

C-STORE



CHICKEN PROGRAMS



The easiest way to increase in-store sales and profitability is by adding a hot food program to your location.

Whether you are looking to offer hand breaded chicken or prefer a freezer-to-fryer model, Broaster Company has a profitable, easy to implement food program for you.

powered by
BROASTER



When it comes to implementing a profitable, easy to execute food program, Broaster Means Success.

Broaster's Trademark Food Programs are designed with your specific labor, time, and resources challenges in mind. You'll get quality products, simple menus, and day-to-day operations support no matter which program you choose.

Why Broaster?

- We are the Chicken Experts
- Legacy Brand, Since 1954
- Broaster is Your Single Source Provider
- Multiple Branded Food Programs or Private Label
- Nationwide Support Partner

Why Add Chicken?

- Chicken has been and continues to be the most consumed protein in the US. (USDA, 2022)
- Chicken consumption is projected to grow into 2023. (USDA, 2022)
- 48% of consumers typically opt for chicken-based meal options on food eaten out of the home. (USDA, 2021)
- More than 70% of convenience store foodservice dollars are attributed to the prepared food segment. (Convenience Store News, 2021)
- Simply put, successful food programs must have chicken on the menu.





Restaurant Quality Chicken for Your C-Store

This is truly one-of-a-kind chicken. And the only one that delivers memorable meal experiences for customers.

Genuine Broaster Chicken is prepared with the freshest available chicken, proprietary ingredients and our own unique cooking process. It's pressure fried in a patented Broaster Pressure Fryer.

The end result is an amazing aroma and incomparable taste that chicken lovers crave. A taste beyond expectation.



Why Pressure Fry?

Our state-of-the-art pressure fryers cook foods under controlled pressure in a sealed environment resulting in:

- More tender, juicy and flavorful foods
- Less oil absorption and reduced overall oil usage
- Faster Cook Times resulting in higher throughput

"I am very satisfied with the Broaster program, which lives up to its promises. With no additional advertising, our deli sales immediately increased."

D. Croft, Owner Alton Truck Stop



Your Program Partner

When you partner with Broaster for your food program, you'll have everything you need to serve your customers uniquely delicious and satisfying restaurant quality chicken. Thousands of satisfied operators across the country and around the world already do.

No Royalties | No Ongoing Marketing Fees | No Development Costs

Broaster has the capacity and capability to support your operation in a successful chicken food program. Whether that means participation in one of our established trademark food programs or creating a program customized to your unique needs through private labeling.



Genuine Broaster Chicken®

Fresh, Hand-Breaded Chicken, marinated and coated with our proprietary seasonings. Cooked to perfection in Broaster Pressure Fryers.



Broaster Express®

Premium Freezer-to-fryer chicken products, potatoes, and snackables cooked in a Broaster Ventless Fryer.

Private Label

Broaster Company can support your unique needs through the development of a private label chicken program. No matter your footprint or capability, Broaster can create a custom solution for you.

Which Program is Right for You?

	Genuine Broaster Chicken	Broaster Express High Volume	Broaster Express Low Volume
Fresh Hand-breaded Chicken	Yes	No	No
Space Required	Medium	Medium	Small
Investment Required	\$\$\$	\$\$	\$
Labor	Yes	Yes	Yes
Hood	Yes	No*	No*

* Ventless Fryer does not require a hood in most municipalities

Return on Investment

Broaster’s Trademark Food Programs are designed for customer and operator satisfaction. This means programs that provide high-quality food products with proven returns on investment.

The chart below represents a typical ROI (shown in months) for operators of various sales & investments.*

Net Sales, \$	# orders/wk	Investment, \$			
		10,000	20,000	30,000	40,000
50,000	140	8.0	16.0	24.0	32.0
100,000	280	4.0	8.0	12.0	16.0
150,000	420		5.3	8.0	10.7
200,000	560		4.0	6.0	8.0
250,000	700			4.8	6.4
300,000	840			4.0	5.3

Assumption - % F, P, and L = 70 | Avg order = \$7

* Broaster Company does not guarantee results.

Labor Requirements

You may be thinking, how does adding a food program affect my labor? Your labor needs will vary depending on whether you select a fresh, hand-breaded chicken program or decide freezer-to-fryer is the better option for you.

The chart below represents potential labor needed for both options, shown as hours against sales.

