

FOR IMMEDIATE RELEASE

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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 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[®] product and the 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.

Broaster[®] Company Brings Chicken Perfected to World Hockey Invitational Presented by Bauer

The brand scores by giving back to community and area youth.

BELOIT, Wis. (Nov. 20, 2015) – Youth hockey players and fans from all over the world enjoyed a night of sports while pleasing their palettes when Broaster Company supported the World Hockey Invitational presented by Bauer on Thursday, Nov. 5, 2015. The Seven Bridges Ice Arena in Woodridge, Ill. hosted the weekend-long ice hockey tournament, which brought in thousands of youth hockey players, coaches, pro-athletes, family and friends. Broaster Company sponsored complimentary Genuine Broaster Chicken[®] and Broaster Express[®] snacks served crispy and light for attendees of the tournament.

“We were thrilled to again have the opportunity to give back to the community for the fifth straight year through the World Hockey Invitational Presented by Bauer,” said Chad Vendette, Director of Marketing at Broaster Company. “The spirit and dedication put forth by the youth players involved in the tournament makes this an event we are proud to support.”

The World Hockey Invitational presented by Bauer is home to the largest youth ice hockey tournament. Top premier teams come from all over the world to compete in one major city. The tournament provides youth players an outlet to meet and grow as athletes amongst peers from across the globe.

The Invitational draws in around 140 scouts from Junior Hockey Leagues (USHL, NAHL, EJHL and Canadian Major Junior), Division 1 and 3 colleges and many NHL teams. This tournament is an ideal choice for players and teams who are looking for Junior, College and Pro Exposure.

“Broaster Company makes a continual effort to support activities for kids and families,” said Jay Cipra, President of Broaster Company. “As a company with many employees holding a vested interest in the sport of hockey, whether we're former players ourselves or have kids involved, our deep personal ties with hockey and athletics make us all the more honored to support the tournament.”

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.