



AUTHENTIC

BBQ

JUST WHEN

THEY
WANT
IT



LOCATION OPPORTUNITIES AVAILABLE NOW

When BBQ lovers get that craving, there's no need for them to go searching for real barbecue satisfaction, because now you can bring it on home to them with your own Rock County Smokehouse location.

Brought to you by,
BROASTER
company

Rock County Smokehouse BBQ, It's

READY

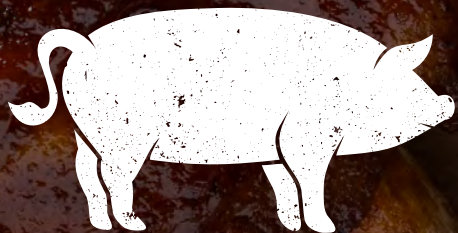
SMOKEY GOODNESS



where



HUNGER IS!



The logo is a black shield-like shape with a white dotted border. Inside, the word "ROCK" is in large, bold, white capital letters. Below it, "COUNTY" is in smaller white capital letters, flanked by two horizontal white lines. At the bottom, "SMOKEHOUSE" is written in white capital letters on a white banner.

ROCK COUNTY SMOKEHOUSE

Introducing Rock County Smokehouse®, your own neighborhood BBQ smokehouse. Now you can feature a variety of fresh meats from ribs to pulled pork to tender and juicy brisket. Seasoned to perfection with a proprietary rub of blended spices. Smoked in-house to satisfy all the senses. And topped with the scrumptious sauces customers love.



You won't find BBQ smoked in some factory here!

This is BBQ cooked exactly where they want it—close by and convenient.

BROUGHT TO YOU BY **BROASTER® COMPANY**

the industry leader in branded food concepts.

With over 65 years of experience and thousands of licensed operators worldwide, no one understands the needs of operators better than Broaster® Company. From Genuine Broaster Chicken® to the easy and convenient Broaster Express® Program, Broaster® Company offers branded food concepts that increase customer traffic and generate bigger profits.

Rock County Smokehouse® is an our new, all-inclusive branded food concept. Become a licensed operator and you'll get all the high-quality equipment and supplies needed to offer great-tasting authentic BBQ right in your own operation—quickly and conveniently. It's ideal for anyone who wants to diversify their foodservice business.



REAL

PRIME MEAT





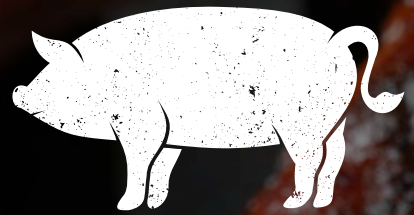
Barbecue House

>>> A REAL BBQ JOINT right in your store.

With as little as 100 square feet, you can add our profitable Rock County Smokehouse® to your current operation. An authorized Broaster® distributor will work closely with you to determine the most practical layout for your location based on size and the volume of business you desire.



WHY



CHOOSE BBQ



perennial favorite

The National Restaurant Association has named Barbecue as a top perennial favorite

..... *smokey*

Smokey flavors are continuing to trend upwards on menus

independents

The National Restaurant Association reports (2019) that the restaurant performance index is still strong at greater than 100. Operators looking to expand in all foodservice channels.

spending up

A majority of the US population food spending, over 51.8%, was away from home, a gap that is expected to continue to widen.



FIRE *it up!*

THE ONE-OF-A-KIND
SMOKAROMA®

..... **PRESSURE SMOKER**

PREPARING YOUR OWN REAL WOOD-SMOKED BBQ HAS NEVER BEEN EASIER THAN WITH THIS UNIQUE EQUIPMENT.

Simply put your choice of real hickory or mesquite wood chips into charring cup. We don't use liquid concoctions or artificial smoke.

Season the meat with the special blended rub of seasonings and spices and place on rack. Clamp in place and set the timer. That's it. No grill master is needed. No fussing during the cooking cycle is needed. During the cooking process, moisture from the meat creates pressure, which drives the smoke all through the meat. At the same time, the meat is cooked and browned.

