Linda Lisanti. “The Value of Foodservice” *Convenience Store News* 20 Apr. 2009). Not

only are foodservice sales increasing, but the gross profit margin is the highest among in-store items. While accounting for nearly 14% of total in-store sales, foodservice is bringing in almost 24% of the gross margin dollars (Jeff Lenard. “Convenience Store Sales, Profits Showed Gains in 2008, According to NACS” *National Association of Convenience Stores* 7 Apr. 2009.) With profit margins like this, it only makes sense to promote and expand your foodservice offering when times are tough.

Sales are Temporary, Loyalty is What Lasts

One thing to avoid, however, is the temptation to offer discounted prices. Discounting leads to the expectation of low prices. You may have the intention of running a short term special on a 2-piece chicken meal, but once customers get the taste of lower prices, it is much harder to raise them back up to normal again. Many national chain franchises are running discounted pricing campaigns that are crippling their franchisees. For example, the ever popular “dollar menu” at McDonalds and Burger King and \$5 sandwiches at Subway and Quiznos are putting a strain on local operators. A better strategy is to concentrate on customer loyalty. Loyalty is a much stronger concept than satisfaction. A satisfied customer is not necessarily a loyal customer. Satisfied patrons will leave you for cheaper prices, convenience, or one bad visit. Loyal customers not only become habitual visitors, but they produce free word-of-mouth advertising. A simple way to develop customer loyalty is to incorporate a frequent buyer program through the use of “Frequent Buyer Punch Cards” (available through your authorized Broaster distributor PN 92254).

High unemployment is ravaging many parts of the United States and continues to put a strain on many households. However, the truth is, high unemployment leads to the opportunity to bolster the quality of your staff. There are many highly qualified people that are currently looking for work. Business owners are now able to be very selective in who they want representing them on a daily basis. You put your heart and soul into your business, find others that will do the same.

TURNING LEFTOVERS INTO LOOT

Broaster always recommends serving Genuine Broaster Chicken® within 1 hour if it is held in a heated display case. Bearing that in mind, what do you do with the leftovers. You may be tempted to sell chicken that is past its prime at a discounted price. While this may temporarily solve the problem of getting rid of leftovers, the truth is that you will continue to have leftovers because you are putting an inferior product out into the market place and you will lose customers.

Take this scenario for instance: a customer comes in to buy a large quantity of chicken for a family reunion. You strike up a deal with them to sell them the product that is in the display case at a discounted price instead of waiting for fresh product. This will get rid of all your old product and life is good, right? Wrong! That customer will take this old, dry chicken to their party and serve it to the guests. Those guests are not going to care about the great deal their host got, but they will remember the taste of your food. You have instantaneously developed a bad reputation with everyone there. In the long run, this may lead to hundreds or even thousands of dollars of lost profits.

The moral of this story is, never let a product out of your store that you are not proud of. So, the question is, "What to do with the leftovers?" The following are some recipes that can be incorporated into your menu to help deal with the problem of leftovers.



Broaster® Barbecue Chicken Sandwich

Ingredients

4 cups (1 lb.) Leftover Broaster Chicken®
boned, skinned, and diced
2 cups Barbecue Sauce

In a medium bowl, gently mix together chicken and barbecue sauce. Serve hot or cold on bread, roll, bun, pita, etc.

Broaster Chicken® Peas & Cheese Salad

Ingredients

4 cups (1 lb.) Leftover Broaster Chicken®
boned, skinned, and diced
into 1/2 inch pieces
2 cups American Cheese, diced into
1/4 inch pieces
20 oz. Frozen Baby Peas, thawed
1 cup Mayonnaise

Mix all ingredients together, chill.

Chicken Italiano

Ingredients Makes about 5 cups

4 cups (1 lb.) Leftover Broaster Chicken®
1 Tbsp. Garlic Powder
10 oz. Tomato Paste
2 tsp. Basil
14 oz. Tomatoes, stewed
1/4 cup Italian Seasoning
Pasta or Rice
Parmesan Cheese (grated)

In a large saucepan, mix the first six ingredients together. Simmer, uncovered, stirring occasionally until the internal temperature reaches 165° F (approx. 20 to 30 minutes). Serve over pasta or rice and garnish with grated parmesan cheese.

Spicy Chicken Chimichanga

Ingredients

4 cups (1 lb.) Leftover Hot 'n Spicy Chicken
boned, skinned, shredded
2 cups Mexican Style Cheese Blend
4 oz. Green Chilies, diced
2 tsp. Chili Powder
1 Tbsp. Chopped Onion
Egg Wash 1 egg and 1 Tbsp. water
Flour Tortillas

Preheat Broaster® Pressure Fryer to 360° F. For filling, mix first 5 ingredients. Any size tortilla can be used; small for appetizers, large for Chimichangas. Place 1/4 cup to 1 cup filling in center of tortilla. Fold left and right side of tortilla toward filling approx. 1 inch, fold bottom flap over side folds, then fold top flap over bottom flap. Seal the last flap with egg wash. Drop Chimichangas into oil and open fry for 2 minutes.

