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Consumer Reviews



“Amazing! I grew up having Genuine Broaster Chicken whenever I would visit my Grandparents. With this app I can find the locations and share it with my kids!”



“Road Trippin’ for Genuine Broaster Chicken! Great app....my husband and I love looking for delicious Genuine Broaster Chicken when traveling around the U.S.”



Broaster Store Locator Press and Media Kit can be requested by contacting [broaster@broaster.com](mailto:broaster@broaster.com) or download from [www.broaster.com/whats-new/press](http://www.broaster.com/whats-new/press)

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## Broaster<sup>®</sup> Store Locator

Now Easily Find Genuine Broaster Chicken<sup>®</sup> and Broaster Express<sup>™</sup> Store Locations!



The Broaster Store Locator is designed to help consumers find the world’s best-tasting chicken, Genuine Broaster Chicken, and our deliciously satisfying fun food favorites from Broaster Express.

“Broaster Company has now made it easier to find Genuine Broaster Chicken when you want it no matter where you are” says Jay Cipra, President & CEO. “We know consumers want to find us quickly and our Store Locator App does just that...with a few taps of the screen, you can be on your way to lunch or dinner with Genuine Broaster Chicken, or grab ‘n go foods from our Broaster Express line of products” says Cipra.

### Broaster Store Locator Features

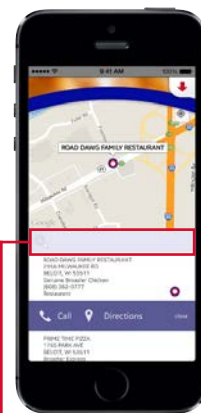
- Locate the nearest Genuine Broaster Chicken & Broaster Express store locations
- Easily distinguish between Genuine Broaster Chicken & Broaster Express locations
- Store location and contact details are at your fingertips
- Maps & turn-by-turn driving directions to locations
- Nutrition information by product with pictures
- Browse frequently asked questions
- Connect with Broaster via Facebook and Twitter

The Broaster Store Locator is simple and easy to use. After the app loads, it will automatically find your location on the map and show you the nearest Genuine Broaster Chicken and Broaster Express locations.

Touch the map and it will slide up a listing of the nearest locations. Press on the location to bring up additional information and the option to load turn-by-turn directions and to easily call the location directly.

On the home screen you can select either the “FAQs” or the “Nutrition Info” and the corresponding information will load. Scroll through the products in the Nutrition Information listing and select the specific item you would like the details for. A new screen will load displaying the individual nutrition information for that specific product.

From the home screen you can also connect with Broaster Company via Facebook and Twitter.



**QUICK TIP**

Want to type in a location? Click on the map then on the magnifying glass and you can enter the city, state or zip!

## Quotables About the Broaster Store Locator

*"In our continuing effort to connect with consumers, Broaster has launched its new Store Locator App, available on Android and iPhone platforms. We want to connect with consumers in a whole new way and this app does just that. In fact, now every location is accessible with the tap on a smartphone screen."*

-Chad Vendette  
Director of Marketing, Broaster Company

*"Broaster is a great American company and people have a personal connection to their amazing brand and products. The challenge of this project was to only surface the needed information to individuals, to give them a tailored experience. The native apps tap into the location services of each individual's device to guide them to locations closest to them, and the native controls and animations lets users find the information they want to find easily."*

-Steve O'Brien  
President, Noble Applications

Broaster Store Locator was developed by Noble Applications, Madison Wisconsin. Noble Applications specializes in crafting powerful applications that are fun and easy to use. (<http://www.nobleapplications.com>)

## About Broaster Company

Broaster Company® has been the leader in manufacturing high-quality Pressure Fryers, a licensed branded program, delicious foods and specialty foodservice equipment to the industry for nearly 60 years. Headquartered in Beloit, WI, Broaster markets its products through a responsive global network of authorized Distributors. The company also markets and licenses its Genuine Broaster Chicken® and a Broaster Express™ food program 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. Broaster Company is committed to providing the most efficient, durable and easy-to-use equipment the industry has to offer. Their patented round cooking well and highly efficient heating process mean more dollars in an Operator's pocket compared with competitive equipment. Their 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.

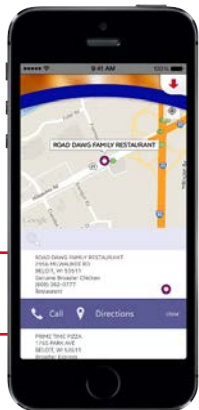
### QUICK TIP

Tap once on the map to bring up locations. Tap twice to zoom in the map.



### QUICK TIP

Tap once on the location to bring up the quick call & directions features.



### QUICK TIP

Tap once on a product to view Nutrition Information. Use your phone's back button to return to product listing.

