

BROASTER®

What's Cookin' Operator Newsletter

Fall 2009



THE BROASTER COMPANY PUTS ON A NEW FACE WITH FACEBOOK



Photos of Broaster trademark operators The Countryside, Annette's Broaster To Go, and the Bluebonnet Diner are featured on Broaster's Facebook fan page. Annette's Broaster To Go recently created a 15-second TV commercial which can be found on YouTube. The Broaster Facebook fan page includes a link to it.

The Rise of Social Media

300 million. That's the number of people currently using Facebook! More than 120 million of those users log on at least once a day (see www.facebook.com/press/info.php?statistics). If Facebook was a country, it would be the fourth largest country in the world. Social media sites such as Facebook, Twitter, and LinkedIn are growing rapidly. According to [istrategylabs.com](http://strategylabs.com), the growth rate between January and August of this year for Facebook users age 35-54 was 190.2% and the 55 and over crowd grew at 513.7% during that same time period. This rate of growth is absolutely staggering.

Broaster Enters the Fray

In an effort to further build Broaster® brand recognition and promote our operators, The Broaster Company recently started a "fan page" on Facebook. Our Facebook fan page provides an interactive meeting place for Broaster employees, distributors, operators, and consumers to express their thoughts about "everything Broaster." It also provides a great vehicle for sharing what's happening at Broaster locations across America and around the world. So far we've been highlighting Broaster trademark operators by posting links to reviews and news articles about them, showcasing their websites, uploading their location photos, and sharing "tweets" from Twitter where consumers mention enjoying their Broaster® products.

This not only provides our operators with some free publicity, it also lets them see what's working for other operators and what they may be able to incorporate into their own operation. We'll also be using our fan page to publicize new Broaster® products.



What It Means For You

This is a great opportunity for you to let us know what's going on in your store. And, you'll not only be telling us, but the entire community of Facebook fans too. Coupons, specials, testimonials, and videos of your operation are all welcome and strongly encouraged. As mentioned above, this is not only good for you as an individual operator, but the Broaster community as a whole will also benefit from the exchange of ideas and success stories.

A few of our trademark operators have already created their own Facebook fan pages with great success. For example, *Broaster Catering Inc.* in Albertville, MN has created quite a following – so far they have over 240 fans! Additionally, they've received glowing reviews from several satisfied customers. *Nick's Pizzeria and Broaster Chicken* in Lancaster, CA also puts their Facebook fan page to good use. They've announced upcoming specials, events, and new products.

Facebook fan pages also offer the capacity to add pictures, videos, reviews, links to websites, specials, coupons, contact information, and store hours, as well as discussions about anything from favorite recipes to why the sky is blue. It's very exciting to see the possibilities that are available through direct and personal communication with customers.

The social media community is growing by leaps and bounds ... and the fastest growing segment is a very important target market for The Broaster Company and our operators. Come check out our fan page and help us build a transparent community that will be a free-flowing exchange of ideas and concepts. You can access it by typing the following address into your computer's web browser:

www.facebook.com/thebroastercompany

(Note: you'll need to create your own profile on Facebook in order to see Facebook pages.)

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

TAP GOOGLE FOR A FREE BUSINESS PLUG

The following is an article written by Rhonda Abrams, president of The Planning Shop. Her newest book is "Successful Secrets and Strategies." We thought this article, while useful to all businesses, was particularly applicable to Broaster trademark operators. We are pleased to share it with you.

Wouldn't you like to get some free advertising for your business? And not just any advertising, but advertising that's in front of people exactly when they're looking for what you have to offer?

Then it's time for you to check out Google's Local Business Center. Just about every business will want to take advantage of this free advertising opportunity. Even if you don't have a web site. Even if you aren't web savvy.

Let me make this clear: I'm not referring to Google's "AdWords." Those are ads appearing next to listings when someone types in a keyword. You definitely pay for those. Google's Local Business Center listings are the information that appears when someone searches Google Maps, mobile, or Google 411. And that information, which serves the same purpose of an ad, is absolutely free.

What's in this for Google? When I asked this of John Hanke, vice president of Google Earth and Google Maps, he replied, "It makes our search results more accurate." "Google's goal," Hanke explained, "is to be the source where people find information. Google needs reliable data."

Whatever Google's reason, this is a good opportunity for you. Let's say you own a plumbing company in Des Moines. Right now, you're probably paying some money to advertise in the local Yellow Pages. You've taken out an ad to let people know your hours of operation, your particular services or specialties.

But if someone uses Google Maps or calls 800-GOOG411 for information instead of the Yellow Pages, they may find the name of your company and next to it the words "more info." Google gathers as much information as they can about businesses from many sources, but that info may be inaccurate or out-of-date.

Why not take control of that information, making sure prospects are getting accurate and extensive information, the same way they do in your Yellow Pages ad? Especially since the majority of customers now look for local business information by doing searches online or on their phone.

To start, go to: www.google.com/local/businesscenter. Claim your listing if your business is listed or add it if it's not. To confirm that you are actually the business owner, Google will either call you or send you a postcard. You'll be given a PIN number (write it down, you'll need it) and then you can edit your company information.

