

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 Announces Upgraded Dipping Sauces

Features New Flavor Profiles of Existing Consumer Favorites

BELOIT, Wis. (May 9, 2016) – Broaster Company has announced the rollout of new flavor profiles to add even more taste to their existing Broaster Express[®] food program. The sauces have been developed in a continued effort to meet changing customer preferences and flavor trends.

The new, delicious sauces pair perfectly with the variety of Broaster Express food items, which include seasoned and ready-to-cook chicken fillets, wings, potato wedges, mozzarella sticks, popcorn chicken and more. The updated sauces will feature the following popular flavor profiles:

- Honey Mustard
- BBQ
- Chipotle
- Wing
- Ranch

“Broaster Company has been an American favorite for more than 60 years,” said Jay Cipra, President of Broaster Company. “After continual development and consumer feedback, we’re pleased to welcome our updated line of sauces to the market.”

The full line of Broaster Express dipping sauces will continue to be offered in easier-to-open packaging in 1.25 oz. portion packs. The packaging design complements on-the-go menu options and also means no extra labor for operators.

“We’re proud to give operators the opportunity to provide a professional look to their operation, while allowing customers to customize their taste experience,” said Chad Vendette, Director of Marketing at Broaster Company.

The new line of dipping sauces will be showcased and available for sampling at the 2016 NRA show at Broaster Company’s booth No. 3801.

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.