



# **BROASTER** *express*<sup>®</sup>

*WHY PEOPLE CROSS THE ROAD™*

Food Fun on the Run

It's deliciously satisfying fun food that's ready when you are. With the Broaster Express<sup>®</sup> Branded Food Program, you can serve your guests a convenient variety of lip-smacking favorites quickly and easily.

# Everything you need for smile after smile of total guest satisfaction.

If it's got the Broaster® name on it, customers will know it's good, because all our foods are prepared using proven guest-pleasing recipes. It's the perfect meal or snack satisfaction for people on the go, in-car munchers, impromptu parties, emergency cravings, family fun, and on and on.

The Broaster Express® Branded Food Program features our exclusive Broaster Ventless Fryers or our Broaster Pressure Fryers and delicious top-quality, ready-to-cook Broaster Foods®. We also offer a full line of appetizers and dipping sauces. It's an unbeatable line-up of grab 'n' go scrumptiousness that will keep customers coming back again and again.



## A Total Program That's All-Inclusive

The Broaster Express® Branded Food Program makes it easy to attract customers with their favorite array of finger foods, snacks and appetizers. All prepared and served in minutes.

**This innovative, licensed trademark program is ideal for anyone who wants to fuel profitability by offering a menu of the most popular hot-food items.**



Operators interested in the program simply need to comply with the following requirements:

- Prepare Broaster Express menu items using the specified ready-to-cook Broaster Foods®
- Cook in a Broaster Ventless Fryer or Broaster Pressure Fryer
- Have a signed, licensed trademark agreement on file with the Broaster® Company
- Promote your Broaster Express program using the specified signage and packaging

The Broaster Express Branded Food Program is a complete branded program that delivers all these benefits to your operation:

- A full line of top-quality, frozen, ready-to-cook Broaster Foods
- A choice of efficient Broaster Ventless Countertop Fryers or Broaster Pressure Fryers
- High-quality cooking oil with no cholesterol, no trans fat and low saturated fat content
- A full line of branded packaging supplies
- A wide variety of branded point-of-sale and promotional items
- National Branding
- On-site foodservice and equipment training
- Ongoing local distributor support and assistance
- Store locator and website support

**All with no franchise, royalty or licensing fees. You control and keep your profits.**

# Foods That Are Ridiculously Delicious

## Top-Quality Broaster Foods®

Our easy-to-use pressure fryers or ventless fryers are only the beginning. With each delicious selection of Broaster Foods you add, your profitability potential multiplies. Each is made of the highest-quality ingredients, breaded and ready to cook – for a taste so distinctive customers will say, “Food this good has gotta be from Broaster.”

With Broaster Foods, you get all of our popular seasonings, coatings and flavorful marinades in a full-line of popular grab ‘n’ go foods: chicken, seafood, potatoes, corndogs, cheese sticks, onion rings and a lot more. Offer them for breakfast, lunch and dinner, or as appetizers and snacks. They’re ideal for today’s busy customer.

With the Broaster Express® Branded Food Program, you’ll add all the quality and flavor of Broaster Foods to your menu without adding a lot of work. And because they come frozen and ready-to-cook, you control costs by preparing only the portions customers want. So you profit by the plateful.



# Equipment That's Best For Your Business



## Broaster® Ventless Countertop Fryers & Broaster Pressure Fryers

Preparing a variety of delicious Broaster Foods® is easy with the line of proprietary fryers manufactured by the Broaster Company. From compact to full-size, there's the perfect fryer to fit your operation's needs.

### Broaster Ventless Countertop Fryers

Our Ventless Countertop Fryers combine small footprints with compact designs to allow these convenient fryers to fit on virtually any countertop. They're perfect to prepare all ready-to-cook Broaster Foods where only limited space is available. Operation is simple – no cooking experience is necessary. It's as easy as ready ... set ... cook.

### Broaster Pressure Fryers

For larger operations, our amazingly efficient Broaster Pressure Fryers not only prepare our ready-to-cook Broaster Foods, but they are the only equipment approved to produce Genuine Broaster Chicken®. Because less oil is absorbed, foods are more tender and juicier, and taste better and are healthier.

For details on our fryer line and help deciding which is best for your operation, contact your Broaster Distributor.



