

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[®] to Debut at Pizza Expo 2017

BELOIT, Wis. (March 7, 2017) – Broaster Company is excited to announce their entrance at the International Pizza Expo on March 28-30, 2017 in Las Vegas. Genuine Broaster Chicken[®] and Broaster[®] Pressure Fryers will be showcased, engaging the industry demand for high-quality, fresh branded foodservice programs.

Known for their world-famous Genuine Broaster Chicken menu item and its line of Broaster Pressure Fryers, Broaster Company offers best in class products that are exclusive in the marketplace. The company takes the needs of foodservice operators and matches them with their line of equipment, food and other solutions to bring a proven and trusted turnkey solution to life within their operation.

“Pizza operators have seen tremendous success by adding Broaster Company's branded foodservice program to their operation; its giving them a real edge amongst competition,” said Jay Cipra, President/CEO of Broaster Company. “For operators wanting to sell uniquely delicious foods that are loved by consumers everywhere, Genuine Broaster Chicken is ideal. We're proud to offer pizza operators the opportunity to set themselves apart from other pizza establishments by expanding themselves with additional products for customers.”

At booth No. N2315, Broaster Company will be offering samples of their famous and beloved Broasted[®] chicken. It's prepared with the freshest available chicken, proprietary ingredients and Broaster's own unique cooking process.