

BROASTER **express**TM

*WHY PEOPLE CROSS THE ROAD*TM

Program Selection Guide **Convenience**



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.

Adding Broaster Express menu concept to your business will drive traffic and either establish or grow sales to your food programs. This program has flexibility to fit your operation where sales can start nicely at \$50,000 per year to several hundred thousand dollars per year. Typically you will see ROI of less than 1 year. A great destination program like Broaster Express will also boost other sales layers like beverages, snacks, and fuel.



By adding Broaster Express and Broaster Equipment to your convenience location, you expanded your hot foods offering and chosen a brand that consumers love. Next step is to determine what menu you want to offer, which might be influenced by your kitchen size and projected volume. Keep this in mind when looking through the next section.

Let's get started with your menu...

Menu Options - Larger Operations & Menu Size



Menu Option #1

Features 8 piece cut Chicken and add 3 proteins and pair them with Chicken Tenders, Potato Slices and 3 to 4 additional menu items of your choice.

This menu features 8 pc. cut family meals and combo meals in addition to the ability to still offer the quick and easy grab n go cup format.

<p>COMBOS</p> <p>2 PIECE DARK \$5⁹⁹ WHITE \$6⁵⁹ Dark or White & Potato Slices</p> <p>4 PIECE \$8⁰⁰ Breast, Leg, Thigh, Wing & Potatoes</p> <p>BONELESS BUFFALO WINGS \$7⁹⁹ 6 Boneless Buffalo Wings & Potato Slices</p> <p>CHICKEN TENDERS \$6⁹⁹ 3 Tenders & Potato Slices</p> <p>Upgrade your Potato Slices to Cheese Curds or Mac N Cheese for \$1.99 Add 4 Boneless Buffalo Wings to any Combo for \$2.49</p>	<p>BROASTER Express WHY PEOPLE CROSS THE ROAD™</p>	<p>FAMILY PACKS</p> <p>8 PIECE \$14⁹⁹ 2 Breast, 2 Leg, 2 Thigh, 2 Wing & Potatoes</p> <p>16 PIECE \$22⁹⁹ 4 Breast, 4 Leg, 4 Thigh, 4 Wing, & Potatoes</p> <p>12 PIECE TENDERS \$16⁹⁹ 12 Tenders & 8 Wedges</p>	<p>2 FOR \$5⁹⁹ ANY 2 CUPS Single Cup \$3.89</p> <p>Chicken Tenders Jumbo Popcorn Chicken Cajun Popcorn Chicken Boneless Buffalo Wings Jumbo Spicy Wings Potato Slices Cheese Curds</p>
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Menu Option 1 shown here features Bone-In Chicken, Chicken Tenders, Jumbo Popcorn Chicken, Cajun Popcorn Chicken, Jumbo Spicy Wings, Boneless Buffalo Wings with Potato Slices, Cheese Curds, Mac N Cheese & Biscuits.

Menu Option #2

Select 2 proteins and pair them with Chicken Tenders, a Chicken Sandwich, Potato Slices and 3 to 4 additional menu items of your choice.

This menu features combo meals including a sandwich in addition to the ability to still offer the quick and easy grab n go cup format.

<p>COMBOS</p> <p>CHICKEN SANDWICH \$6⁹⁹ Chicken Sandwich & Potato Slices</p> <p>CHICKEN TENDERS \$6⁹⁹ 3 Tenders & Potato Slices</p> <p>BONELESS BUFFALO WINGS \$7⁹⁹ 6 Boneless Buffalo Wings & Potato Slices</p> <p>KIDS MEAL \$4⁹⁹ 2 Tenders or 3 Boneless Buffalo Wings & Potato Slices</p> <p>Upgrade your Potato Slices to Cheese Curds for \$1.99 Add 4 Boneless Buffalo Wings to any Combo for \$2.49</p>	<p>BROASTER Express WHY PEOPLE CROSS THE ROAD™</p>	<p>PARTY PACKS</p> <p>TENDERS PACK \$15⁹⁹ 12 Tenders</p> <p>WINGS PACK \$24⁹⁹ 24 Wings</p>	<p>2 FOR \$5⁹⁹ ANY 2 CUPS Single Cup \$3.89</p> <p>Chicken Tenders Jumbo Popcorn Chicken Cajun Popcorn Chicken Boneless Buffalo Wings Jumbo Spicy Wings Potato Slices Cheese Curds</p>
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Menu Option 2 shown here features Chicken Sandwiches along with Chicken Tenders, Jumbo Popcorn Chicken, Cajun Popcorn Chicken, Jumbo Spicy Wings, Boneless Buffalo Wings with Potato Slices & Cheese Curds.

Chicken Tenders	Snackable Chicken	Additional Item	Potato	Chicken Sandwich	8 pc. Bone-in Chicken
1	3	3-4	1	N	Y

Chicken Tenders	Snackable Chicken	Additional Item	Potato	Chicken Sandwich	8 pc. Bone-in Chicken
1	2	3-4	1	Y	N

Menu Options - Medium Operations & Menu Size



Menu Option #3

Select 3 proteins and pair them with Chicken Tenders, Potato Slices and 3 to 4 additional menu items of your choice.

