

Chicken Perfected



An American favorite for generations, Genuine Broaster Chicken® is simply the very best-tasting chicken you can find. Chicken lovers across America, and worldwide, tell us so. When you become an official licensed trademark operator, you'll have everything you need to serve your guests the amazing tastes they'll be back for again and again.







Chicken Perfected. The one and only Genuine Broaster Chicken®.

*Millions of people love fried chicken, but the chicken they prefer is Genuine Broaster Chicken. It's fresh chicken, Broasted® to tender, crispy perfection. It's America's perfect chicken, made with the perfect recipe for building your business.*



*As a licensed trademark operator, you'll get the products, equipment and support you need to serve your customers a uniquely delicious and satisfying guest favorite. Thousands of satisfied foodservice operators across the country and around the world already do.*

*Preparing Genuine Broaster Chicken begins with our time proven recipe. We add our unique marinade and coating to our proprietary Broaster® Pressure Fryer cooking process, and you can offer a product with the irresistible flavor, crispiness and juiciness that attracts more customers – and helps your profits soar. And with no franchise or licensing fees, you keep the profits you earn.*



It's the taste people crave.

*Because it's pressure fried, Genuine Broaster Chicken® is more tender, juicier and flat out tastes better than ordinary fried chicken – even better than other pressure fried chicken for that matter! With more than 60 years of experience, no one understands your needs better than the Broaster® Company.*





Because broasting® makes it better.

*Broaster® Company offers foodservice operators all they need to strengthen their businesses and build their profits. When you become a Genuine Broaster Chicken® licensed trademark operator, you gain access to Broaster's foodservice equipment, products and accessories. And you'll find that what we exclude is just as beneficial:*

- *No development fee.*
- *No royalty payments.*
- *No franchise fee.*
- *No need to separate sales.*



*In order to offer customers world-famous Genuine Broaster Chicken, operators must comply with the following requirements:*

- *Prepare your fresh chicken using our exclusive Chickite® or Supreme® Marinade and Slo-Bro® Coating.*
- *Follow all preparation and cooking guidelines.*
- *Cook your fresh chicken in a proprietary Broaster Pressure Fryer*
- *Have a signed, licensed trademark operator agreement on file with the Broaster Company.*

*The benefits of becoming a Genuine Broaster Chicken licensed operator offers you access to:*

- *Quality Equipment*
- *Breadings, Marinades, Seasonings*
- *High-Quality Cooking Oils*
- *Branded Packaging*
- *Branded Apparel*
- *National Brand Reconciliation*
- *Marketing Support*
- *On-site Foodservice and Equipment Training*
- *Ongoing Local Distributor Support and Assistance*

*With time-proven performance, brand name recognition and a delicious flavor profile that is uniquely from Broaster Company, success can be easier than you ever imagined!*





Prepare for success.

## Our Line Improves Your Bottom Line.

*Broaster® Pressure Fryers are the only equipment authorized for producing the world's most delicious chicken – Genuine Broaster Chicken®. They are the most efficient equipment your money can buy, ideal for foodservice operations that cook high volume all the time or require high output for concentrated periods.*



**BROASTER 1800**



**BROASTER 1600**

**BROASTER 2400**



## Why Pressure Fry?

Broaster® Pressure Fryers represent more than a “next step” in pressure fryer technology – they’re more of a giant leap. Broaster Pressure Fryers don’t just make your job easier, they make food taste better.

Broaster Equipment offers three pressure fryer models for you to choose from. Varying in size, product capacity and power requirements, they all share a core of convenience and safety features that can enhance your operation’s profitability. Preparing your chicken with a genuine and approved Broaster Pressure Fryer offers these proven advantages:

### **Food absorbs less oil**

Broaster Pressure Fryers use a sealed, pressurized environment, like a pressure cooker, in which foods are cooked in canola oil. The pressure seals in foods’ natural juices and locks out the cooking oil.

### **Use less oil over time**

Decreasing oil absorption also results in extending the oil’s useful life and reducing your oil costs. This can represent a big savings over ordinary deep frying.

### **No flavor transfer**

Since very little oil is transferred into foods in a Broaster Pressure Fryer, there is virtually no flavor transfer among product loads.

### **Faster, more even cooking**

Broaster Pressure Fryers feature a patented round cooking well design that eliminates hot spots and provides superior heat distribution. The result is higher output, consistent product and less waste.

We offer all the tools you need to help you prepare and serve Genuine Broaster Chicken® efficiently and according to program requirements. The following are just some of the full line of equipment that is available:

- **Deli Cases**
- **Modules**
- **Heated Display Cases**
- **Utility Tables**
- **Prep Stations**
- **Supporting Accessory Kits**
- **Marinators**
- **Easy Breaders**
- **Oil Caddy**
- **Marinating Tubs**
- **Refrigerators and Freezers**
- **Potato Wedgers**
- **Vegetable Slicer**



We also supply a complete line of marketing support items to give your operation an eye-catching branded appearance. Employee apparel, advertising and P.O.P. materials, packaging, signage and much more are available.

**For more information, contact your local authorized Broaster Distributor or visit [broaster.com](http://broaster.com).**





Add some “Genuine” profitability.

Bringing America's Perfect Chicken to your customers is easy and profitable. With the right products, the right equipment, and our proprietary preparation method, we put them all together for you when you become a licensed trademark operator including: No franchise or licensing fees required · Expert distributor support at the local level · Certified training for operators · Proven marketing support · National brand recognition.

For more information, contact your local authorized Broaster Distributor or visit [broaster.com](http://broaster.com).

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