

Ft. Wayne, Indiana's Two Mac Food Marts Add Broaster® Recipe Express Program



The Mac Food Mart convenience stores in Ft. Wayne, Indiana make excellent use of indoor and outdoor signage to promote their new Broaster® Recipe Express branded food program.

Tom and Kirk Reuille, the father-son team that are the principals of Broaster Sales & Service, the authorized Broaster distributor for the northern part of Indiana and Ohio, had been trying for years to get their foot in the door with the Mac Food Mart convenience stores in Fort Wayne, Indiana. However, Mac Food Mart's owner, Ray McIntosh, didn't want to have to install costly ventilation hoods and fire suppression systems at his locations just to be able to offer a simple hot food program.

During those years, Ray had looked at ventless fryers but felt the small capacity of existing models would severely limit his potential for hot food sales. With the introduction of the new Broaster VF-3 ventless countertop fryer and its large, 3-lb. capacity, Tom and Kirk knew they now had the solution to fit Mac Food Mart's needs.

Mac Food Mart quickly embraced the complete Broaster® Recipe Express concept, purchasing equipment, frozen foods, packaging, countertop deli cases, menu boards, and indoor and outdoor signage. The convenience store's two locations in Ft. Wayne now serve a full range of hot, delicious Broaster® Recipe products including chicken tenders (traditional and spicy), popcorn chicken (traditional and Cajun), hot wings, potato wedges,

corn dogs, beer batter shrimp, and 3-cheese mozzarella sticks. Both locations are doing great – one location cooks up approximately 17 cases of product per week, the other 24. The result is \$300 to \$500 of additional retail sales per day at each location.

To spur even greater sales, Mac Food Mart recently held a novel contest between their two locations. The challenge? – Generate the highest percentage increase in Broaster® food sales over the previous month by specifically promoting and selling Broaster® dinners.

The reward? – The manager of the winning store would receive a paid day off and the choice of a pizza party or bowling night for that store's employees. Additionally, Mac Food Mart owner Ray McIntosh would have to personally work the shift for the store manager who won the contest. This unique internal promotion not only generated additional sales, it also created positive spirit and a sense of camaraderie among management and employees.

With the right equipment, convenient top-quality frozen food products, and customer service beyond reproach from the Reuilles, Mac Food Mart has now spec'd in the Broaster® Recipe Express program for a third site during 2005!



Contact your authorized Broaster distributor for more information.