Fresh hand-breaded, Genuine Broaster Chicken				Freezer-to-Fryer, Broaster Express		
Net Sales, \$	Hours	People/Day	Headcount	Hours	People/Day	Headcount
50,000	1.8	0.2	1.0	1.4	0.2	0.5
100,000	3.7	0.5	1.0	2.7	0.3	0.5
150,000	5.5	0.7	1.5	4.1	0.5	1.0
200,000	7.3	0.9	1.5	5.5	0.7	1.0
250,000	9.1	1.1	2.0	6.8	0.9	1.5
300,000	11.0	1.4	2.0	8.2	1.0	1.5
350,000	12.8	1.6	2.5	9.6	1.2	2.0
400,000	14.6	1.8	2.5	11.0	1.4	2.0

Assumptions Labor = 20% | Sell hrs/day = 8
Hourly labor = \$15

Assumptions Labor = 15% | Sell hrs/day = 8
Hourly labor = \$15

Program Requirements

- Use approved equipment & recipes as specified by the program.
- Install branding materials & digital Menu Boards.
- Receive training from our chicken and fryer experts.
- Package your products per program requirements.
- Use Broaster fryer oil filtration supplies in Broaster Pressure Fryers.
- Maintain brand standards.

It's Easy To Become An Operator!

1. Select Your Menu.
2. Choose Your Equipment.
3. Train With Our Chicken & Fryer Experts.
4. Sell Restaurant Quality Chicken.

Ready to add a program built on superior taste, profitability, and ease-of-execution?

Select your program on the next page.



Pick the Right Program for You

First, Choose Your Menu

 Hand-Breaded, Fresh, Juicy Pressure Fried Chicken	 Freezer to Fryer	 Freezer to Fryer
Choose 1: ☐ Hand-Breaded Tenders ☐ Hand-Breaded Bone-in ☐ Both	Set Menu: Chicken Tenders Jumbo Popcorn Chicken Boneless Buffalo Wings Potato Wedge Choose additional Broaster Food products (appetizers, seafood, etc.)	Set Menu: Chicken Tenders Jumbo Popcorn Chicken Boneless Buffalo Wings Potato Wedge Choose additional Broaster Food products (appetizers, seafood, etc.)

Next, Your Volume Determines Your Equipment

☐ SMALL VOLUME (<\$100,000) Broaster 1600 Pressure Fryer Electric: ☐ 208v or ☐ 240v Pressure Fryer Accessory Kit 4' Merchandiser Dump Table	☐ MID-VOLUME (<\$250,000) VF-3 Ventless Fryer Electric: ☐ 208v or ☐ 240v Ventless Fryer Accessory Kit Single Tier 2 Pan Warmer Dump Table	☐ SMALL VOLUME (<\$100,000) VF-3 Ventless Fryer Electric: ☐ 208v or ☐ 240v Ventless Fryer Accessory Kit Warmer
☐ MID-VOLUME (<\$250,000) Broaster 1800 Pressure Fryer Gas: ☐ Natural or ☐ Propane Electric: ☐ 208v or ☐ 240v Pressure Fryer Accessory Kit 4' Perfect Hold Merchandiser Dump Table Holding Cabinet	☐ LARGE VOLUME (>\$250,000) Broaster 1600 Pressure Fryer* Electric: ☐ 208v or ☐ 240v *needs hood Pressure Fryer Accessory Kit 4' Perfect Hold Merchandiser Holding Cabinet	☐ MID-VOLUME (<\$250,000) VF-3 Ventless Fryer Electric: ☐ 208v or ☐ 240v Ventless Fryer Accessory Kit Single Tier 2 Pan Warmer Dump Table
☐ I have a Hood ☐ I need a Ventless Hood	☐ I have a Hood ☐ I need a Ventless Hood	☐ I have 2' x 2' of Counter Space for the VF-3 Fryer
INCLUDES Menuboard Image for your SmartTV & Pricing Support	INCLUDES Menuboard Image for your SmartTV & Pricing Support	INCLUDES Menuboard Image for your SmartTV & Pricing Support
Genuine Broaster Chicken Small Volume (<\$100,000) Mid Volume (<\$250,000) ☐ ☐	Broaster Express Mid Volume (<\$250,000) Large Volume (>\$250,000) ☐ ☐	Broaster Express Small Volume (<\$100,000) Mid Volume (<\$250,000) ☐ ☐

Equipment Reference

Your equipment needs will vary depending on the size of your annual sales. Below are the available options.



