

Broaster Introduces New Pizza Program

The Broaster Company of Beloit, Wis., planned to introduce its new Broaster® To Go Authentic Pizza program at the 2008 NACS show in Chicago in October.

Like the firm's Genuine Broaster Chicken®, Broaster® Recipe Express, and Bro-Tisserie® Chicken food programs utilized by over 5,000 foodservice operators nationwide, this new Broaster program combines top-quality foods; fast, convenient cooking equipment; and bold merchandising systems into a branded program with no franchise, royalty, or licensing fees.

The program begins with a selection of top-quality frozen pizzas pre-assembled with America's most popular pizza toppings – cheese, sausage, and pepperoni. There is even a breakfast pizza available to assist operators in covering all parts of a day. Additionally, Broaster offers a choice of pizza ovens to fit baking speed, space, and

BROASTER TO GO!

Authentic
Pizza
Program

Branded packaging, P.O.S. materials, and accessory equipment and supplies are available to complete the Broaster® To Go Authentic Pizza program.

budget requirements, including: conveyerized electric ovens featuring air impingement, commercial quality convection ovens for versatility and easy cleaning, and drawer ovens offering a combination of compact design, affordable pricing, and super-fast baking speeds (as little as six minutes for a 12-inch pie).

(For more information, circle 283 on card.)

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