BROASTER VF-3



BROASTER VF-2



BROASTER 1800



# Profit Potential with Every Bite

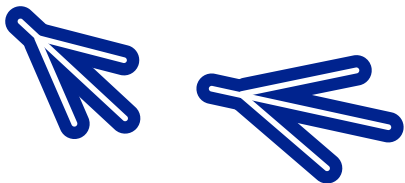
With the Broaster Express® Branded Food Program, it's easy to boost your operation's profitability. The more items you add, the more potential for profits.

Below are some sample projections based on the estimated sales of three of our popular items. You can see how easy it can be to profit with this no-fee licensed trademark program.

## Profit Projections as of February 2014.

|   |                    | as few as<br>10 orders/day | as few as<br>20 orders/day | as few as<br>30 orders/day |
|---|--------------------|----------------------------|----------------------------|----------------------------|
| <b>Broaster Express Chicken Tenders</b> |                    |                            |                            |                            |
|   | <b>(3 tenders)</b> |                            |                            |                            |
| Total Cost of Product and Packaging     | \$1.40             |                            |                            |                            |
| Selling Price                           | \$3.30             |                            |                            |                            |
| Gross Profit Per Order                  | \$1.90             | \$19.00                    | \$38.00                    | \$57.00                    |
| Profit Per Month                        |                    | \$570.00                   | \$1,140.00                 | \$1,710.00                 |
| <b>Broaster Express Potato Wedges</b>   |                    |                            |                            |                            |
|   | <b>(3 wedges)</b>  |                            |                            |                            |
| Total Cost of Product and Packaging     | \$0.45             |                            |                            |                            |
| Selling Price                           | \$1.13             |                            |                            |                            |
| Gross Profit Per Order                  | \$0.68             | \$6.80                     | \$13.60                    | \$20.40                    |
| Profit Per Month                        |                    | \$204.00                   | \$408.00                   | \$612.00                   |
| <b>Broaster Express Cheese Sticks</b>   |                    |                            |                            |                            |
|   | <b>(3 sticks)</b>  |                            |                            |                            |
| Total Cost of Product and Packaging     | \$0.68             |                            |                            |                            |
| Selling Price                           | \$1.72             |                            |                            |                            |
| Gross Profit Per Order                  | \$1.02             | \$10.20                    | \$20.40                    | \$30.60                    |
| Profit Per Month                        |                    | \$306.00                   | \$612.00                   | \$918.00                   |

Note: The Broaster® Company or its representative distributors make no claim as to guaranteed sales, costs, or profits. Profitability depends on a number of factors, including volume of customers business, prevailing regional prices, competition, overhead and other factors.



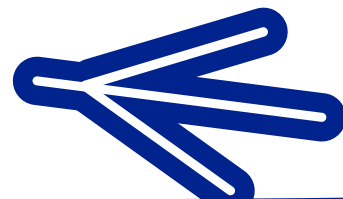
## Accessories for Added Success

A full range of accessory equipment, point-of-purchase materials and packaging supplies are available to complement the Broaster Express® Branded Food Program. Each of these items were specially designed to clearly identify that you are offering the famed Broaster® brand and to act as eye-catching attractions for customers.



- Broaster 4' and 6' Perfect Hold™ hot food countertop or full deli cases with bold Broaster Express logo graphics
- Broaster Designer Series heated merchandisers
- Broaster 4' and 6' metal modules with bold Broaster Express logo graphics
- Broaster utility tables
- Broaster undercounter freezers
- Broaster Express illuminated and non-illuminated signs
- Broaster Express illuminated and non-illuminated menu boards
- Broaster Express promotional materials
- Broaster Express table tents, danglers and posters
- Broaster Express carry-out packaging

Contact your Broaster Distributor for more information.



