

WINTER 2016

# WHAT'S COOKIN'

A QUARTERLY NEWSLETTER FOR LICENSED TRADEMARK OPERATORS

## Finding the "Why" as a Licensed Trademark Operator



Peter Docker is passionate about enabling others to be extraordinary. Working with individuals and organizations inspired by Simon Sinek's theory of "The Golden Circle," as illustrated in Simon's bestselling book, *Start With Why: How Great Leaders Inspire Everyone to Take Action*, Peter helps to harness the power of "why" to create extraordinary cultures and sustainable high performance.

A leadership consultant and executive coach, Peter has engaged at senior levels with several of the world's largest companies, developing an understanding of many industries including oil and gas, construction, mining, pharmaceuticals, healthcare, banking, aviation, and many more.

Peter Docker, a popular motivational speaker, delivered an extraordinary message during his presentation at the recent Broaster Company Distributor Conference. Docker's presentation was entitled, "Start with the Why". The "why" is the center of the golden circle, the reason that we do what we do.

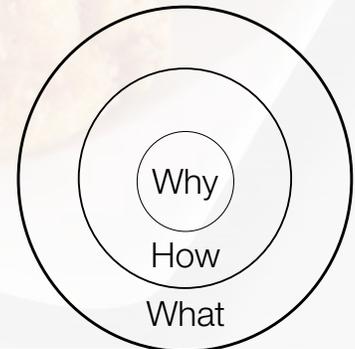
Every business on the planet knows "what" they do; these are the products they sell or the services they offer.

Some businesses know "how" they do it; these are things that are special or that set them apart from their competition.

However, when it comes to "why", very few businesses know why they do what they do. "Why" is not about making money; that is a result, a by-product. The "why" is a purpose, a cause, a belief. It is the very reason that your organization exists.

Why are some people and businesses more innovative, more influential and more profitable than others? Why do some command greater loyalty and respect from customers and employees? Even among those who are successful, why are so few of them able to repeat their successes?

As Licensed Trademark Operators of Genuine Broaster Chicken® and/or Broaster Express®, the elements of the Golden Circle transcends to you as well. The elements of the Golden Circle can *(continued on following page)*



**The Golden Circle, inspired by Simon Sinek, is the purpose, cause, or belief that inspires you to do what you do.**

**BROASTER**  
company

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(continued from preceding page) have an impact on your business as well and ours are listed below:



**What:** Produce and personally support a unique bundle of best in class pressure fryers, proprietary ingredients, compelling merchandising and unparalleled service to enhance any menu and patron experience.

**How:** With our original iconic brand, supported by a team as passionate about great food as you are.

**Why: We believe that every experience of Genuine Broaster Chicken® should create lifelong memories and remind you of chicken perfected.**



**What:** Produce and support a unique bundle of reliable equipment, exclusive food offerings and compelling merchandising to turn any convenient environment into delicious.

**How:** Capitalizing on our chicken experience and proprietary recipes we bring you a complete program with exclusive tastes and convenience in a fast and fun environment.

**Why: We believe convenient foods should be amazing!**

For more information on how the "why" can have a positive effect on you and your business, visit [startwiththewhy.com](http://startwiththewhy.com).

## Loyalty Programs: Re-engaging Your Customers

You, as a Broaster Company® Licensed Trademark Operator, want to attract customers. Once your customers visit, you want them to return; a loyalty program is an effective method in which to turn first-time patrons into faithful regulars.

Whether you own a single restaurant or a chain of convenience stores, customer loyalty is an important element of your success. There are four types of loyalty programs:

The first is a punch card. This simple, no tech loyalty program comes in the size of a business card with an offer that each time the customer makes a purchase on a featured item, the card is punched or stamped. When the card receives the appropriate number of punches or stamps, the customer receives a premium, determined by you, for their loyalty. An important aspect with this type of brand loyalty is that in order to be successful, every customer must be offered this benefit. Broaster Company offers punch cards which

are available from your authorized Distributor in both Genuine Broaster Chicken® and Broaster Express® formats. As an Operator, you can customize these cards and purchase them through your Distributor.