BROASTER® 1600

16" wide

Capacity

7 lbs. of product per cook cycle or
16 pieces (2 heads) of fresh bone-in chicken or
Up to 35, 2 oz. tenders
21 lbs. cooking oil



BROASTER® 1800

18" wide

Capacity

14 lbs. of product per cook cycle or
32 pieces (4 heads) of fresh bone-in chicken or
Up to 50, 2 oz. tenders
42 lbs. cooking oil



BROASTER® VF-3

22.375" wide

Capacity

3 lbs. of product per cook cycle or
24, 2 oz. tenders
21 lbs. cooking oil

Merchandisers & Heated Display Cases



Compact Unit



Single Tier, 2 Pan



4' Perfect Hold

Menuboard Examples

Your in-store marketing package comes with .jpeg images of your menu to put on a USB drive and plug into your SmartTv to display. Below are some reference images.

MEALS		PACKS	
2 PIECE DARK Leg, Thigh & 3 Wedges	\$5 ⁹⁹	8 PIECE	\$14 ⁹⁹
2 PIECE WHITE Breast, Wing & 3 Wedges	\$6 ⁵⁹	2 Breast, 2 Leg, 2 Thigh, 2 Wing & 8 Wedges	
4 PIECE Breast, Leg, Thigh, Wing & 3 Wedges	\$8 ⁹⁹	16 PIECE	\$26 ⁹⁹
		4 Breast, 4 Leg, 4 Thigh, 4 Wing & 16 Wedges	
3 PIECE TENDERS 3 Tenders & 3 Wedges	\$6 ⁵⁰	12 PIECE TENDERS	\$18 ⁹⁹
6 PIECE TENDERS 6 Tenders & 3 Wedges	\$9 ⁹⁹	12 Tenders & 8 Wedges	
			
BY THE PIECE			
WING	\$0 ⁹⁹	LEG	\$1 ⁷⁹
BREAST	\$2 ⁹⁹	THIGH	\$2 ¹⁹
TENDER	\$1 ⁴⁹		

MEALS		PACKS	
CHICKEN SANDWICH With 3 Wedges	\$4 ⁹⁹	8 PIECE TENDERS	\$13 ⁹⁹
		8 Tenders & 5 Wedges	
3 PIECE TENDERS 3 Tenders & 3 Wedges	\$6 ⁵⁰	12 PIECE TENDERS	\$18 ⁹⁹
		12 Tenders & 8 Wedges	
4 PIECE TENDERS 4 Tenders & 3 Wedges	\$7 ⁷⁵	16 PIECE TENDERS	\$21 ⁹⁹
		16 Tenders & 10 Wedges	
			
BY THE PIECE			
TENDER	\$1 ⁴⁹	POTATO	\$1 ⁹⁹
		WEDGES	

COMBOS		2 FOR \$5 ⁹⁹ ANY 2 CUPS	
CHICKEN TENDERS	\$6 ⁹⁹	Single Cup \$3.89	
3 Tenders & Potato Slices			
JUMBO POPCORN CHICKEN	\$5 ⁹⁹	Chicken Tenders	
6 Popcorn Chicken & Potato Slices		Jumbo Popcorn Chicken	
BONELESS BUFFALO WINGS	\$7 ⁹⁹	Cajun Popcorn Chicken	
6 Boneless Buffalo Wings & Potato Slices		Boneless Buffalo Wings	
KIDS MEAL	\$4 ⁹⁹	Jumbo Spicy Wings	
2 Tenders or 3 Boneless Buffalo Wings & Potato Slices		Potato Slices	
Upgrade your Potato Slices to Cheese Curds for \$1.99		Cheese Curds	
Add 4 Boneless Buffalo Wings to any Combo for \$2.49			

DELICIOUS HOT FOODS – EASY GRAB N GO	
	
2 FOR \$5⁹⁹ ANY 2 CUPS	
Single Cup \$3.89	
Chicken Tenders Jumbo Popcorn Chicken Cajun Popcorn Chicken Boneless Buffalo Wings Jumbo Spicy Wings Potato Slices Cheese Curds	



NOTHING ELSE IS REAL BROASTER™

Broaster Company. The leader in branded food programs.

Since L.A.M. Phelan invented the broasted chicken process in 1954, Broaster Company continues to innovate and improve back-of-house equipment for a variety of needs. From our pressure fryers, to our countertop models, to our current E-Series fryers and more.

Our Genuine Broaster Chicken®, Broaster Express® and Rock County Smokehouse® programs make us an industry leader in success-proven, all-inclusive branded programs.

All made in the USA in Beloit, Wisconsin.

SMOKE'N DUDES BBQ SUPPLY

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