

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 Company 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.

Crandall's Restaurant Honored for Strong Commitment to the Community

Local Hebron Destination Accepts Broaster Company's Golden Chicken Award for Operator Excellence

BELOIT, Wis. (Feb. 3, 2015) – Hebron, Ill.-based Crandall's Restaurant was honored as the recipient of Broaster Company's Golden Chicken Award for Operator Excellence in a celebration at the restaurant on February 3rd, 2015. The restaurant received the recognition for its history of commitment to the Hebron community, much of which centers around serving Genuine Broaster Chicken[®].

"Crandall's Restaurant has been a long-standing destination within Hebron, exemplifying everything it means to be an Operator of Excellence," said Jay Cipra, President of Broaster Company. "It is clear that Crandall's functions with the customer in mind, and we are proud to present this award to an operator with such a strong commitment to the community."

Crandall's Restaurant has been a local Hebron favorite serving Genuine Broaster Chicken since 1960 when it opened under the name Ken's Drive Inn & Restaurant. Many traditions have been started since then at the establishment. When the restaurant opened, Wednesday nights were "all you can eat" Genuine Broaster Chicken which proved to be a very popular venture. The Alden-Hebron High School Football team also enjoys an all-you-can-eat-buffet of Genuine Broaster Chicken as part of a victory celebration on game nights. The restaurant extended those traditions into a feature attraction of all-you-can-eat world famous Genuine Broaster Chicken, served every day. While still a popular attraction, Wednesday nights remain the busiest weeknight at the restaurant, owing to the strong sense of local tradition and draw for the product.

Crandall's commitment to the community often directly involves the restaurant. They purchase local meat and produce, and sponsor and support the Hebron Fire Department Pig Roast as well as the high school's booster club "Feather Party" Turkey Raffle. Additionally, a variety of service organizations use Crandall's as a destination site for meetings. With a strong sense of community and a unique connection to local Hebron residents, Crandall's Restaurant and Genuine Broaster Chicken will continue to be a winning combination for years to come.

For over 60 years, Broaster Company has offered its 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.