

**BROASTER®**

# What's Cookin' Operator Newsletter

**Winter 2010**



## HOT TRENDS FOR 2010

Yes, that time is upon us once again; ambitious resolutions, new starts, fresh beginnings, and grand aspirations. That's right, we're talking about the New Year. For many of us, it's been a long haul throughout 2009; 2010 brings hopes of better times. Now is also the time of year when many experts try to predict what the coming year will bring. We've tried to compile all this information into trends that are relevant and useful for you, our Broaster Trademark Operators.

### **It's Not Your Father's Social Network**

It's hard to believe how far we've come in our use of computers and the Internet. People are using the Internet to satisfy aspects of their life like never before. This is nowhere more obvious than the explosion of social media websites like Facebook and Twitter. Some of you may be rather frightened of this new technology while others may already be fully entrenched in their virtual social life. Whatever side of the fence you stand on, the undeniable truth is that these forms of media are growing every day and are here to stay.

In our last newsletter, we highlighted Broaster's entrance into the social media universe with our Facebook Fan Page. Since its inception in August, we've had 110 people decide to become a "fan" of our page. What this means is that when we post something to our page, it is instantly put on the personal pages of 110 people. Here at the headquarters of The Broaster Company, we're hoping to pass along information that will help our operators prosper and profit. For an operator, the possibilities are seemingly endless. Some of our operators are already using fan pages in a variety of ways. Countryside Family Restaurant is putting up daily specials nearly every day on Facebook and Twitter. Nonna's Restaurant and Catering is highlighting events and

causes that they are involved in. Nick's Pizzeria is updating fans about new recipes and happenings at their restaurant.

Social media websites are an inexpensive and easy way to stay relevant in the minds of your customers. The ability to add endless photos is also a major plus. Give us a call and we can talk about getting you set up.

### **Quality Over Quantity**

Throughout 2009, the prevailing trend was "more for less." Consumer spending is predicted to shift in 2010 toward seeking better quality food as opposed to simply looking for the best deal. That is not to say that you can throw pricing out the window. Far from it. Consumers are

and Corn Dogs to name a few. Be creative with the menu. It doesn't take much to impress kids, a silly name or a creative presentation of the food will generally get you remembered.

### **Build Your Own Brand**

While many people say that they are looking for a restaurant that offers a healthy meal at a good price, many of the healthiest options on a menu are also the least popular. Hmmm, interesting! The bottom line is, people go out, in large part, to have a meal that they can't create at home. This is perfect for our Broaster operators since Broaster Chicken® can't be prepared without a Broaster Company pressure fryer and condiments that are only available through The Broaster Company. A boring menu with the same old options is dead. Create a brand for yourself that involves a few signature dishes that set you apart from the competition, including the "home kitchen." And again, promote your brand. Let people know what you specialize in, what makes you famous as it were. Diners frequent establishments that can offer them an experience they can't recreate at home, and that is exactly what you've signed up for.

### **Keep It Simple**

Dishes don't have to have crazy names, outrageous garnish, exotic ingredients, or fancy sides. What they do need is your expertise and dedication. Keep it simple. Know what your establishment does well and do it better than anyone else. The days of the big and gaudy dishes are out. 2010 will be ushering in an era where the food is consistent, simple, and just plain good.

Also bear in mind what makes you the most money. There is a difference between your highest priced item and your most profitable item. After all, it's not sales that make you money, it's profits that make you money. Know what you're selling and how it affects the bottom line.

# 2010?

still trading down from white tablecloth restaurants to more casual dining, but casual restaurants are beginning to spice up their menu with exotic flair and ethnic versions of traditional fare. It appears that we are beginning to see a turn around in certain sectors of the American economy. Many experts are predicting an increase in consumer spending toward the middle to end of 2010 when consumers begin to regain confidence in the economy as a whole.

