

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.

Chicago Restaurant Opening: Genuine Broaster Chicken[®] Brings the Best in Fried Chicken to Union Station

The original Broasted[®] chicken will make up one-third of the latest restaurant concept catering to commuters.

BELOIT, Wis. (May 10, 2017) – Genuine Broaster Chicken is pleased to become the newest addition to Chicago's Union Station dining scene. Genuine Broaster Chicken will join a trio of quick-service operations, forming the new 'Serving Chicago's Finest,' the latest concept from Faber Coe & Gregg, Inc.

'Serving Chicago's Finest' will offer affordable yet delicious downtown dining choices for those seeking a quick workday lunch or a convenient dinner for evening commuters. Catering is also available to local companies in the area. Boasting something for everyone, the three 8-foot counter-style restaurants will consist of sandwich, pizza and Broasted chicken operations.

The Genuine Broaster Chicken location will menu their famous Broasted chicken, always prepared with the freshest available chicken, proprietary ingredients and a distinctive cooking process. Pressure fried in a patented Broaster[®] Pressure Fryer, the end result is an amazing aroma and incomparable taste producing tender and moist chicken that's not too greasy, but extra crispy. The Genuine Broaster Chicken spot will also serve a variety of items from the Broaster Express[®] Branded Food Program, including chicken tenders, beer battered shrimp, jumbo corn dogs and mozzarella sticks.

"Being a part of an operation called, 'Serving Chicago's Finest' speaks for itself," said Jay Cipra, President/CEO at Broaster[®] Company. "We're proud to be distinguished under this title. We know consumers will be excited to see the Broaster name because they trust they can always receive consistent, quality and iconic tastes, no matter what."

Union Station, the massive, iconic Beaux-Arts train station with urban & commuter rail lines, shops and eateries is located on 225 S Canal St. in Chicago. 'Serving Chicago's Finest' will be located near the station's sports bar, The Junction Chicago, which will also serve Genuine Broaster Chicken and Broaster Express menu items.

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.