## BROASTER FOODS® FROZEN PRODUCT SPECIFICATIONS

| Product Description*                                 | Package Description | Product Number | Lbs./ Case | Cooking Time** | Cooking Temp** |
|--|---------------------|----------------|------------|----------------|----------------|
| Jumbo Popcorn Chicken                                | 2/5# bags           | 96262          | 10         | 4.5 min.       | 360° F         |
| Cajun Jumbo Popcorn Chicken                          | 2/5# bags           | 96277          | 10         | 4.5 min.       | 360° F         |
| Chicken Tenders                                      | 2/5# bags           | 96641          | 10         | 5.5 min.       | 360° F         |
| Zesty Home Style Chicken Tenders                     | 2/5# bags           | 96349          | 10         | 5.5 min.       | 360° F         |
| Chicken Fillets                                      | 2/5# bags           | 96638          | 10         | 6.5 min.       | 360° F         |
| Spicy Chicken Fillets                                | 2/5# bags           | 96358          | 10         | 5.5 min.       | 360° F         |
| Traditional Wings                                    | 2/5# bags           | 96261          | 10         | 10.5 min.      | 360° F         |
| Hot 'n' Spicy Wings                                  | 4/5# bags           | 96639          | 20         | 10.5 min.      | 360° F         |
| Boneless Buffalo Wings                               | 2/5# bags           | 96318          | 10         | 5.5 min.       | 360° F         |
| Fully-Cooked Oven Roasted Chicken Wings              | 2/5# bags           | 96351          | 10         | 7 min.         | 360° F         |
| Chicken Gizzards                                     | bulk packed         | 96271          | 10         | 5 min.         | 360° F         |
| Jumbo Corndogs***                                    | bulk packed         | 96431          | 10         | 7.5 min.       | 360° F         |
| Deluxe Pizza Burritos                                | 48 in 7 trays       | 96316          | 15         | 8.5 min.       | 360° F         |
| Deluxe Beef 'n' Bean Burritos                        | 48 in 7 trays       | 96317          | 15         | 7.5 min.       | 360° F         |
| Deluxe Breakfast Burritos                            | 48 in 7 trays       | 96323          | 15         | 8.5 min.       | 360° F         |
| Catfish Tender Strips                                | bulk packed         | 96340          | 10         | 4.5 min.       | 360° F         |
| Hand-Breaded Style Catfish Fillets                   | bulk packed         | 96354          | 10         | 5 min.         | 360° F         |
| Beer Battered Premium Cod Fillet (2 oz. Natural Cut) | 2/5# bags           | 96329          | 10         | 4.5 min.       | 360° F         |
| Beer Battered Premium Cod Fillet (4 oz. Natural Cut) | 2/5# bags           | 96295          | 10         | 5.5 min.       | 360° F         |
| Premium Beer Battered Recipe Shrimp (tail-off)       | 2/4# bags           | 96286          | 8          | 3 min.         | 360° F         |
| Potato Wedges  | 6/5# bags           | 96698          | 30         | 5 min.         | 360° F         |
| Potato Slices  | 6/5# bags           | 96258          | 30         | 3.5 min.       | 360° F         |
| 3-Cheese Mozzarella Sticks                           | 4/3# bags           | 96279          | 12         | 2 min.         | 360° F         |
| Beer Battered Onion Rings                            | 20/0.5# bags        | 96287          | 10         | 1.5 min.       | 360° F         |
| Natural Cheddar Nuggets                              | bulk packed         | 96324          | 7          | 2 min.         | 360° F         |
| Jalapeno Peppers                                     | 4/3# bags           | 96325          | 12         | 2 min.         | 360° F         |

\* Chicken products are premarinated and breaded using only the finest Broaster Foods ingredients. All products are individually quick frozen and uncooked (cheddar nuggets have been par-fried).

\*\* Suggested settings—actual cook time and temperatures may vary depending on product's internal temperature before cooking.

\*\*\* Pork and beef frankfurter wrapped in delicious commmeal batter—should be thawed under refrigeration for 12 hours prior to cooking.



**BROASTER**  
*Express*

**Take the Express to Success.** Bring your customers the tastes they'll be back for again and again. Our delicious grab 'n' go foods and our proprietary compact countertop fryers or our full-size pressure fryers allow virtually any type of business to prepare high-profit food favorites with a minimal investment in space, time and money. For more information, visit [broaster.com](http://broaster.com) or contact your Broaster® Distributor.

Broaster Company | 2855 Cranston Road, Beloit, WI 53511-3991 USA | 1.800.365.8278 | 1.608.365.0193 | [broaster.com](http://broaster.com)

Broaster®, Broasted®, Broaster Chicken®, Broaster Foods® and Broasterie® are registered trademarks of Broaster Company. Genuine Broaster Chicken® and Broaster Express® are also trademarks of Broaster Company. Use of Broaster Company trademarks is permitted ONLY by licensed trademark operators.