



Contact: Chad Vendette, Director of Marketing
Phone:: 800-365-8278
E-mail: broaster@broaster.com

SUCCESS IN THE MIX AT BROASTER®

New Blending and Packing Equipment Promote Efficiency and Safety

Beloit, Wis. (Oct. 17, 2013) –The Broaster Company has activated two new large-scale blenders and two new packaging systems. These systems allow the company to increase their blending capacity and capabilities and continually uphold their high standards of quality.

The new systems provide increased production output of the company's proprietary Broaster marinades and coatings, which are essential components for the preparation of Genuine Broaster Chicken®. Genuine Broaster Chicken® has been an American favorite for 60 years and is also popular in 46 countries throughout the world.

In addition to serving their licensed Genuine Broaster Chicken® foodservice operations, The Broaster Company also produces privately labeled marinades and coatings for their customers.

For 60 years, The Broaster Company has been helping foodservice operators strengthen their businesses and build their profits with licensed trademark food programs, foodservice equipment, quality foods, and supporting supplies and accessories.

For more information, please contact Chad Vendette, Director of Marketing at 800-365-8278, or by e-mail at broaster@broaster.com.

About The Broaster Company

The Broaster Company® has been the leader in manufacturing high-quality Pressure Fryers and specialty foodservice equipment to the industry for nearly 60 years. Headquartered in Beloit, Wisconsin, Broaster markets its equipment through a responsive global network of authorized distributors. We also market and license Genuine Broaster Chicken® and Broaster® Recipe Express food programs worldwide to a wide range of foodservice operations.

The Broaster name is synonymous with quality and continuously earns that reputation with durable equipment manufactured in the US by a skilled team of craftsmen. We are committed to providing the most efficient, durable and easy-to-use equipment the industry has to offer. Our patented round cooking well and highly efficient heating process mean more dollars in an operator's pocket compared with competitive equipment. Our equipment is proven, every day, in thousands of kitchens and foodservice establishments worldwide, and you can count on Broaster equipment to deliver quality results, fast.