

BROASTER®

What's Cookin' Operator Newsletter

Spring 2010



BACK TO BASICS: FOCUSING ON CUSTOMER SERVICE

A Handshake and A Smile

Retaining and building traffic for your business in a weak economy is admittedly a challenge. One of the easiest things you can do is also the most affordable – offer a handshake and a smile. Yes, we're talking about simple customer service. How many times have you walked into a restaurant to find the wait staff preoccupied? You don't know if you're supposed to seat yourself or wait until someone on the staff notices that you've walked in. No matter what type of business you operate, customers walking in the door should, at the very least, be acknowledged.

Expectations are different for every operation. Customers don't expect to be seated by a maître d' at a fast-food restaurant nor do they expect to be blown away by coconut encrusted sea scallops at a truck stop. However, that's not to say that these places don't have a set of expectations all their own. The common thread that runs through all business, whether it's foodservice or tire service, is customer service. It's not expensive or complicated, but it can make or break an operation quicker than a New York minute.

The Cost of a Customer

Every day we're inundated with advertising: television, newspapers, billboards, magazines, the list goes on and on. Advertising is certainly necessary, but the one mistake that many companies make is spending twice as much on gaining new customers as they do on retaining the ones they already have. It's commonly accepted that the cost of luring in a new customer is at least five times more expensive than retaining existing customers.

A major factor in that equation is that customer service is free. Here are five ways to enhance your customers' experience for free, thereby building loyalty to you and your operation:

- **Attentiveness** – Be approachable; smile, make eye contact, be receptive. "Busy work" can always be done during dead times. It should never be done at the expense of welcoming, helping, or waiting on customers. The old saying is true for customers, "If you ignore them, they'll go away."

- **Answer Your Phone** – Seems pretty obvious, however, it's not unusual to call an



operation in the middle of the day and find the phone unanswered. If a customer does not get an answer to their first phone call, often they won't call back. You may not have what the customer is looking for, but if you don't pick up the phone, you'll *definitely* not have what they're looking for.

- **Say What You Mean and Mean What You Say** – Don't make promises you can't keep. People feel like they've been lied to if you don't keep your promises – and no one likes to be lied to. This is especially true in foodservice. If you tell someone their meal will be ready for pick-up in 20 minutes, it better be ready in 20 minutes; not 15 minutes or 25 minutes, only 20 minutes will

do. Food that's done too early will get cold and food that's done too late is breaking your promise. If that happens enough (and by enough we mean two or three times), that customer will not be back.

- **Listen, Listen, Listen** – Don't just hear what your customers are saying, actually listen to them. This is especially true when they are making a complaint. A major flaw many people have is the tendency to "wait to talk" instead of truly "listening." This defeats the entire purpose of a *conversation* – and people do know when they're not being listened to.

- **Go the Extra Mile** – Say you own or work in a grocery store and a customer asks where a certain product is, don't just point them to aisle 3 and walk away. Walk them to aisle 3, point out the product, tell them about other types of products that might be equally attractive, complimentary, or less expensive, and then ask if there is anything else you can help them with.

Treating customers like people and not cash dispensers makes them feel like you care about *their* needs and that you're there to help *them*.

Make Great Customer Service a Company Policy

It's easy to say that you will provide superior customer service. It's another thing entirely to put it into actual practice throughout your organization. Train your entire staff on proper customer service; and not just the basics, go into detail.

What happens the second someone walks in the door? How do you respond to complaints about food or service? What's the standard procedure for helping a customer get what they want?

Customer service requires more than just lip service, it requires a dedication to serving the customer.

PROPER PREPARATION PREVENTS POOR PERFORMANCE

Proper training is crucial; whether you're building a house, writing an article like this, or preparing *Genuine Broaster Chicken*®. Granted, while the actual cooking process is not rocket science and neither is the preparation method, it's still easy to get it wrong. And when it goes wrong, you're left with an inferior product that your customers will learn to loathe. That's why we've spent years perfecting our training seminars which cover cooking, cleaning, costing, selling, advertising, maintaining, and preparing *Genuine Broaster Chicken*®. Additionally, this training is further supported on-site by our team of Broaster distributors.



In our training seminars, operators are guided through an extensive 2-day session filled with all the information necessary to run a successful business. We've found over the years that a good number of our existing operators send new employees and managers for training as well to make sure that the procedures they've learned and have so diligently followed over the years are carried out to the letter on a daily basis. We've also had several former training seminar graduates return years later for a refresher.

