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Dynamic Sales and Marketing Executive Joins the Broaster[®] Company Team

Peter Barnecut Brings Foodservice Acumen as Vice President, Sales and Marketing

BELOIT, Wis. (June 10, 2014) – With nearly 40 years of executive and managerial experience in the foodservice industry, Peter Barnecut joins Broaster Company as vice president, sales and marketing. Barnecut fulfills a role facilitating domestic and international sales teams, marketing, customer service and technical support at the foodservice equipment and food provider, bringing years of industry know-how garnered from positions at companies including BKIWorldwide, Enodis, Carlisle Foodservice, and Procter & Gamble.

“This position brings an extraordinary opportunity to work with a dynamic, customer oriented, quality driven team, Barnecut said. “Broaster Company is on the move – engaged in an exciting growth initiative leveraging a premium, high quality brand with new products, marketing and services.”

Barnecut comes to Broaster Company from BKI-Worldwide as director of sales, North America, facilitating retail and foodservice equipment sales and marketing teams in the U.S., Canada and Mexico. With a focus on regional and national chain operators, Barnecut helped expand the foodservice business segment and led the retail sales team to consistent year over year growth. Prior to BKI-Worldwide, Barnecut served in a variety of sales and marketing roles at foodservice companies: general manager, wholesale equipment distribution with Scotsman Ice Systems (ENODIS); vice president, international sales and marketing at Ice-O-Matic; vice president sales and marketing at Carlisle Foodservice, among others.

“Broaster Company’s growth and success is largely attributed to its people, and Peter’s wide range of practice in foodservice equipment sales and marketing, coupled with his enthusiasm, make him a natural fit for this position.” said Jay Cipra, CEO and President of Broaster Company.

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 worldfamous Genuine Broaster Chicken and other delicious grab-and-go foods.

To learn more about Broaster Company, contact your authorized Broaster Distributor or 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.