The Result: Ready-to-serve deliciously authentic BBQ in a fraction of the time!

get smokin'.....

WITH EVERYTHING



YOU NEED

to succeed

::::



What's Included?

Our program supplies you with everything you need, from our state-of-the-art Smokaroma® pressure smoker, accessory cooking equipment, menu boards, and colorful in-store lighted signs to easy, delicious recipes for producing great BBQ in a third of the time it takes to smoke in a conventional smoker.

- TRADEMARK PROGRAM MENU
- QUALITY BROASTER® EQUIPMENT
- SEASONINGS & SAUCES
- PACKAGING & APPAREL
- SIDE DISHES
- ADVERTISING SUPPORT
- ON-SITE TRAINING
- ONGOING SUPPORT & ASSISTANCE





what

ARE THE

REQUIREMENTS?

With Rock County Smokehouse®, you get everything you need to succeed. *What you don't get is a franchise fee.* Because there isn't any!

LICENSED ROCK COUNTY SMOKEHOUSE OPERATORS SIMPLY NEED TO COMPLY WITH THE FOLLOWING:

- Cook in our exclusive Smokaroma® Pressure Smoker.
- Promote your Rock County Smokehouse® program using the specified signage and packaging.
- Prepare Rock County Smokehouse® menu items using the specified cuts of meat.
- Use of Rock County Smokehouse® exclusive rubs, sauces and wood chips.
- Have a signed, licensed trademark agreement on file with Broaster® Company.



MENU

PULLED PORK

NAKED OR PULLED PORK SANDWICH

SERVED WITH YOUR CHOICE OF ROCK COUNTY SMOKEHOUSE BBQ SAUCE

NAKED OR SANDWICH ONLY

BASKET & 1 SIDE

PLATTER & 2 SIDES

PULLED CHICKEN

NAKED OR PULLED CHICKEN SANDWICH

SERVED WITH YOUR CHOICE OF ROCK COUNTY SMOKEHOUSE BBQ SAUCE

NAKED OR SANDWICH ONLY

BASKET & 1 SIDE

PLATTER & 2 SIDES

BRISKET

NAKED OR BEEF BRISKET SANDWICH

SERVED WITH YOUR CHOICE OF ROCK COUNTY SMOKEHOUSE BBQ SAUCE

NAKED OR SANDWICH ONLY

BASKET & 1 SIDE

PLATTER & 2 SIDES

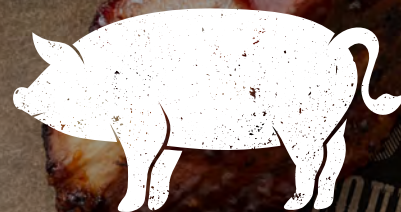
RIBS

BABY BACK PORK RIBS

SERVED WITH ROCK COUNTY ORIGINAL BBQ SAUCE

FULL RACK

HALF RACK



SAUCES

CLASSIC

HONEY

SWEET N SPICY

DRINKS

SMALL

MEDIUM

LARGE

ROCK
COUNTY
SMOKEHOUSE

HOW

DO I GET

STARTED?

**BRING THE GREAT TASTE OF DELICIOUS, REAL
WOOD-SMOKED BBQ TO YOUR CUSTOMERS.**

Create your own neighborhood smokehouse with our turnkey
Rock County Smokehouse.

For more information, visit rockcountysmokehouse.com or call
the Rock County Smokehouse team at 866-568-1999.



The background of the entire advertisement is a close-up photograph of several racks of barbecue ribs. The ribs are covered in a thick, dark, glossy sauce and are resting on a piece of brown paper that features the 'Rock County Smokehouse' logo repeated in a pattern. The logo consists of a black shield-like shape with the words 'ROCK COUNTY' in a large, bold, serif font and 'SMOKEHOUSE' in a smaller, sans-serif font below it.

TRADEMARK FOOD OPPORTUNITIES AVAILABLE NOW

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BROASTER®
company

NOTHING ELSE IS REAL BROASTER™

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04/19