

BROASTER

express®

WHY PEOPLE CROSS THE ROAD™



It's deliciously satisfying fun food that's ready when you are. With the Broaster Express® 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.

Broaster Express offers you the finest quality chicken prepared by the same company that brought you world famous Genuine Broaster Chicken® for more than 65 years.

For convenience store owners, Broaster Express is a top choice to meet your foodservice needs. It's the perfect meal or snack satisfaction for people on the go.

The Broaster Express® Branded Food Program features our exclusive Broaster Ventless Fryers or our Broaster Pressure Fryers, delicious top-quality, ready-to-cook Broaster Foods®, unique flavor profiles and nationally recognized branding. 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 popular 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
- 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 operations assistance
- Store locator and website support

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



Exciting Variety and Mass Appeal

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 Company.”

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 tenders, popcorn chicken, chicken wings, seafood, potatoes, cheese curds, cheese sticks, breakfast items and 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®.

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

BROASTER 1600



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 April 2019.

		as few as 10 orders/day	as few as 20 orders/day	as few as 30 orders/day
Breaded Chicken Breast Tenders	(3 tenders)			
Total Cost of Product and Packaging	\$1.75			
Selling Price	\$4.49			
Gross Profit Per Order	\$2.74	\$27.40	\$54.80	\$82.20
Profit Per Month		\$822.00	\$1,644.00	\$2,466.00
Breaded Spicy Chicken Wings	(3 wings)			
Total Cost of Product and Packaging	\$1.06			
Selling Price	\$2.99			
Gross Profit Per Order	\$1.39	\$13.90	\$27.80	\$41.70
Profit Per Month		\$417.00	\$834.00	\$1,251.00
Beer Battered Cheese Curds	(5 oz.)			
Total Cost of Product and Packaging	\$1.45			
Selling Price	\$3.49			
Gross Profit Per Order	\$2.04	\$20.40	\$40.80	\$61.20
Profit Per Month		\$612.00	\$1,224.00	\$1,836.00

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 customer traffic, regional prices, competition, labor, overhead and other factors.



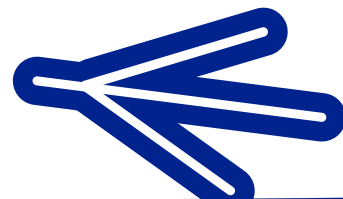
Accessories for Added Success

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', 6' and 8' kiosks with bold Broaster Express 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, dangles and posters
- Broaster Express carry-out packaging

Contact your local authorized 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 Breast Tenders	2/5# bags	96641	10	5.5 min.	360° F
Home Style Chicken Tenders	2/5# bags	96349	10	5.5 min.	360° F
Chickite Plus Premarinated Chicken Tender	96 pc/box	96412	42	3 min.	360° F
Chicken Breast Fillets	2/5# bags	96638	10	6.5 min.	360° F
Spicy Chicken Breast Fillets	2/5# bags	96358	10	6.5 min.	360° F
Traditional Breaded Wings	2/5# bags	96399	10	10.5 min.	360° F
Spicy Wings	4/5# bags	93398	20	10.5 min.	360° F
Boneless Buffalo Wings	2/5# bags	96318	10	5.5 min.	360° F
Fully-Cooked Naked Chicken Wings	3/8# bags	96396	10	7 min.	360° F
8 pc cut Breaded Marinated Chicken****	bulk packed	96357	35	17-19 min.	335° F
Jumbo Corndogs***	bulk packed	96661	10	7.5 min.	360° F
Deluxe Pizza Burritos	48 in 7 trays	96316	15	6.5 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	7.5 min.	360° F
Southern Style Breaded Fish Tenders	bulk packed	96408	10	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)	1/10# bag	96391	10	4.5 min.	360° F
Beer Battered Premium Cod Fillet (4 oz. Natural Cut)	2/5# bags	96392	10	5.5 min.	360° F
Premium Beer Battered Recipe Shrimp (tail-off)	2/10# bags	96390	10	3 min.	360° F
Seasoned Potato Wedges	6/5# bags	96698	30	5 min.	360° F
Seasoned 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
Craft Beer Battered Cheese Curds	2/6# bags	96411	12	2.5 min.	360° F
Sriracha Spicy Cheese Curds	2/6# bags	96410	12	2.5 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
Broasted Apple Pies	bulk	96409	10	4-5 min.	360° F
Buttermilk Biscuits (thawed) cook in oven	6/20 trays	96257		8-10 min	375° 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 for pressure fryers—actual cook time and temperatures may vary depending on product's internal temperature before cooking.

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

**** 8 pc cut breaded marinated chicken cook time is for pressure fryers only; Ventless Fryer application not applicable.



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 broasterexpress.com or contact your local authorized Broaster® Distributor.

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