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FOR IMMEDIATE RELEASE

The Broaster Company Launches Six On-Trend Dipping Sauces, Spicy Chicken Filet

Beloit, Wis. (March 7, 2013) – All set to drive sales and enhance the dining experience at Broaster Chicken restaurants, The Broaster Company is launching six on-trend dipping sauce flavors and a spicy chicken filet. Together, they enhance The Broaster Company line of products that includes chicken tenders, shrimp, boneless wings, bone-in wings and chicken filets. The dipping sauces are available in two convenient sizes, 1.25-ounce dipping cups and a gallon-size jug, with a handy pump, for countertop or back-of-the-house use.

“Our testing was twofold. We spoke to consumer focus groups for the desire for dipping sauces and ensured that we are engaged with the trends,” said Chad Vendette, Director of Marketing. The dipping sauces come in a range of flavor profiles, including BBQ Sauce, Honey Mustard, Ranch, Asian, Signature and Mild Wing Sauce. “When we reviewed consumer research on the most popular dipping sauces, those six flavors consistently came to the top. Dipping sauces enhance the dining experience and will drive operator sales,” added Vendette.

The four-ounce spicy chicken filet has a spicy flavor profile and is typically served on a bun. Broaster’s Cajun popcorn chicken, standard breaded chicken filet and boneless buffalo wing are complementary products. “The spicy chicken filet filled a gap in our product line. It meets a growing consumer taste profile,” said Vendette. A breaded product, it carries Broaster’s signature marinades and breadings.

Both product lines are now available. Contact your nearest distributor to place an order.

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.