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Broaster[®] Company Simplifies Entry into Convenience Store Foodservice

Serving Kiosk Makes It Easier than Ever to Enter the Foodservice Game

BELOIT, Wis. (Sept. 10, 2014) – Rounding out a 60 year anniversary and total rebrand, the Broaster Company is introducing the newest addition to its already stellar line-up of high-quality foodservice equipment and its branded food program. The new serving kiosk is an all-inclusive package that comes with everything convenience store operators need to grab a larger share of the foodservice dollar.

Broaster Company's kiosk line comes in three sizes – four, six and eight foot – and is available branded as Genuine Broaster Chicken or Broaster Express™. The all-inclusive package comes with a warmer, a printed or optional digital menu board, and fully wrapped, eye catching graphics. Convenience store operators can essentially drop the self-serving kiosk program into the store, and be in the foodservice business the same day.

“Foodservice can deliver the highest profit margin in a convenience store, and a growing number of operators have realized the opportunity and potential of c-store foodservice programs,” said Jay Cipra, CEO and President of Broaster Company. “Broaster Company's branded kiosk package is a whole new profit center for the Operator, providing everything they need to get into the foodservice market, without the hassle.”

Broaster Company will unveil the new kiosk package at booth No. 5247 at the NACS Show Oct. 8-10, 2014 at Las Vegas Convention Center. Broaster will also be showcasing its new SmartTouch™ technology for pressure fryers and sampling Broaster Express food favorites. Everything at the Broaster Company booth will feature its new branding, from packaging to promotional collateral. The rebrand represents a modernized experience, streamlined offerings and consistency for the consumer.

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 to 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.

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 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.

