

## FOR IMMEDIATE RELEASE

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## Broaster<sup>®</sup> Company Adds 162 New Operators in September

### Operators Recognize Broaster Company as a Leader in Answering to Consumer Demand

BELOIT, Wis. (Oct. 27, 2014) – Broaster Company is celebrating more than its 60-year anniversary this year. The branded food program and foodservice equipment provider is experiencing accelerated growth as the Company has helped 162 foodservice operator locations expand their foodservice programs in the past month alone. Broaster Company's full-service products and programs make it easy for Operators to capture additional shares of foodservice dollars, boost profits and answer to consumer demand for convenient, quality on-the-go food products.

"Opening 162 branded Operator locations in one month is a true testament to the growth of our brand as a whole," said Jay Cipra, President of Broaster Company. "Operators are taking note of our full-service branded programs that make it easy for them to expand their foodservice programs, or get into the foodservice business for the first time. Our food offerings answer customer demand for on-the-go convenience that does not sacrifice quality, and the programs come complete with everything the Operator needs to be up and running immediately."

The new locations are in addition to approximately 5,000 branded Operator locations across the U.S. serving famous Genuine Broaster Chicken<sup>®</sup> and Broaster Express<sup>®</sup> food products. Broaster Company provides all-inclusive packages that are complete with food, equipment, and branded marketing materials to make it easy for Operators to provide delicious, on-the-go meals and snacks. Broaster's program is perfect for foodservice operations looking to expand their existing menu or take part in to-go programs with quality offerings. Additionally, foodservice can deliver the highest profit margin in a convenience store, and Broaster's program makes it easy for c-store operators to grab a larger share of the marketplace.

Broaster Company celebrates 60 years in foodservice this year with a complete brand refresh which followed thorough research to understand what Broaster's brands meant to customers. The result was brand renovation and revitalization, featuring an updated look and feel, new marketing collateral, streamlined websites, and new technology including SmartTouch™ Controller technology for its Broaster Pressure Fryers, and a store locator app so customers can easily find Broaster branded locations in their area. The brand refresh and Broaster's accelerated growth make now a perfect time for Operators to consider the brand as a partner in their foodservice programs.

For over 60 years, Broaster Company has offered a license branded program to strengthen Operators' businesses and build their profits. The program does not require development fees, royalty payments or franchise fees, and provides all the food, equipment, national branding and marketing materials needed to help the Foodservice Operator be successful in offering world-famous Genuine Broaster Chicken and delicious Broaster Express grab-and-go foods.

To learn more about Broaster Company visit [www.broaster.com](http://www.broaster.com).

### About Broaster Company

Broaster<sup>®</sup> 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 over 60 years. Headquartered in Beloit, Wis., Broaster markets its products through a responsive global network of authorized Distributors. The company also markets and licenses its Genuine Broaster Chicken<sup>®</sup> product and the Broaster Express™ food program worldwide to a wide range of food-service 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.