Another aspect of our training that has been helpful to our operators is getting to meet the people behind the company. All sessions are presented by employees of The Broaster Company – our national sales manager presents information on costing and selling the product, our marketing coordinator shows you ways to advertise and promote your business, our service manager provides hands-on training in the art of filtering and routine maintenance, and our vice president of product development and our food science technicians have the distinct pleasure of showing you how to clean, cook, and prepare the perfect meal.

Of course, no Broaster training would be complete without our food. Over the 2-day period operators are able to try many of the



food items and recipes available from The Broaster Company. Some may say that it's a little too much food, and they may be right, but it's important to try things which you may not know that Broaster offers or that our equipment is capable of cooking.

Here's what some of our recent graduates have said about our training seminars:

- *"This has been a great learning experience and I am happy that I'm with the Broaster Family."*
- *"Great presenters and excellent food."*
- *"Everything was covered with detailed explanations and a lot of hands-on experience and help."*
- *"What I enjoyed most was the variety of instructors and subjects."*
- *"What was particularly useful was learning how to filter oil to make it last longer."*
- *"I really enjoyed finding out the real concept behind Broaster Chicken."*

Operator Training Seminars are offered to Broaster® licensed trademark operators and other qualified operators interested in becoming trademark operators at our state-of-the-art training facility in Beloit, WI. If you are interested in attending, please contact Judy St. Clair at 800-365-8278 or by e-mail at jstclair@broaster.com to reserve your place in our next operator seminar.



FOUND ON THE WEB

The Impulsive Buy » Genuine Broaster Chicken

The following is an excerpt from a restaurant review of Huckleberry's in Orange County, CA. It was written by "Ace," on a food blog called The Impulsive Buy. It can be read in its entirety at this address: www.theimpulsivebuy.com/wordpress/2008/09/01/genuine-broaster-chicken/.

"...Thankfully, I wasn't in a bad 80's sitcom and the chicken was in fact real. Broasted chicken, as I am told by their website, is pressure-cooked with some secret method using a secret marinade which cuts the fat nearly in half while retaining the meat's moisture. I still don't understand how they got the word "broasted" from a method of pressure frying, but I've gone far beyond the point of caring.

If I sound like a corporate shill, it's because I want to run into every KFC and start violently shaking people by their shirts as I screamed obscenities at them. KFC is no doubt delicious, but it pales in comparison to this magical chicken that I consumed. The crispy and light skin was topped with delectable cajun spices. The best part is that a patting with a napkin yielded no grease spots. If I ever saw a dieter throwing the skin away, I would almost certainly have to run and tackle the person.

Inside the first piece was the juiciest breast meat ever, which seems almost oxymoronic by typical fried chicken standards. The other piece of chicken was the best use of a thigh since gymnast Shawn Johnson used her running back-like legs to win gold during the Olympics.

Sold in select delis and restaurants around the nation, I'm assuming that the quality of Genuine Broaster Chicken may vary. If done right, as with this Huckleberry's location in Orange County, it should come to you cooked to order with a Korean lady warning you that the chicken is still hot. She will offer you hot sauce, but you decline, already anticipating the natural flavors of this miracle bird.

It is at this point that you will embrace the majesty of your lips caressing the chicken. And in this moment of ecstasy you will think of me. This will probably be very confusing for you until you take your next bite and go on for the rest of the meal without a care in the world."

GEARING UP FOR NRA 2010 IN CHICAGO



The Broaster Company will again have a major presence at the National Restaurant Association Show (NRA) taking place at McCormick Place in Chicago, IL, May 22-25. Coming off last year's exciting and informative event, we've been gearing up for this year's show with great anticipation and expectation.

Last year we introduced the *Broaster® To*



Go Authentic Pizza Program to NRA show visitors with resounding success. The line for sample tastings stretched down the aisle all four days of the show. This year we'll be featuring our new *Combo Pizza* loaded with beef, pork, pepperoni, mushrooms, onions, and black olives. Plus, we'll again be sampling a wide variety of other Broaster Foods, displaying our full line of quality foodservice



equipment, and showing off branded menu boards and other P.O.S. materials available to our licensed trademark operators.

We invite you to join us in the North Hall, Booth #5636 for a taste of our delicious foods ... and to take the opportunity to discuss your equipment and food questions and needs with our knowledgeable staff. We look forward to seeing you there!

BROASTER OPERATORS PUTTING THEIR BEST FOOT FORWARD ON FACEBOOK

Frosty Boy

Frosty Boy of Ortonville, MI is already gearing up for the "dog days" of summer. If you happen across their Facebook Page, this becomes plainly obvious. Frosty Boy has done something unique and fun with their page; they've dedicated much of it to the "Frosty Dogs."



