



Downtown BP

Columbia, TN



A Grand Opening Worth Waiting For in Columbia, TN



It's amazing what one piece of free chicken will do for a grand opening event. Downtown BP had people lined up across the parking lot for their introduction of Broaster Chicken®.

Downtown BP is located near downtown Columbia, TN, right across the street from a major regional bank headquarters on US Hwy 31. This convenience store is in a new building on a relatively small corner lot in a city of 40,000 people. Downtown BP has both Broaster Chicken® and pizza in their deli, but Broaster is by far the main profit center for the store.

Bob Patel, owner of the Downtown BP, has seen the erosion of profits in their other branded food operation due to over-the-top franchise fees. That's the unique thing about Broaster, whatever you make, you keep; Broaster will never charge you a fee simply for using their name. Bob has also been known to be a cheerleader for Broaster. He once informed a potential customer of Stokers, the authorized Broaster distributor in Tennessee and Kentucky, that the Broaster Program is a good, solid program that easily meets his needs. He also threw in a little

kicker; he shared with this potential customer that he is doing \$25,000 per month in his deli with, Broaster as the main driving force!

Much of that success is the result of striking gold with a wildly successful grand opening event. Bob

put a small banner out advertising a free piece of Broaster Chicken®, a full-page newspaper ad, and distributed flyers throughout the community. People came out in droves. Downtown BP worked their 1800 Model Pressure



Fryer to the limit, serving 1000 pieces of chicken in a short 3-hour period. The great thing about food giveaways is that most people will purchase other items during their visit, which will actually make up for any profits lost during the giveaway.

The Broaster Program has been so successful at Downtown BP that Bob is in the process of installing the program in his second store in Dickson, TN, about 40 miles from Columbia.



1-800-365-8278

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