

## Gosse's at the Northwestern House Restaurant & Pub Stays on Successful Track with Broaster Chicken®



*Gosse's at the Northwestern House Restaurant & Pub is both a historical landmark and a favorite place to eat in Sheboygan, Wisconsin. Roger and Ruth Gosse have been cooking up Genuine Broaster Chicken® for over 15 years at two different ventures.*

**R**oger and Ruth Gosse have been involved in the restaurant business in Sheboygan, Wisconsin, for over 30 years. Roger managed a major national fast food franchise for 18 years, then began a new adventure with his wife Ruth in 1989 when they opened *Gosse's Drive-Thru* in a tiny old building sitting on the outer corner of a small Sheboygan shopping center. Two older model Broaster pressure fryers were included with the building purchase. After speaking with Gary Keller at Bromak Sales, Inc., the authorized Broaster distributor for that part of eastern Wisconsin, the Gosse's soon upgraded to the latest Broaster models.

For the next eight and a half years the Gosse's ran a thriving business from that location serving Genuine Broaster Chicken®, steak sandwiches, and other tasty take-out fare. But all that came to an abrupt halt in 1998 when the "Great Flood of Sheboygan" destroyed their business. Though their fryers were still intact and salvageable, the Gosse's decided to take a short break from the restaurant business. However, missing being able to serve great quality food to their customers, they opened a new location in July of 2000 which they named *Gosse's at the Northwestern House Restaurant & Pub*.

*"I've had an association with The Broaster Company for 15 years. The Broaster Company has always provided us with excellent customer service. I feel that our gross sales continue to increase year after year due in part to our Broaster Chicken® sales." – Roger Gosse, Gosse's at Northwestern House Restaurant & Pub, Sheboygan, WI.*

The Northwestern House, the building they chose to house their new venture, was built in 1927 to accommodate railroad workers seeking a clean room to sleep in, a place to shower, and somewhere to get a bite to eat while waiting to move on to Chicago on the Northwestern Railroad. The Gosse's adopted the railroad motif and their customers have enthusiastically responded to the theme,

bringing in historical railroad items and pictures for the walls of the restaurant. As a result of the Gosse's tender care and renovation of the property, the building is now part of The Sheboygan Historical Society.

The lounge area in the original building seats 38 people while two added dining rooms seat an addition-

al 109 customers.

The restaurant now employs 15 people, including Roger's 83-year-old mother, who helps make 20 different homemade tortes as well as coleslaw made from a secret family recipe.

The Gosse's have used the Broaster "10+10" promotion (10 pieces of chicken plus 10 potato wedges for a special price) since 1994 – and it works. Currently they sell 2500 to 3200 pieces of Genuine Broaster Chicken® and 1500 to 2000 sandwiches each week!

Contact your authorized Broaster distributor for more information.