### **The Children Are Our Future**

Walk into any restaurant and you're likely to see a minimalistic children's menu that consists of grilled cheese sandwiches and macaroni & cheese. That is so 2009! Not only are adults looking for more interesting options, but they're also looking for those same possibilities for their children. Broaster® Recipe Foods are perfectly suited to expanding your kid's menu; our Jumbo Popcorn Chicken, Chicken Tenders, Shrimp,

## BROASTER OPERATOR SPOTLIGHT

### THE MORE THINGS CHANGE, THE MORE THEY STAY THE SAME

The Countryside Family Restaurant got its start over 50 years ago "way out" on Snelling Ave, in Roseville, MN. Back in 1956, there was nothing out where Countryside is located. Since then, the city of Roseville has caught up; car dealers, retail stores and residential neighborhoods now surround the restaurant. Since its opening, Countryside has had three owners: the founder RJ Rhein; his son, Mike Rhein; and the current owner, Jim Durose. Jim started working at Countryside part-time in 1973 while attending high school and turned full-time in 1978. After 23 years of dedicated service, Jim is now the proud owner of this Roseville icon.

Shortcuts could easily be warranted

when you cook 25 cases of chicken per week on average and up to 35 cases during



the holidays and graduation, but Jim is a traditionalist when it comes to the restaurant. He does a soak marination and then

hand-breads all of the chicken. Jim also makes his own cole slaw by hand using RJ's very own recipe. He assures us that it's the best around, and he should know because he tries them all. Countryside Restaurant is obviously doing something right when customers from 45 miles away will make the drive to get a bite to eat.

Jim has also taken advantage of the explosion of Facebook and Twitter. He uses both of these sites to announce daily specials. Updating his status daily keeps him in front of his customers and gives them the opportunity to comment on specials they particularly enjoyed. Thanks Jim, for all the years of dedication and hard work.

### A BLAST FROM THE PAST IN SNEEDVILLE, TN

The Swanson family is quite busy these days; what with a convenience store, car wash, laundromat, amusement business, and a quick service restaurant. In a small town like Sneedville, TN, population 2,000, you learn fairly quickly if you're going to be a successful operation. Judging by a sales volume of 10 to 12 cases of chicken per week, it's obvious that this family diner has hit the right chord.

Sneedville Family Diner was initially a convenience store with a foodservice program. It was later remodeled and converted into a full-time restaurant with a vintage 50's theme. The checkered tile floor, chrome chairs, Formica-topped tables, and

the neon juke box are some of the touches that make this diner a gateway to a bygone



era. One almost expects to see jocks at the juke box, babes in the booths, and greasers in the parking lot.

Back here in the 21st century, it's not as

much about being seen as it's about getting a great tasting meal at a great price. After adding Broaster® to their menu in September 2008, Sneedville Family Diner has doubled their sales. Customers come from as far away as Morristown, TN (an hour drive) to get great tasting Broaster Chicken®. With unemployment hovering around 18% in Hancock County over the last few months, Bill Swanson says Broaster has really helped them weather the storm.

With seating for 100, the Swansons keep their two Model 1800 pressure fryers busy and their deli case full. We look forward to hearing great things out of Sneedville and congratulate them for their success.

### BROASTER CHICKEN AND RIBS RECEIVES THE PRESIDENTIAL SEAL OF APPROVAL

It was a day like any other day one Friday afternoon at Broaster Chicken and Ribs in Jacksonville, NC. That is until a woman clad in a dark suit came in to place an order. Before leaving, the woman handed the manager a gold coin. That gold coin was engraved with the words "Presidential Food Service for the White House." Friday was the day that President Barack Obama was at Camp Lejeune for a speech to the Marines stationed there. Gannet Tseggai, a White House spokesperson, confirmed that the President himself had eaten the Broaster Chicken®.

There are many other people in Jacksonville, NC that have enjoyed Genuine Broaster

Chicken® as well. After incorporating the Broaster program several years ago in the Hummingbird Restaurant, the ownership



group decided to open another restaurant dedicated to Genuine Broaster Chicken®.

Broaster Chicken and Ribs serves up between 1400 and 2400 pieces of chicken

per week; and almost half of that is catered. They cater a lot of church events as well as school board meetings and other school events. They've even catered to the local race track.

