2007 Profiles in Excellence

The Broaster Company, LLC

by Mark Markwardt

For over 50 years The Broaster Company has been helping restaurants, convenience stores, supermarkets, and many other types of foodservice operations strengthen their businesses and build their profits with successful branded food programs.

Broaster® programs incorporate a combination of uniquely delicious fresh and frozen foods and top quality foodservice equipment. Additionally, a wide range of supplies, accessories, supporting equipment, and services are available, including branded packaging, P.O.S. materials, indoor and outdoor signage, apparel and factory and on-site training.

Broaster® food programs offer an exciting variety of simple-to-prepare fresh and frozen foods.

Broaster offers two convenient programs from which you can choose:

- Genuine Broaster Chicken® - What makes Broaster Chicken® significantly better is that it's marinated and coated with specially formulated ingredients, then pressure-fried in one of our compact, high-efficiency fryers.
- Broaster® Recipe Express - Our Broaster® Recipe frozen foods offer another whole avenue of profit opportunity. Made from the highest quality ingredients, these popular grab 'n go foods are carefully marinated, coated, and seasoned using our proprietary ingredients, then quick frozen for your convenience. If you don't have a kitchen or the capacity to install a hood/ventilation system, Broaster has the answer with its new ventless countertop fryers. Offered in 2-lb. and 3-lb. capacity models, these compact enclosed fryers feature built-in fire suppression systems and fit on most countertops.

With time-proven performance, dependable equipment, name recognition, and a delicious flavor profile that is uniquely Broaster®, building a popular, successful, and highly profitable branded food program in your leisure facility, attraction, or entertainment/amusement center is easier than you ever imagined.

(For more information, circle 30 on card).