This menu features combo meals in addition to the ability to still offer the quick and easy grab n go cup format.

Menu Option #4

Select 3 proteins and pair them with Chicken Tenders, Potato Slices and 2 additional menu items.

This menu expands on menu option 1 while still keeping it simple, offering a quick and easy grab n go cup format. Perfect for smaller spaces.

COMBOS

CHICKEN TENDERS \$6⁹⁹
3 Tenders & Potato Slices

JUMBO POPCORN CHICKEN \$5⁹⁹
6 Popcorn Chicken & Potato Slices

BONELESS BUFFALO WINGS \$7⁹⁹
6 Boneless Buffalo Wings & Potato Slices

KIDS MEAL \$4⁹⁹
2 Tenders or 3 Boneless Buffalo Wings & Potato Slices

Upgrade your Potato Slices to Cheese Curds for \$1.99
Add 4 Boneless Buffalo Wings to any Combo for \$2.49

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

Menu Option 3 shown here features Chicken Tenders, Jumbo Popcorn Chicken, Cajun Popcorn Chicken, Boneless Buffalo Wings, Jumbo Spicy Wings with Potato Slices and Cheese Curds.

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

Menu Option 4 shown here features Chicken Tenders, Jumbo Popcorn Chicken, Cajun Popcorn Chicken, Boneless Buffalo Wings, Jumbo Spicy Wings with Potato Slices & Cheese Curds.

Chicken Tenders	Snackable Chicken	Additional Item	Potato	Chicken Sandwich	8 pc. Bone-in Chicken
1	3	3-4	1	N	N

Chicken Tenders	Snackable Chicken	Additional Item	Potato	Chicken Sandwich	8 pc. Bone-in Chicken
1	3	2	1	N	N

Menu Options - Smaller Operations & Menu Size

Menu Option #5

Select 2 proteins and pair them with Chicken Tenders, Potato Slices and 1 additional menu item.

This menu keeps it simple, offering a quick and easy grab n go cup format. Perfect for small spaces.

Optional Breakfast

For locations that wish to take advantage of another daypart with hot foodservice, an add-on breakfast option is available.

From Biscuits & Gravy, to breakfast sandwiches, potato slices and a breakfast burrito, this add-on will delight your morning coffee club.

DELICIOUS HOT FOODS – EASY GRAB N GO



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Chicken Tenders
Jumbo Popcorn Chicken
Boneless Buffalo Wings
Mozzarella Cheese Sticks
Potato Slices



2 FOR \$5.99
ANY 2 CUPS Single Cup \$3.89

GRAB YOUR BREAKFAST TO GO



CHICKEN BISCUIT **\$5.99**
1 Chicken Tender on a Honey Buttered Biscuit & Potato Slices




BISCUITS & GRAVY **\$5.99**
2 Biscuits with Sausage Gravy

ADD A LARGE COFFEE TO YOUR COMBO FOR ONLY \$.99



BREAKFAST BURRITO **\$3.99**
1 Breakfast Burrito & Potato Slices



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Menu Option 5 shown here features Chicken Tenders, Jumbo Popcorn Chicken, Boneless Buffalo Wings, Mozzarella Cheese Sticks and Potato Slices.

Breakfast add-on option shown here features Biscuits & Gravy, a Chicken Tender & Biscuit Breakfast Sandwich with honey butter and a Breakfast Burrito with Potato Slices as your side item.

Chicken Tenders	Snackable Chicken	Additional Item	Potato	Chicken Sandwich	8 pc. Bone-in Chicken
1	2	1	1	N	N



Profit Potential with Every Bite

Profitability is a key factor in determining which items to offer on your menu. Below are a few examples of what you could see with Broaster Express.

Remember, different geographical areas and types of establishments can greatly affect pricing and what customers are willing to pay.

Menu Item (includes food and packaging)	Sell Price*	Gross Profit*	Food Cost*
3 Chicken Tenders w/dipping sauce	\$3.99	\$1.85	54%
4 Popcorn Chicken w/dipping sauce	\$3.49	\$1.53	56%
4 Boneless Buffalo Wings w/dipping sauce	\$3.49	\$1.73	50%
Crispy Chicken Fillet Sandwich (4 oz.)	\$3.99	\$2.07	48%
4 Potato Wedges w/dipping sauce	\$2.49	\$1.65	34%
4 Mozzarella Sticks	\$2.99	\$1.96	34%
3 Jalapeno Peppers with Cream Cheese	\$2.99	\$1.73	42%
3 Tenders, 3 Wedges w/dipping sauce	\$4.99	\$2.66	47%

* Profits will vary, depending on local competitive pricing and market conditions.

Take the Express to Success!



Frozen Food Items

Your Frozen Food Items will vary depending on the menu you selected. The guide on the following pages will help you select the right mix of items for your customers.



