

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 to Showcase New Innovation at 2015 NACS Show

New Counter-Top Serving Kiosks Add Value to Convenience Store Foodservice Programs

BELOIT, Wis. (October 7, 2015) – Broaster Company will be using this year's NACS Show to introduce their latest innovation in merchandising. The new turnkey kiosk fits onto any counter-top and transforms it into a fully branded, ready to serve destination.

The counter-top serving kiosk will allow operators to offer a full-service foodservice program with little maintenance required. Designed with space-conscious business owners in mind, the kiosk offers an attractive, sturdy and branded display, making merchandising easier than ever.

“Our Broaster Express Branded Food Program has changed the game in the new age of grab-n-go dining,” said Jay Cipra, President of Broaster Company. “The counter-top serving kiosk is an ideal platform for operators to promote their Broaster Express business and drive sales through the eye-catching graphics and easy visibility of product display.”

The counter-top serving kiosks are available in a variety of sizes, offer easy installation on existing counter-top space and are engineered to fit over Broaster Equipment Heated Display Cases. The all-inclusive kiosk package includes a canopy with a full-color menu board insert, a custom price kit and optional LED lighting. Whether branded as Genuine Broaster Chicken or Broaster Express, the kiosks are sure to add tremendous value to operators' existing foodservice programs.

To learn more about the Broaster Company's new products, contact your authorized Broaster Distributor or visit www.broaster.com.

2 Pan Width



3 Pan Width

