

Christmas Quirks

Twas the night before Christmas and all through the house, not a creature was stirring, not even a mouse. The stockings were hung by the chimney with care, in the hopes that St. Nicholas would soon be there. It's not Santa that bought the new baseball glove, but this jolly ole' fat man still gets all the love! So here are a few little quirks to make the season more fun and give us a good laugh when the work is all done. (www.strangedangers.com)

- 56% of Americans sing Christmas carols to their pets.
- Based on previous surveys, 17% of you will embarrass yourselves at the office Christmas party.
- 53% of Americans plan to "re-gift" this year.
- 1 in 3 men will wait until Christmas Eve to finish their shopping.
- The traditional Christmas dinner in early England was the head of a pig prepared with mustard.
- There are 1.76 billion candy canes produced every year.
- According to 1999 population estimates, Santa would have to visit 983 homes per second in order to make his annual trip.
- Santa Claus (St. Nicholas) was originally from the region which is now Turkey.
- 1 in 6 men would like to get rid of all this "gift giving nonsense."
- NORAD (North American Aerospace Defense Command) tracks Santa and his sleigh every year on radar.

GOLDEN CHICKEN AWARD WINNER – NEVER JUST A SPECK ON THE MAP

Congratulations to Speck's of Collegeville, PA for being the latest recipient of the coveted "Golden Chicken Award." This award is presented by The Broaster Company to a select number of Broaster® licensed trademark operators that consistently produce a top quality product and show exemplary merchandising skills in the promotion and sale of their Genuine Broaster Chicken®.

Speck's has been more than just a speck on the map for nearly 60 years, and according to Randy Landis, Operations VP and son of the original owner, "Dad always said chicken saved the business."

Speck's main dish is Genuine Broaster Chicken®, but they also serve burgers, steaks, and hoagies. However, serving 60-70 cases of chicken a

month makes you wonder "Where's the room for anything else?" It's easy to see why Speck's needs a fleet of pressure fryers; five in all (three of them are 15 years old).

Speck's has taken advantage of many different forms of promotion. Some of the more traditional ones include coupons and event sponsorships. They have also explored some more interesting avenues like Facebook and mascot appearances.

Broaster is proud to be associated with such a landmark. The years of solid dedication are evident in the "old-school" sign out front. This sign illustrates the strong relationship, the hard work, and the commitment that goes into building a first class establishment. We look forward to many more years of prosperity together.



"If I can get potential customers in the door, they become regular patrons."

FILTER SAFETY TIPS 101

When to Filter

The Broaster Company recommends filtering the cooking oil in your pressure fryer at the following intervals:

- always at the end of each business day
- between rush periods
- after cooking the following amounts of product: 35 lbs. in a Model 1600, 65 lbs. in a Model 1800, and 95 lbs. in a Model 2400

Safety Considerations

Even though The Broaster Company has developed the safest built-in filter system in the industry, it is important to remember that you are pumping hot oil through a filter system and there are certain steps that need to be taken to



ensure your safety and that of others.

The filter pan should always be used with the cover in place. This minimizes the possibility of oil splashing

out of the pan and onto the bottom of the unit or on the floor. Also, be sure to wipe down the top of the filter cover every time you filter.

The filter pan should never be used to transport oil. It is designed to be just a holding pan for hot oil while going through the filtering process. Moving the filter pan while it is full could easily result in the oil splashing onto the floor or your hand. For this reason, you should always make sure that the filter pan is fully installed and that the riser line on the pan is connected to the suction line before draining the oil into it.

More Information

Detailed filtering and cleaning procedures can be found on our website at: www.broaster.com/pdfs/lit/pffncplr.pdf



"MY FLEET OF PRESSURE FRYERS!"



Think you have an impressive fleet of Broaster Company pressure fryers; well, we'd love to see them. We know that all of you have invested a great deal of time, money, heart, and soul into your operations and we'd like to celebrate that with a feature in the next *What's Cookin'* newsletter called **"My Fleet of Pressure Fryers!"**

To participate, simply email us a high resolution picture of your fleet of Broaster Company pressure fryers. Don't be afraid to have fun with it; dress them up, pose with them, whatever. We know you're proud of your equipment and we want to show it off.

Email all your pictures to cfoss@broaster.com.

NEW PRODUCTS AND SAUCES TO TEMPT YOUR TASTE BUDS

The Broaster Company is happy to add five new products to its already extensive line of Broaster® Recipe frozen foods.

- Zesty Home Style Chicken Tenders
- Fully-Cooked Oven Roasted Chicken Wings
- 4 oz. Beer Battered Premium Cod Fillets
- Hand-Breaded Style Catfish Fillet
- Fully-Cooked Zesty Breast Fillet

All of these new products are prepared to Broaster's specifications. A new twist in this offering is the availability of two unbreaded products, the Fully-Cooked Oven Roasted Chicken Wings and the Fully Cooked Zesty Breast Fillet. The new wings are perfect for customers who prefer their wings smothered in sauce and the new breast fillet makes a wonderfully healthy sandwich.

We have also extended our line of dipping sauces. We still have Barbeque and Honey Mustard sauce in portion packs, but have added BBQ Sauce, Honey Mustard Sauce, Ranch Sauce, Mild Wing Sauce, Signature Sauce, and Oriental Sauce in convenient 32 oz. bottles that come six to a case. You can even get a mixed case, one of each flavor. Get a case and try them out on your customers; there is bound to be a crowd favorite in there. If you have any questions, please contact your local authorized Broaster distributor.



HAPPY HOLIDAYS

"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 have served you during the past year and look forward to helping you grow your business even further during the next year.

We are grateful for your continued dedication to The Broaster Company and are thankful to be associated with the very people that make this country great; entrepreneurs and small business people. Thank you all!