Recently, a cab driver stopped in and told them that she has had so many soldiers on their way to Camp Lejeune ask her to stop at Broaster Chicken and Ribs so they can get some Broaster Chicken® that she finally had to stop in herself. This may be why the restaurant has been recommended to be part of the Camp Lejeune Main Exchange Food Court after the base is done with future renovations. Apparently, Uncle Sam doesn't just want you, he wants Broaster® too!

## DON'T LET OPPORTUNITIES FOR GREAT PROMOTIONS SNEAK UP ON YOU



Easter is over three months away. Why would anyone waste valuable time now thinking about what they're going to do for an Easter promotion? Simple, because your promotions for New Years, the Super Bowl, and St. Patrick's Day should already be in the works and well on their way to being finalized. Great promotions take planning, preparation, and time to implement. Sure, a promotion can be set up at the last minute, and it may work out fine, but it may also crash and burn.

Set your promotions up a couple months ahead of time. This will give you time to identify your target market, project your profits, train your staff, predict any problems that may arise, advertise appropriately, and let you enjoy the event with the knowledge that everything is under control.

### Know Your Target Market

First things first, know your customers. If your establishment is in a middle-class, blue-collar neighborhood, don't stock your menu with lobster tails and frog legs. Simple and affordable comfort food is more likely to be what your core customer base is looking for when they have the chance to spend a night out for dinner. Knowing who your customers are is also going to give you insight into all aspects of your business; what uniforms to wear, what the lighting and background or foreground music should be, whether to have carpet or hardwood floors, and even what your temperature setting should be.

### Know What You're Going To Make

This probably goes without saying, but make sure you aren't going to lose money on your next promotion. You may make a

smaller profit margin than normal, but that will be made up in volume. Also, planning ahead gives you the opportunity to discuss with your vendors possible upcoming specials. For instance, July 6th is National Fried Chicken Day. A promotion may include a "buy 1, get 1 free" meal. If you anticipate needing twice the amount of fresh chicken on that day, you will be able to plan ahead for a larger order with your fresh chicken supplier. Likewise, that same promotion may run on specific days during September (National Chicken Month), whereby you may be able to negotiate with your supplier to have shipments dropped off on predetermined dates throughout the month. Planning ahead allows you to have some idea what the promotion is going to do for your bottom line. This is much less stressful than simply hoping everything comes together after the fact.

### Train Your Front Line

The next step in planning a successful promotion is to train your staff. Your staff needs to know every detail of the promotion, including when, why, for whom, and how much. Not only do they need to be able to answer questions about it, they're also going to be your front line in advertising your special. Instruct them to inform customers of the details of the promotion; when it will be held, what special attractions are going to be tied into the event, how much it will cost, any restrictions involved, etc. An informed, personable staff is worth their weight in gold when it comes to advertising an upcoming promotion.

### Hope For The Best, Plan For The Worst

There have been many high profile promotions that have been derailed because of problems that were not predicted before the special kicked off. Most recently, Burger King had some problems with their \$1 Double Cheeseburger deal. Apparently the people at headquarters didn't realize that it costs many of their franchisees more than a dollar to make a double cheeseburger. Franchisees have started raising a fuss about being forced to lose money on this promotion. Another problem that companies run into is not properly anticipating the vast success of a promotion. This may seem like a good problem to have, however, KFC was in the midst of a public relations nightmare when they issued coupons online for free grilled chicken. More people tried to take advan-

tage of the promotion than the restaurants could handle. It's great if a promotion is wildly successful, but if you are not capable of delivering on your promises, public perception will turn against you and have quite the opposite effect than you were looking for.

### Promote Your Promotion

Last, but by no means least, advertise your promotion. The greatest of plans will all be for naught if nobody knows about it. A cheap and easy way to advertise is to invest in a write-on board or a chalk board and place it at the entrance to your establishment, letting every customer who comes in the door know about the upcoming special. The Broaster Company has also developed POS material that can be used for many different promotions throughout the year. Our Promotional Theme Kits are a perfect way to spread a consistent look for your promotion throughout the establishment. They include a window cling, two danglers, and ten table tents (see page 4).

### Time To Plan For The Next One

Take a minute to relax and enjoy the event, but don't think your job is over. The practice of planning and preparing for promotions is an ongoing endeavor that requires constant tinkering.