At Google Local Business Center, you can add a lot of information about your business:

- The nature of your business, products, services.
- Phone number, address.
- Hours of operation.
- Payment accepted.
- Your web site (if you have one).
- An email address.
- Link to a video on YouTube.

You can choose a number of categories to describe your listing and make it more likely

for searchers to find you. If you're a graphic designer, you might choose categories such as "graphic designer," "web designer," and "marketing collateral."

I'd advise every business owner to add at least this basic information. I did it for my company, adding a description of our products and a photo of one of our books.

Before I went in and claimed my company, we were listed as "publishing consultants" rather than publishers. Now there's accurate information, and it took less than 15 minutes.

You can also add a coupon to encourage people who are looking for your offerings to choose you fast. You can change the coupon whenever you want, so you can experiment with different offerings.

Google's Local Business Center also provides you with a "Dashboard" to see how people are finding your listing. It shows where people are coming from, figuratively and literally. In other words, you'll see which terms (key words) people use to locate you and where they are searching from geographically. Let's say you see people are searching from the next town over, perhaps you want to start advertising in a local newspaper over there or think about that as the next place for expansion.

Free advertising is an offer that's too good to pass up, so go to Google's Local Business Center to take this opportunity to put your information in front of prospects. Take control of what people see and use it to your advantage.

A LITTLE SLICE OF TRUE AMERICANA

What can you say about a diner that's been around for almost 60 years and serves its traditional fare in an authentic diner car? "True Americana" is the only phrase that comes to mind. The *Bluebonnet Diner* has been family run since 1950 and has become the secret gem of the locals in Northampton, MA. James Greco, owner of the *Bluebonnet*, states that while they serve traditional diner fare like meat loaf, turkey sandwiches, and burgers, their most popular item is Genuine Broaster Chicken®.

The *Bluebonnet Diner* recently was selected to receive The Broaster Company's "Golden Chicken Award." This coveted

recognition is given to Broaster operators who show exemplary performance in not only preparing Genuine Broaster Chicken®,



but also in promoting their product and maintaining a clean and respectable facility. The *Bluebonnet Diner* embodies all of these

qualities; two large banners mounted on the face of the restaurant greet customers as they enter the parking lot, a classic diner menu prominently displays the Broaster® logo, and customer reviews found online rave about the golden brown, succulent chicken served daily. James is also using Broaster® branded take-out packaging for his "to-go" business.

The *Bluebonnet Diner* has been proudly serving Genuine Broaster Chicken® for OVER 50 YEARS. By using time-tested Broaster preparation methods, James has been able to consistently serve delicious chicken to his dedicated customers.

THE SNACK PACK IS WHERE IT'S AT

The snack food industry has long been ruled by potato chips, cookies, and those delicious little ice cream treats. However, the tide is turning. Americans are now turning to quick-service and casual restaurants for their snack fix.

So much so that many people are bypassing the traditional meal in favor of a quick, affordable snack.

One could easily make the assumption, and wisely so, that tough economic times lead to cut-backs on snack food purchases. This has always been the case ... until now. And frankly, the reasons are not what you may expect. Common sense would tell you that snacks are cheaper, therefore, people with less money will gravitate towards lower priced snacks as opposed to full-priced entrees; makes perfect sense. However, according to a report released by The NPD Group, a New York-based consumer and retail market research firm, convenience and cravings far outweigh cost as the driving force behind the new snack food revolution.

"The strong projected growth in snacking



is both a reflection of the growth in new types of snack foods as well as an evolution of how consumers eat," says Ann Hanson, author of *A Look into The Future of Eating* and director of product development at NPD. "Many consumers are eating 'on the go' and there are more and more foods available to meet this need." This theory has given rise to snack wraps, dollar menus, mini-burgers (not just at White Castle), and Taco Bell now promoting a late-night snack dubbed "The 4th Meal."

So, what does this mean to you? Many of the Broaster® Recipe foods available to you are perfect for a snack sandwich, a wrap, or paired with a couple of potato wedges in a snack box.

Instead of concentrating solely on full-meal combos, try offering a couple smaller snack packs. For instance, try a "1-2-3 Snack Pack" with one biscuit, two pieces of chicken, and three potato wedges. Above all, promote it; add it to your take-out menu, newspaper ads, and/or print specially designed posters.

Chickite® Plus Marinated Premium Fresh Chicken is the only pre-marinated chicken approved by The Broaster Company to be used in the preparation of Genuine Broaster Chicken®. When purchasing fresh chicken, there are several keys areas to address. First, be sure to purchase a consistent size bird. For example, birds should have a close weight range (i.e.: 2½ to 2¾ lbs., 2¾ to 3 lbs., etc.). **DO NOT purchase fresh chicken with a saline/water pump.** Chicken with a saline pump does not meet the requirements for producing Genuine Broaster Chicken®. Chicken without a saline pump will produce a more consistent flavor when marinated with Broaster® Chickite® marinade or other Broaster® marinades.

