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FOR IMMEDIATE RELEASE

The Broaster Company Hires Chad Vendette as Director of Marketing

Beloit, Wis. (March 7, 2013) – The Broaster Company, the leading manufacturer of Pressure Fryers and turnkey Food Systems, announced the hiring of Chad Vendette as its new Director of Marketing. Vendette brings focused marketing leadership experience and brand-building achievements to the position.

According to The Broaster Company CEO, Jay Cipra, “Chad Vendette is a foodservice and manufacturing sector veteran and will utilize his deep combined experience and innovative thinking to support The Broaster Company’s evolutionary transformation and growth.” In addition to guiding the overall marketing vision, Vendette will be responsible for new product launches, team management, brand re-purposing and cohesive messaging to the market.

The Broaster Company’s strategic growth, vision and strong product line provide an excellent platform from which Vendette will work. “We have all the elements we need to take it to the next level,” says Vendette, “and by working with, and listening to, our distributors, operators and end users, we will build on existing capabilities and further Broaster’s reach.”

Prior to joining The Broaster Company, Vendette was Product & Brand Manager with San Jamar – Chef Revival, a premier supplier of foodservice dispensing products and chef apparel to the foodservice industry. Vendette holds a BS/BA marketing degree from Lynn University.

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.

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