

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 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.

Broaster[®] Company Simplifies Pressure Fryer Technology

SmartTouch[™] Touchscreen Controller Caters to the User

BELOIT, Wis. (May 8, 2014) – Following a 60th anniversary and a brand refresh, the Broaster Company continues to streamline processes for Operators with its new SmartTouch[™] touchscreen controller for Broaster Pressure Fryers. This new technology makes it easier for the Operator to cook Genuine Broaster Chicken[®], food favorites from Broaster Express[™], and other Broaster Foods[®].

The large, full-color touchscreen on SmartTouch features a complete library of preset Broaster Foods cook times and product photos, making it simple for the Operator to cook with a touch of the screen. Cook times are easy to transfer from one machine to another via USB port, a useful feature for Operators with multiple machines or locations. SmartTouch automatically provides totals of cooked loads and the number of cycles since the cooking oil had been filtered. The technology also has automatic idle and shut-off modes which help control energy consumption and reduce operating costs.

“SmartTouch offers preprogrammed cooking procedures for 46 Broaster Foods products and has advanced flexibility which allows Operators to program any menu item they serve,” said Chad Vendette, Director of Marketing at Broaster. “The technology is highly intuitive making employee training easy. Running diagnostics is simple as well and SmartTouch provides a service log and history with the tap of the screen.”

SmartTouch is an available option on all new Broaster Pressure Fryer models and is available for retrofitting on all current models. To learn more about SmartTouch technology, contact your authorized Broaster Distributor or visit www.broaster.com.