

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 Returns to the 2017 NRA Show

The booth is set to once again act as a destination amongst chicken lovers.

BELOIT, Wis. (May 1, 2017) – Broaster Company is excited to announce their return to the 2017 National Restaurant Association Show in Chicago this May. Broaster[®] Pressure Fryers, Genuine Broaster Chicken[®], Broaster Express[®], and the company's latest announcement will be showcased, supplementing the industry demand for high-quality, fresh branded foodservice programs.

With a greater emphasis on current trends including taste and flavor profiles, operator support, and convenience, Broaster Company's booth No. 3801 will demonstrate their ability to offer operators an on-trend foodservice program, as well as their earnest commitment to serve each of their operators with in-demand, high-quality products and flavors.

“Our dedication to excellence and innovation in the foodservice industry has allowed Broaster Company's portfolio of delicious foods and supreme equipment to grow even greater this year,” said Jay Cipra, President/CEO of Broaster Company. “We're excited to showcase a new addition to the brand at this year's booth.”

Last year, Broaster Company's NRA booth was proud to serve 15,000 show guests a variety of their popular hot food items. The booth served 8,120 pieces of tender and juicy chicken and a total of 2 tons of crispy Broaster Company foods overall. The booth is gearing up for even larger numbers this year.

Additionally, booth No. 3801 will also highlight Broaster Company's upgraded dipping sauce line. The full line of Broaster Express dipping sauces is offered in easy-to-open 1.25 oz. portion packs. The packaging design complements on-the-go menu options and also means no extra labor for operators.

Broaster Company takes the needs of foodservice operators and matches them with their line of equipment, food and other solutions to bring a turnkey solution to life within their operation. Known for their world-famous line of Broaster Pressure Fryers, the equipment cooks food in a fraction of the time as open fryers.

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.