

WHAT'S COOKIN'

THE BROASTER® OPERATOR NEWSLETTER • WINTER 2012

C-STORE SUCCESS

Broaster® branding helped businesses grow

Convenience stores, also referred to as c-stores, face challenges that are somewhat different from other types of retailers. One of the challenges is promoting many items within a small area.

However, business is booming for two such c-stores, thanks to their use of Broaster branded point-of-sale (POS) materials.

Handy Food Mart, a c-store in suburban Bardstown, KY (pop. 11,700), has benefited immensely by incorporating Broaster POS materials in their take-out area.

Owner Tim Hutchins says he has been pleased with the response from his customers, 75% of which are local. "After utilizing Broaster marketing pieces," Tim says, "we set a one-day record and made over \$1,800!" Tim adds, "Hot food sales are up 38% which also helps to increase foot traffic and sales of other items."

Handy Food Mart features Genuine Broaster Chicken® as well as other popular Broaster foods such as hot and mild wings, potato wedges, and jumbo popcorn chicken. Their three Broaster® pressure fryers are kept busy with in-store sales as well as catering.

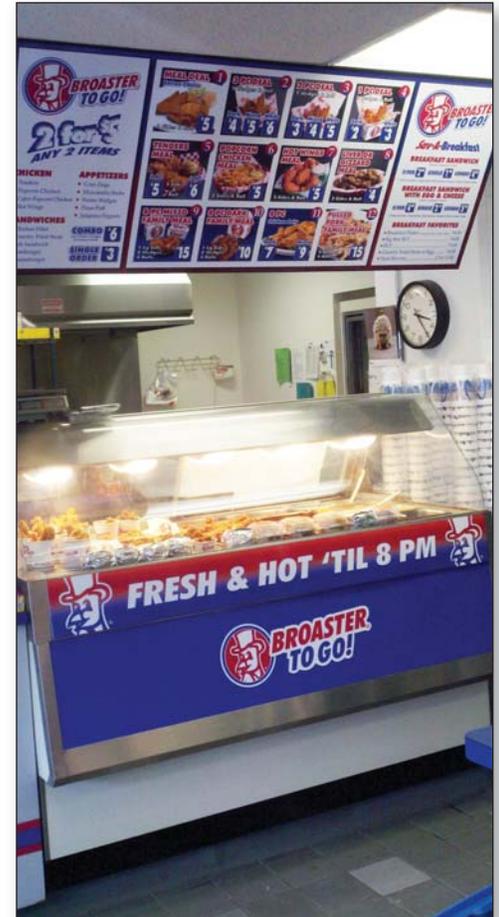


Before (above): The warmer at Sav-A-Step before the branding transformation. **After (right):** The updated warmer complete with colorful graphics on the front and a 72" x 28" foam menu board above.

Another c-store that has enjoyed the success of utilizing Broaster branding materials is Sav-A-Step, Store #60. This c-store, located in Memphis, Indiana since 2004, is just 9 miles from Louisville, Kentucky.

Cindy Bullock, deli manager for the Sav-A-Step chain of stores has noticed tremendous growth since the store underwent re-branding in early May.

"I've been in the foodservice business for 15 years and started many new programs," states Cindy, "but never have I seen any of them take off the very first day. We had a \$150 increase in the first day of deli sales and an increase of \$1,400 in the first week in deli alone, as well as an increase within the rest of



the store." Using a single Model 1600 Broaster pressure fryer, Sav-A-Step not only sells 5-6 cases of Broaster Chicken per week but other popular Broaster items as well. Fresh tenders, hot wings, potato wedges, and livers and gizzards are a few of the other Broaster foods that Sav-A-Steps' local clientele enjoy. Cindy adds, "The concept is so enticing for the customer. The 2 for \$5 is such an easy, suggestive sell; and, the deli case looks amazing with all of the items in Broaster cups. The menu looks great and is easy for the customer to understand. It also draws women shoppers for the dinner bucket."

The Broaster Company extends its congratulations to both stores on their success! ■

Left: Broaster® branded point-of-sale materials have helped to increase profits for Handy Food Mart in suburban Bardstown, Kentucky. Posters, warmer and counter decals, a foam menu board, and an apron worn by the server all help to drive foot traffic to their hot deli and catering lines.



2012 OPERATOR TRAINING SEMINARS



Ready to improve the efficiency of your Broaster® business? Become a Broaster Operator Training Graduate! We offer several training seminars throughout the year at our state-of-the-art training facility in Beloit, WI.

Our in-depth seminars cover Genuine Broaster® foods information, general food preparation, safety practices, marketing, and much more.

To make the commitment to better your business, contact Judy St Clair at 800-365-8278 or use the “contact us” form located on our website at:

www.broaster.com/contact.htm

2012 Training Dates

March 21-22

April 18-19

June 20-21

August 15-16

September 19-20

October 17-18

November 7-8

BROASTER KOSHER CERTIFICATION

There are several kosher organizations that certify products as kosher. Each kosher organization has their own kosher symbol which is a registered trademark of that particular organization.

Kosher certification at The Broaster Company is supervised by the Chicago Rabbinical Councils (cRc). Their rabbi visits us on a monthly basis to review the production methods and the raw in-

gredients used to produce our breadings, marinades, and batters.

Each approved raw ingredient must have a current kosher certificate, which is renewed on an annual basis. A processing order chart is also required to group the products into different categories (kosher pareve, kosher dairy, and non-kosher). In addition, there are strict regulations on cleaning practices when processing changes from one category to

another.

Once a product is certified kosher, it is labeled with the kosher symbol on the outer packaging. While our line of Broaster® Recipe frozen foods does not include any kosher labeled products, nearly all of our breadings, marinades, and batters are certified as either kosher pareve or kosher dairy. A complete list can be found on our website at:

www.broaster.com/pdfs/kosher.pdf

All of us here at The Broaster Company are grateful for the opportunity to have served you during 2011. We look forward to helping your business continue to grow during 2012!