

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.

Broaster[®] Company Kicks Taste Buds with New Genuine Broaster Chicken[®] Spicy

The extra crispy, juicy and tender chicken will add even more value to operations looking to meet consumer demand for daring flavors.

BELOIT, Wis. (October 14, 2016) – Broaster Company is bringing the heat to the 2016 NACS show in Atlanta, GA. The company has announced the launch of Genuine Broaster Chicken Spicy. The new menu item features a one-of-a-kind flavor profile that will entice heat-seekers with its bold and spicy tastes.

A craveable game-changer, Genuine Broaster Chicken Spicy is everything consumers know and love about Genuine Broaster Chicken, boasting tender, juicy and delicious flavor all the way to the bone, but with an added spicy kick. Chickite[®] Spicy Marinade infuses the flavors of the Hatch Chili Pepper, Habanero Pepper and Chipotle Chili deep into each piece. Slo-Bro[®] Spicy Coating adds the heat of the Hatch Chili Pepper and the Habanero Pepper with a special blend of other seasonings to elicit just the right amount of heat with every bite.

“As spicy flavor profiles continue to grow in popularity, we knew adding our own bold tweak to our Genuine Broaster Chicken would thrill the taste buds of consumers seeking that extra kick,” said Jay Cipra, President of Broaster Company. “We’re excited to offer our operators an on-trend menu addition that is sure to satisfy their adventure-seeking guests.”

Broaster Company also offers a line of delicious dipping sauces, including an upgraded ranch sauce, to pair perfectly with the new Genuine Broaster Chicken Spicy.

Genuine Broaster Chicken Spicy will be showcased and available for sampling at the 2016 NACS show at Broaster Company's booth No. 5907.

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.