TIME SAVING TIPS

There is never enough time in the day. This is true for restaurants, c-stores, and other foodservice operations more so than most organizations. To relieve some of this pressure, we have come up with a few ways to squeeze every last minute out of your incredibly busy day.

- **Marinate Ahead:** Many people don't realize that you can marinate Genuine Broaster Chicken® and refrigerate for several days. Take advantage of slow times to marinate the next day's supply.
- **Bread Ahead:** Breaded chicken can also be held up to 24 hours before using. Not only will pre-breaded chicken help get you through rush periods, but it will create a better product. Dry breading absorbs oil, tacky breading creates a seal so the chicken does not absorb the cooking oil.
- **Filter After the Rush:** Unfiltered food particles can cling to food and give it a bitter taste and an unappetizing appearance. Filtering after a rush assures that you won't get caught with bad oil when the next rush comes in.
- **Clean, Clean, Clean:** Periodic cleaning throughout the day makes it much easier for the closers, who have many other duties besides cleaning. It also gives your kitchen a much nicer appearance. A clean kitchen gives everyone the perception that you have a clean, well-run operation.
- **Use Heated Merchandisers:** Heated display cases allow you to anticipate rush periods by cooking ahead. They also influence a customer's purchase through sight and smell. Genuine Broaster Chicken® can be held in our heated merchandisers for up to one hour. Broaster also offers the Perfect Hold™ Holding Cabinet which can hold chicken for up to two hours. Contact your authorized Broaster® distributor for details on these items and more.

KIDS ARE PEOPLE TOO

According to industry experts, 9 out of 10 out-of-the-home dining experiences are influenced by children between 6 and 12 years of age. Truth be told, if you can attract children, you can attract their parents. Here are some simple ways to get the kids' vote for dinner.

Toys, toys, toys! Why have "Happy Meals" been so successful? We dare say it's not the food. Try experimenting with branded toys that can serve as an advertisement for your operation. Serve the kids' meals on a frisbee with your name and the Broaster® logo on it. You can even give away action figures or

stuffed animals that are appropriate for the theme of your restaurant – plush chickens, for example.

Another promotional idea that is becoming popular is gift certificates for children. Let the kids fill out an entry form and drop it in a bucket. Draw a name at the end of the week and mail them a certificate. Kids love to get mail and they will be sure to redeem the coupon. You can also use this to start a mailing list.

Finally, make sure you have a kids' menu that is not only attractive to the childrens' pallettes, but also to the parent's wallet.

IMPORTANT DATES

Upcoming Operator Training Seminars

August 19-20 October 14-15
September 16-17 November 11-12

The Broaster Company offers Operator Training Seminars for Broaster® Licensed Trademark Operators at its state-of-the-art training facility in Beloit, Wisconsin. If you are interested in attending, contact Diana Belfield at 800/365-8278 or by email at dbelfield@broaster.com to reserve your place in our next operator seminar. We're looking forward to seeing you there!

New Trademark Operators ... To see the list of our newest licensed Broaster® trademark operators, please visit our web site at www.broaster.com/newtmops.htm

A GRAND OPENING WORTH WAITING IN LINE FOR

Downtown BP is located near downtown Columbia, TN, a city of 40,000 people. This convenience store is in a new building on a relatively small corner lot right across the street from a major regional bank headquarters on US Hwy 31. Downtown BP has both Broaster Chicken® and other foods in their deli, but Broaster® is by far the main profit center for their foodservice operation.

Bob Patel, Downtown BP's owner, has seen an erosion of profits in their other branded food operation due to over-the-top franchise fees. That's the unique thing about the Broaster® program, whatever you make, you keep; Broaster will never charge you a fee simply for using their name. Bob has also been known to be a cheerleader for

Broaster. He informs potential customers of Stoker's, the authorized Broaster distributor in Kentucky and Tennessee, that it is a good,



solid program that easily meets his needs. Bob is also glad to share with potential customers that he is doing \$25,000 per month in his deli with Broaster Foods® as the main driving force!

Much of that success is the result of striking gold with a wildly successful grand opening event. Bob ran a full-page newspaper advertisement, distributed flyers throughout the community, and put a small banner out advertising a free piece of Broaster Chicken®. These three simple advertisements accomplished wonders – people came out in droves! Downtown BP worked their Model 1800 pressure fryer to the limit, and even enlisted the help of Stoker's demo trailer to meet the demand. Downtown BP served 1,000 pieces of chicken in a 3-hour period! Broaster Foods® have been so successful at the Downtown BP that Bob is in the process of installing the program in his second store in Dickson, TN.