We've enclosed a 2010 promotional ideas calendar in this mailing to assist you in finding events you can promote throughout the year. Keep this handy to assist you in planning your promotions well in advance.

Each month during the next year The Broaster Company will be offering special promotional pricing on specific Broaster® Recipe frozen food products. We'll be choosing these items based on events and holidays that lend themselves well to promotions. We believe you'll be able to take advantage of these specials and offer promotions throughout the year that will not only be profitable for you, but also help you build your brand and business. Please contact your Broaster distributor for details.

With proper planning, preparation, and time, your promotions will have a better chance of success. Not every promotion is going to work, but even the ones that fail miserably can give you insight into what works and what doesn't. It's a constant learning process and the rules are always changing. Be proactive instead of reactive when it comes to building your business through promotions.

## SEASONS GREETINGS FROM THE BROASTER COMPANY

"Happy Holidays" from all of us at The Broaster Company. We wish you all the joy and happiness that this time of year brings!

We're truly thankful for the opportunity to serve you during the past year and look forward to helping you grow your business even further during the next year. Many foodservice operators have had to struggle in 2009 to stay profitable; we're dedicated to helping you weather the storm



and come out of 2010 even stronger.

With this resolution in mind, we'll be offering special pricing on specific Broaster® Recipe frozen food products each and every month throughout the new year. Be sure to stay in touch with your Broaster distributor for more info.

Enjoy this time with family and friends and know that we're here to help. Call us at 800-365-8278 or email us [broaster@broaster.com](mailto:broaster@broaster.com).

## IMPORTANT DATES

### 2010 Operator Training Seminars

<b>Jan 20-21</b>	<b>Jul 21-22</b>
<b>Mar 24-25</b>	<b>Aug 18-19</b>
<b>Apr 21-22</b>	<b>Oct 20-21</b>
<b>Jun 23-24</b>	<b>Nov 17-18</b>

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're interested in attending, contact Christal Yule at 800/365-8278 or by email at [cyule@broaster.com](mailto:cyule@broaster.com) to reserve your place in our next operator seminar. We're looking forward to seeing you there!

## BROASTER PASSES THE CENTURY MARK WITH ITS FACEBOOK FAN PAGE

The Broaster Company's new Facebook Fan Page has really started to take off. In less than four months, 110 people have decided to join in; from San Francisco, CA to Charleston, SC. We've even attracted attention from fans in Indonesia, Canada, Bolivia, United Kingdom, and Saudi Arabia to name a few.

The interaction with our fans, operators, and distributors has been very encouraging. Consumers are raving about their first experience with Broaster Chicken® and new operators are expressing their excitement about starting up their own Broaster®

operation. We're still canvassing the web for reviews and stories about our operators and posting them on our page in the hope that some of you may be able to take advantage of strategies that have made others successful and use them in your own operation.

Please visit our page and become a fan. Then, feel free to tell us who you are, specials you're running, success stories you've had, events you're

planning, or just amusing stories about daily life in the restaurant/foodservice business.

We look forward to the point when our operators can virtually take over the page and fill it with content that will be beneficial to all of us; consumers, operators, distributors, and corporate alike. This is the perfect venue for developing casual relationships throughout the Broaster network that can lead to prosperity for everyone.



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

## A NICE CONVENIENT KIT FOR EVERY OCCASION

To assist you in promoting your specials throughout the year, The Broaster Company has developed six themed promotional kits. Each kit contains 10 table tents, two 9" x 11-1/4" danglers, and one 17" x 22" window cling. All the pieces in the kit have a consistent design that can really highlight your promotion.

The themes of the promotional kits are general enough that you can rotate them once a week or once a year. They're also specific enough that you can tie them into particular events. For instance, the "Big Game Special" can be used during the Super Bowl or the "Seafood Special" can be run during Lent. We have also included a white space on each piece for you to

indicate your specific pricing, quantity, and side item details.

- Big Game Special (PN 92606)
- Seafood Special (PN 92601)
- Big Bash Special (PN 92604)
- Easy Meal Special (PN 92605)
- Meal Deal Special (PN 92602)
- Sandwich Special (PN 92603)