Next, be sure to clean the leaf fat from thighs and excess fat from other pieces of

chicken. Removing the fat will produce a higher quality appearance and extend the life of your oil. Snap the thighs at the joint to break the blood vessel. This step will help the thighs cook thoroughly. You'll also want to clean any fragments of kidneys from the cavities of thighs.

Marinate chicken using a ratio of 6 oz. of Broaster® Chickite® marinade or other Broaster® marinade per gallon of cold water. Make sure the chicken is fully submerged in the marination. One gallon of marinade will marinate 15 lbs. of chicken. Allow chicken to marinate in refrigeration (34° to 36° F) for 8 to 12 hours. Do not exceed 24 hours.

If you have any questions, please contact Broaster's Food Science Department (call toll free: 800-365-8278). We'll be more than happy to help!

SAFETY FIRST

A safe employee is a happy employee, and a happy employee is a productive employee. Accidents can happen anywhere at any time. Here are a few basic safety tips to help you and your employees stay safe, happy, and productive:

- Rags and paper towels containing oil can catch fire if exposed to heat. Laundering will not remove the oil. Dispose of all oil soiled paper towels and rags in a trash container that is in a ventilated area away from all cooking equipment or other heat sources such as direct sunlight.
- Make sure that you maintain proper temperatures in your refrigerator and freezers. Refrigerated food should be stored in temperatures less than 36°F and freezers should be kept between 0° to -10°F. Keep food out of the danger zone, 40°-140°F.
- When draining oil from the pressure fryer, always remember to fill the drain bucket to a safe level for handling. During transport, the oil can easily splash around and onto the floor, potentially causing burns and falls. This problem can be easily avoided by using Broaster's Oil Caddy (PN 93313) which has an oil capacity of 70 lbs. The Oil Caddy can be utilized with all models of Broaster Company Pressure Fryers.
- Always use tongs when dropping chicken into hot oil. The further your hands can stay away from hot oil, the safer you will be. Remember, never, never, never use the same tongs for handling raw and cooked chicken. Cross contamination is a very real threat in any foodservice operation, and can easily lead to food poisoning.
- Maintain a clean, clear, and organized workplace. Falls can occur on a slippery floor, back injuries from heavy lifting, infections from unsanitary conditions, and sick patrons from poor food safety practices.

These are just a few tips to help you stay safe. However, the best advice is simple common sense; if something doesn't seem quite right, it probably isn't. Stay Safe and Stay Happy!

VALPAK COUPON BOOSTS TRAFFIC

Broaster Chicken Fort Worth, a new trademark operator in Fort Worth, TX, recently utilized Valpak mailers to distribute coupons for them in their surrounding area. They report the success of that promotion as exceptional. Within a week of the coupon pack's delivery in the last week of August,

they had already received 50 to 60 new customers. They plan to continue using this service on a monthly basis.

Many of you may recognize Valpak as the familiar blue envelope sent to more than 45 million households and businesses nationwide. We thought we'd pass this info along to you as it appears to be an effective way to place coupons in the hands of local consumers.

Broaster Chicken Fort Worth's menu includes not only delicious Genuine Broaster Chicken®, but also our Broasterie® Chicken and a variety of Broaster® Recipe foods.



IMPORTANT DATES

Upcoming Operator Training Seminars

November 11-12, 2009

January 20-21, 2010

March 24-25, 2010

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

ADD ZEST TO YOUR CHICKEN AND ZIP TO YOUR PIZZA

Broaster is responding to requests for a marinade with just a little more kick; not quite cajun, but more zing than Chickite®. Introducing Broaster's new Zesty Chickite® Marinade. This new marinade combines the delicious flavor produced by our "gold standard" Chickite® marinade along with some spicier flavors like jalapeno peppers, onion powder, and garlic. The result is a zesty flavor profile without an overwhelming level of "heat." Feedback from consumers on this new product has been fantastic! One operator commented, "I really like the marinade when paired with Spicy Country Coating as a sports Sunday



football promo..."

We are also expanding our Broaster® To Go Authentic Pizza line with the addition of a delicious Combo Pizza. Like all of our pizzas, the Combo is a pre-assembled 12 inch pie that is ready to go from the freezer to the oven. Toppings include beef, pork, pepperoni, mushrooms, onions, and black olives. These pizzas are sure to satisfy your customers' cravings for a pizza with the "works." The whole pie is perfect for an easy meal or by-the-slice as a quick on-the-go snack.

Please contact your authorized Broaster distributor today for samples of these two new products.

HAPPY THANKSGIVING!

With Thanksgiving right around the corner, our minds turn to thoughts of stuffing, mashed potatoes, gravy, and most important, the ever present turkey. A turkey prepared the Genuine Broaster® way will be the centerpiece of any Thanksgiving table.

Prep the turkey by removing the giblets, neck, and pop-up thermometer. Marinate in Broaster Chickite® Marinade overnight (6 ounces of marinade per gallon of water). Then apply a light coating of Broaster Slo-Bro® Coating and refrigerate for one hour.

Place the turkey in the basket breast side down and cook in a model 1800 or 2400 Broaster® pressure fryer at 360°F for 3 minutes per pound. Enjoy and remember to give thanks!