

## 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.

## Genuine Broaster Chicken<sup>®</sup> is celebrated in the Midwest

### Minnesota television viewers declare local restaurant as 'Best Broasted Chicken in Minnesota'

BELOIT, Wis. (March 15, 2017) – The Brass Rail, a licensed Genuine Broaster Chicken operator, has been named in the 'Best of Minnesota' by CBS Minnesota. Serving Broasted Chicken<sup>®</sup> for over 40 years, the establishment has become a destination for Minnesota-residents seeking world-famous Genuine Broaster Chicken.

The Brass Rail, located in Grandy, opened in May of 1969 and continues to serve delicious Broasted Chicken in a family atmosphere. The restaurant serves anywhere from 60 to 100 cases of Broasted Chicken per week depending on the time of the year, which equates to roughly 112,000 to 120,000 pounds of chicken.

Genuine Broaster Chicken is prepared with the freshest available chicken, proprietary ingredients and a distinctive cooking process. Pressure fried in a patented Broaster Pressure Fryer<sup>®</sup>, the end result is an amazing aroma and incomparable taste producing tender and moist chicken that's not too greasy, but extra crispy.

"We were excited about the Brass Rail's award," said Jay Cipra, CEO/President at Broaster Company. "They're serving a shocking amazing amount of chicken for a restaurant of their size in a small town. These stories make us proud to offer our operators a world-class product that allows them to act as a destination for customers and receive local, honored recognition."

The Brass Rail operates nine Broaster Pressure Fryers to satisfy their customer's poultry demands. Broaster Pressure Fryers cook food in a fraction of the time of open fryers, offer less grease and a crisper final product. Broaster Company<sup>®</sup> takes the needs of foodservice operators and matches them with their line of equipment, food and other solutions to bring a turnkey solution to life within their operation.