

## FOR IMMEDIATE RELEASE

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### About Broaster Company

Broaster<sup>®</sup> 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<sup>®</sup> product and the Broaster Express<sup>®</sup> 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<sup>®</sup> Takes Branding Beyond Foodservice Programs

### The Favorite Fried Chicken Brand Becomes Team Genuine Broaster Chicken Honda in the 2017 MotoAmerica Superbike Championship.

BELOIT, WI. (March 2, 2017) – Broaster Company is proud to announce Team Genuine Broaster Chicken Honda, a key player in the Superbike class for the 2017 MotoAmerica season. This marks the first year Broaster Company's involvement with the RoadRace Factory is elevated to a corporate-wide level of participation.

"We're excited to build our brand beyond foodservice as a part of the RoadRace Factory," said Jay Cipra, President/CEO of Broaster Company. "We're looking at some very exciting things for the future of the Broaster Company. Team Genuine Broaster Chicken Honda allows us to connect with our customers and consumers unlike never before. Our partnership gives our fans something more to cheer about."

The partnership presents Broaster Company with a variety of direct-to-consumer marketing avenues. Last year, Broaster Company's Distributor, Broaster Sales & Service spotlighted around a dozen life-size cutouts of superbike veteran rider, Jake Gagne, for participating convenience stores. This year, Broaster Company plans to roll out 500 cutouts for c-store locations around the country. Accumulating around 450,000 views a day, the cutouts are generating big impressions for Genuine Broaster Chicken, Honda and the 2017 MotoAmerica racing season.

"The increase in store sales shows how relevant our product is to MotoAmerica fans," said Chad Vendette, Director of Marketing at Broaster Company. "Our operators are excited about the store displays and the extra attention its bringing to their hot, prepared food items, especially our Broasted<sup>®</sup> Chicken product offerings."

Team Genuine Broaster Chicken Honda is comprised of the experienced team owner Danny Walker, veteran rider Jake Gagne, and motorcycles and technical support from Honda.