It appears the town's canine population knows just where to go to get great soft serve ice cream garnished with a dog biscuit. Pictures are then taken of all the smiling dog faces (inevitably with tongues hanging out) and posted on their fan page. You can't help but smile when you scroll through the numerous pages of dogs hanging out car windows, dying for a treat.

It's plainly obvious that Frosty Boy has quite a dedicated human following as well. Over 1200 fans check in regularly, and often leave comments. Lately it's been along the lines of "Yahoo! Frosty Boy is open...spring is here!"

The Broasted Chicken Shack

The Broasted Chicken Shack, a brand new operator in Jacksonville, FL, decided to use Facebook to take their fans on a journey. Numerous pictures are posted on their page which journal their organizing, testing, decorating ... and more organizing. They've even posted a picture of the very first dollar they made.

The Broasted Chicken Shack has quickly amassed a nice following of family, friends, and well wishers. In a little over a month, they already have 71 fans of their Facebook Page. Those fans have been very interactive too. One fan has already attested to the quality of their chicken, "*Best fried chicken in Jacksonville! And it's even awesome the next day.*"

Posting daily and weekly specials is another popular strategy The Broasted Chicken Shack has incorporated. This is a fabulous way to get the word out there and advertise promotions.



The Cork Restaurant & Pub



There's really nothing like St. Patrick's Day at a great midwestern pub! At The Cork Restaurant & Pub in Kewaunee, WI, the Guinness was flowing, the kilts were flapping, and Corn Beef and Cabbage was king – and it was all chronicled on Facebook! In fact, The Cork had been advertising their St. Patrick's Day party there since January.

The Cork has found some creative ways to get people out during the week too. They advertise "Date Night" on Tuesdays, when customers can purchase selected entrees, appetizers, and a bottle of wine for one low price. They also feature an "All Things Irish Night" on Thursdays, when their customers can order authentic Irish fare and Irish drinks at a special price.

The Cork takes advantage of Facebook to advertise these unique ways of bringing in business on slow nights. Nowhere else can you have real-time exposure like this at no out-of-pocket cost.



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, year-after-year basis. 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 Operator Training Seminars

June 23-24, 2010

July 21-22, 2010

August 18-19, 2010

Upcoming Trade Shows

National Restaurant Assoc. Show

May 22-25, 2010

Chicago, IL

FARE Conference & Expo

June 28-30, 2010

Rosemont, IL

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

GET THE BRAND NAME RECOGNITION YOU DESERVE WITH BROASTER® PACKAGING!

Broaster® branded packaging, with its stay-crisp ventilation design, builds brand awareness and consumer satisfaction. And, Broaster® branded packaging speaks for itself! It reminds customers that they have purchased delicious, high-quality Broaster® foods. It also spreads the message to others who see it. The bright red, white, and blue graphics are easily recognized and well remembered.

Now Broaster is offering three additional packaging selections ... a new tray and bag option ... and the return of our plastic dome containers at a reduced price.

Our new white-coated Broaster-identified #3 tray (PN 96891) is perfect for dine-in customers. Additionally, this tray fits nicely



Broaster® branded bags, trays, & dome containers

into our new Broaster-identified #6 white bag (PN 96890) for a convenient and inexpensive carry-out packaging solution. The bag and tray work great for the following Broaster® meal options: 2- and 3-piece *Genuine Broaster Chicken®* meals; 3- and 5-piece *Broaster® Recipe Chicken Tenders* meals; *Broaster® Recipe Chicken Fillet* sandwiches; 6- and 12-piece *Broaster® Recipe Potato Wedges*; 6-piece *Broaster® Recipe Boneless Buffalo Wings* and

Traditional Wings meals; 3- and 5-piece *Broaster® Recipe Cod* and *Catfish* meals; 6- and 12-piece *Broaster® Recipe Popcorn Chicken* meals; and *Broaster® Recipe Pizza, Beef 'n Bean, and Breakfast Burritos*.

For whole birds, chicken quarters, and pieces packaging, Broaster is now offering improved pricing on our Dome Containers (PN 93340). These containers are perfect for holding Broaster® rotisserie-style chicken cooked in your Broaster® pressure fryer.

For a limited time, we're offering introductory rebates, not only on these new selections, but on all of our packaging! See the enclosed rebate coupon for details. Please contact your authorized Broaster distributor for pricing and to place an order.