Creating a loyalty database is the second type. To begin this low tech loyalty program, a business owner needs to collect contact information by hiring or purchasing a text or e-mail platform and key in customer contact information.

The third type is high tech in which retailers can utilize third-party programs such as CityGo, BellyCard, SpotOn, 5 Star and POS Systems. With this type of system, business owners can target particular customers who may not visit their establishment as much as others with more electronic messages via e-mail,

smart phone, etc.

The final method of gaining customer loyalty is through an integrated program. (continued on following page)



Broaster Company offers colorful, attractive punch cards in both Genuine Broaster Chicken® and Broaster Express® varieties.



*(continued from preceding page)* Through this type of program, retailers have the ability to measure exactly what their customers purchase, how often and why they purchase those particular items. These programs can be developed by a third-party or in-house.

Whichever type you choose, be sure that it has value for your particular business. A punch card may work well for one Operator, whereas another may seek more information from their customers. Finally, word of mouth is vital in helping to maintain customer loyalty. Making sure that your customers have a pleasant experience combined with a loyalty program is a recipe for success.

## Convenience Store Facts

- Per C-Store: 1,100 customers per day - 400,000 per yr.
- On average, each c-store employs 18 people
- New store average size - 3,590 square feet
- C-stores now average 2,500 - 3,000 SKUs
- 83.5% of convenience stores sell gasoline
- 83.5% of goods also purchased at convenience stores are consumed within an hour and 60% are consumed immediately!

Source: NACS® State of the Industry Annual Report

## Classic Favorites Still Popular

Perennial Favorites: Just because it isn't "trendy" doesn't mean it isn't popular

### FULL-SERVICE MENUS

- 1 Barbecue
- 2 Italian Cuisine
- 3 Fried Chicken**
- 4 French Toast
- 5 Frying
- 6 Oatmeal
- 7 Comfort Food
- 8 Fruit Deserts
- 9 Pulled Pork
- 10 Chicken Wings**

### LIMITED-SERVICE MENUS

- 1 French Fries
- 2 Poultry Items**
- 3 Bacon
- 4 Bottled Water
- 5 Beef Items
- 6 Hamburgers/Cheeseburgers
- 7 Side Salads
- 8 Onion Rings**
- 9 Soft Drinks
- 10 Pizza

Source: National Restaurant Association, 2015 Restaurant Industry Forecast

## Food as Self Expression

Food represents and defines the individuality of people and they're not afraid to share their experiences...

**More than 29 million Americans have posted a picture of food or drink from a restaurant via social media!**

Sources: Nation's Restaurant News; Mintel; National Restaurant Association

## Did You Know...

Millennials (individuals between the ages of 22-37) visit a convenience store at least once a month!

Source: Technomic

# BROASTER<sup>®</sup> company

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## WHAT'S COOKIN' NEWSLETTER

### 2016 Trademark Operator Seminars Schedule:

**April 19-20**

**June 14-15**

**August 23-24**

**September 20-21**

**November 15-16**

*\*Dates subject to change*

## Grow Your Business by Attending our Operator Seminars!

Discover the methods necessary to attract customers to your door when you attend our Licensed Trademark Operator Training Seminar at Broaster Company's state-of-the-art training facility in Beloit, Wisconsin.

This informative two-day seminar provides you with an in depth look at everything from preparing Genuine Broaster Chicken<sup>®</sup> to Broaster<sup>®</sup> Pressure Fryer operation and much more.

Building a successful branded business involves the skills you will learn when you join us at our Licensed Trademark Operator Training Seminar! For additional information, please contact Lois Zide at 608-365-0193, extension 310 or via e-mail at [lzide@broaster.com](mailto:lzide@broaster.com).



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