

## FOR IMMEDIATE RELEASE

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## Broaster<sup>®</sup> Company Fuels Competition at World Hockey Invitational Presented by Bauer

### Community Support Remains Strong Pillar of Brand's Commitment

BELOIT, Wis. (Nov. 24, 2014) – Thousands of hockey competitors and enthusiasts got a taste of Chicken Perfected as Broaster Company supported the World Hockey Invitational presented by Bauer on Thursday, Nov. 6, 2014. Seven Bridges Ice Arena in Woodridge, Ill. set the stage for a weekend-long ice hockey tournament drawing in thousands of youth hockey players, coaches, family and friends from all over the world, and giving companies like Broaster the opportunity to give back to the community. In support, Broaster Company sponsored complimentary Genuine Broaster Chicken<sup>®</sup> and Broaster Express<sup>®</sup> foods served hot and fresh for attendees of the tournament throughout the night.

“Broaster Company makes a continual effort to support activities for kids and families, and the Bauer World Hockey Invitational is the perfect opportunity to engage in the community,” said Chad Vendette, Director of Marketing at Broaster Company. “The dedication and effort these young players put forth in developing their sport is amazing and we are proud to be part of the event. It’s one more way Broaster Company can say “thank you” to its Customers and show how much we appreciate the community.”

The World Hockey Invitational presented by Bauer is the world’s largest youth hockey tournament, drawing in over 9,000 players and coaches and consisting of 16 different age levels and divisions in the competition. Now in its eleventh year, the event started as a 60-team tournament and has since grown to 428 competing teams. This year, the tournament attracted the bulk of Division I College Coaches and NHL Scouts from across the U.S., as well as over 1,200 fans for the feature United States Hockey league game alone.

“The tournament draws so many hockey fans to the Chicagoland area and it’s a great opportunity for the players to get to know each other better and experience everything the city has to offer throughout the weekend,” said Andrea Hahn, Owner of the World Hockey Invitational and President of Chicago Mission, offering developmental programs and facilities as well as academic and career guidance for AAA level hockey players. “Everyone has a significant impact on making this one of the most prestigious tournaments in the country from the players, the coaches, their families and our sponsors.”

In addition to a weekend of exciting hockey tournaments, opening night presented an array of activities for spectators, including a photo op with the Stanley Cup and all of the NHL trophies. In fact, the World Hockey Invite was the only event aside from the All-Star game that all of the NHL trophies are displayed together in one place. Additionally, Dave Hanson, Steve Carlson and Jeff Carlson from the hit movie Slap Shot signed autographs and offered photo ops. Attendees also enjoyed delicious Genuine Broaster Chicken and Broaster Express foods throughout the night.

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<sup>™</sup> 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.