



# Snaxx Plus Hartford, CT



# More Than Just Snacks At Snaxx Plus



Snaxx Plus is in a stand-alone building located on Wethersfield Avenue in Hartford, CT. While this convenience store



has been in operation for over 10 years, it's their first year with the Broaster® program. Owner Mahmoud Sial says the combination of delicious foods and a well-known, top-quality branded program is what set Broaster® apart from other foodservice offerings he considered.

Mahmoud chose Genuine Broaster Chicken to be a new revenue source for this operation and it's the first hot food product he's ever had in the store. With business growing daily, Snaxx Plus is currently cooking up a total of about 6 cases of Genuine Broaster Chicken and Crispy Cajun Broaster Chicken each week. The store is also doing very good business in Broaster hot wings and chicken tenders.

To take advantage of the popular brand, Mahmoud has incorporated the Broaster name and logo wherever he can. There are Broaster signs on the outside of the building, a Broaster branded menu board, and Broaster branded take-out packaging. Additionally, the cooks all wear aprons and hats with the Broaster logo on them. All of this creates the feel of a franchise operation ... but without all the fees normally associated with this level of branding.

Mahmoud is also very happy with the superior service he receives from Taylor of Connecticut, his authorized Broaster distributor. Not only do they keep him supplied with everything he needs and provide excellent training, they also helped him out with the grand opening for his new Broaster business. Things have gone so well that Mahmoud says he now plans on adding the Broaster program to his other store in West Hartford, CT too.

*Installed by Authorized Broaster Distributor:*

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