Snackable Chicken

Choose from bone-in or boneless options, many available in both regular or spicy flavors.

Popcorn Chicken

Cajun Popcorn Chicken

Tenders

Boneless Buffalo Wings

Jumbo Spicy Wings



8 pc. Bone-in & Chicken Sandwiches

Chicken fillets are available in both regular and spicy flavors.

8 pc. Bone-in Chicken

4 oz. Fillet

Spicy 4 oz. Fillet



Cheddar Nuggets

Beer Battered Cheese Curds

Sriracha Spicy Cheese Curds

Mozzarella Sticks



Beer Battered Shrimp

Battered Fish

Hand Breaded Catfish Fillets



Pizza Burrito

Breakfast Burrito

Beef n Bean Burrito

Additional Menu Items

Beer Battered Onion Rings

Jalapeno Peppers with Cream Cheese

Seasoned Potato Wedges

Signature Mac N Cheese

Biscuits

Seasoned Potato Slices



All Packages come with a Complete Training Manual with Modules and Reference Sheets.



Selecting Your Cooking Equipment



BROASTER VF-2

18.375" wide

Capacity

2 lbs. of product per cook cycle or
16, 2 oz. tenders
14 lbs. cooking oil

Energy

Electric

Ideal For

Ventless Applications,
Smaller Loads,
Cook to Order,
2-3 Menu Items



BROASTER VF-3

22.375" wide

Capacity

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

Energy

Electric

Ideal For

Ventless Applications,
Smaller Loads,
Cook to Order,
3-4 Menu Items



BROASTER 1600

16" wide

Capacity

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

Energy

Electric

Ideal For

Smaller Volume,
Small Cook Loads,
Cook to Order,
2-3 Menu Items



BROASTER 1800

18" wide

Capacity

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

Energy

Electric

Gas

Ideal For

Medium Volume,
Average Cook Loads,
Most Average-sized locations with few carryout orders,
3-4 Menu Items



BROASTER 2400

24" wide

Capacity

22 lbs. of product per cook cycle or
48 pieces (6 heads) of bone-in chicken or
75, 2 oz. tenders
63 lbs. cooking oil

Energy

Electric

Gas

Ideal For

Larger Volume,
Large Cook Loads,
High Volume Carryout Business,
4-5+ Menu Items



BROASTER G SERIES 18

18" wide

Capacity

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

Energy

Gas 

Ideal For

Medium Volume,
Average Cook Loads,
Most Average-sized locations with few carryout orders,
3-4 Menu Items

Additional Equipment & Accessories



Additional equipment options and accessories to help your operation run smoothly and efficiently.

Holding Cabinets are handy because they keep food warm between cooking and plating. Accessory and Smallwares Kits ensure you have all the tools and pieces to use your equipment. Filtering Supplies are also listed to get you started with everything you need.



Holding Cabinet

Without Dump Top

With Dump Top



Tables

Dump Table

Landing Table



Ventless Fryer Accessory Kit

Basic Kit

Complete Kit



Pressure Fryer Accessory Kit

Basic Kit

Complete Kit



Smallwares Kit

Basic Package

Deluxe Package



Filtering Supplies

Filter Paper - VF

Filter Paper - 1600

Filter Paper - 1800

Filter Paper - 2400

Filter Paper - E-Series

Charcoal Filter - VF

XL Filtering Compound

Bro-Clean

Cooking Well Cleaner

Merchandisers



They also provide the strongest visual representation of your hot food offerings and entice hungry consumers to grab a bite. Having the right merchandiser for your volume and layout is key.

Merchandisers keep your food hot and ready to serve.



Compact Unit

Self Serve Option



Single Tier

1 Pan Wide

2 Pan Wide

3 Pan Wide



Dual Tier

1 Pan Wide

2 Pan Wide

3 Pan Wide



Countertop Units

4' Wide

6' Wide



Floor Model Units

4' Wide

6' Wide



Countertop Kiosks

2 Pan Wide

3 Pan Wide



Full Kiosks

6' Wide with Canopy

8' Wide with Canopy

Packaging & Marketing Materials

Fried items can get soggy quickly in styrofoam or non-vented boxes. Proper packaging is essential to maintaining a high quality food experience for your customers.

To ensure your customers return to your establishment time and time again as their favorite place, always use Broaster Branded vented packaging products.



Packaging

Boxes

Snack Box

Dinner Box



Cups & Other Options

Wax Paper

4 oz. Cup with lid

6 oz. cup with lid

16 oz. cup with lid

Napkins & Bags

Prepak Utensils

Marketing your Broaster Branded products is very important to draw in those Broaster Express lovers.

All packages come with digital menu board templates to easily plug in your pricing.

Available options include both indoor and outdoor products.



Point of Purchase Marketing

Indoor

Punched Metal Signs

Table Tents

Keylight Sign

Menu Prominence

Outdoor

15' Flags

Banners

Window Clings

See all options available online.





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 or contact your authorized Broaster[®] Distributor.

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