

World's Finest Since 1954



**BROASTER
TO GO!**

Luke Oil Hobart, IN



Luke Oil's Franchise Look ... Without the Franchise Fees



Luke Oil's Genuine Broaster Chicken® sales are now over \$40,000 per month in many stores!

Luke Oil, a family owned business since 1967, currently includes more than 20 corporately-owned convenience stores. In that time they have successfully partnered with many vendors, but for nearly 30 years one foodservice partner stands alone as the cornerstone of Luke Oil's foodservice success – Broaster. The Genuine Broaster Chicken® program has been at the forefront of Luke Oil's ever-evolving foodservice program.

The success of the partnership is showcased by Luke Oil's own sales figures. According to Luke Oil's Bob Huish, "When Genuine Broaster Chicken is introduced to an existing store as part of a corporate retrofit, a direct correlation can be established between the retrofit and sales growth." On average a Luke Oil c-store experiences sales growth of 40% by category for in-store items. But that's not all, sales increase at the pump too. In many cases pump sales grow by nearly 300%. Finally, the success of the Broaster program is documented with Broaster sales of over \$40,000 per month in many stores.

Bob cites the overall quality of the product mix throughout their Broaster menu which includes: 8-piece-cut Genuine Broaster Chicken, hot wings,

popcorn chicken, cajun popcorn chicken, chicken sandwiches, shrimp, mini burritos, mozzarella sticks, and potato wedges, just to name a few. In addition, the Broaster branded concept offers Luke Oil the ability to have the look and feel of a franchise program without suffering the associated franchise fees. Bob further credits their Broaster program with attracting a much wider range of customers, thereby increasing store traffic and subsequently increasing additional category sales. Based on this success, Luke Oil is retrofitting their existing stores to include the Genuine Broaster Chicken program, with four more stores scheduled this year.

Bringing 50 years of foodservice experience, on-site training, scheduled store visits and deliveries, and attentive service, Broaster authorized distributor Broaster Sales & Service of Fort Wayne, IN worked diligently to develop a solid partnership with Luke Oil. "There isn't any question that Broaster Sales & Service can't answer," Bob adds. "They have an unbelievable knowledge base." Bob credits their partnership with Broaster Sales & Service with further helping to enhance the high volume of Broaster sales they enjoy.



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