

Out of Tragedy Comes Triumph for Ideal Market



Ideal Market was rebuilt new in 2008 after a tornado destroyed the original building. Owners Barry and Tom Eveland have not looked back since.

Many times we must face the aftermath of a great tragedy with resolve and determination. It is in unfortunate cases like these that dynamic opportunities arise. Such is the case for Ideal Market in Nortonville, KY. After tornadoes ravaged western Kentucky in 2008, Barry and Tom Eveland decided to rebuild Ideal Market with Broaster Chicken® as their main hot food offering.

Since bringing the Genuine Broaster Chicken®

Program on board in November 2008, sales have increased 20-25% over previous sales. Ideal Market serves up an average of 10 cases of pre-marinated chicken, as well as 30 cases of Broaster® Recipe Foods per week. Some of the Broaster® Recipe Foods that Ideal Market serves are chicken tenders, cajun and traditional jumbo popcorn chicken, potato wedges, corn dogs and spicy wings. The Broaster®

Program provides a consistent taste every time; something Ideal Market's customers are always commending them for.

To assist in promoting their Broaster® products, Ideal Market utilizes branded take out boxes, backlit modules with a heated display case, and an eye-catching outdoor sign. To complete their branded concept, they have installed Broaster's newest style menu board system and indoor sign.



This dynamic branded system creates a distinct atmosphere that is fun and functional.

In a small town, Nortonville's population is only 1,264, everyone knows your name. In order to be a successful food operation in a town of this size, that name better have a good reputation. That's what makes Barry and Tom Eveland the "ideal" fit for Nortonville, KY.



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