



# SQUAWK BOX



MAXIMIZE YOUR BRAND. MAXIMIZE YOUR PROFITS.

Fall 2007  
Volume 12

## BREAKING NEWS

Give it up for these brand new SQUAWKERS® locations around the country!

JB's Store	Neelyville, MO
Yas Corporation	Marshall, MI
Big Boy's, Inc.	Kenly, NC
CD Food Mart	Massillon, OH
Andersons Shell	Nashville, TN
Indian Retreat	Puxico, AZ
Shark Mart	Sebastian, FL
Dean's Food Mart	Kansas City, MO
WA Enterprises	Fort Wayne, IN
E-Z Stop n Shop	Tarpan Springs, FL
Alva Independent Schools	Alva, OK
Neponset Fast Shop	Neponset, MO

If you have any breaking news or insights to share, please alert the Squawk Box team using this email address: [squawkers@brakebush.com](mailto:squawkers@brakebush.com)

## Read 'n Win

How'd you like to win a free iTunes Gift Card? Just read this issue of Squawk Box, figure out the answer to the Read 'n Win question below, and email your answer to [squawkers@brakebush.com](mailto:squawkers@brakebush.com) no later than November 30, 2007.

We'll draw names at random from all the correct entries, and each will win a free \$15 iTunes Gift Card. We'll let you know who won in our next issue. Easy!

### LAST ISSUE'S WINNERS:

Dianne Boggs  
Skiatook Public Schools  
Skiatook, OK

Dale Turner  
Fast Track Foods  
Gainesville, FL

### Read 'n Win Question #4:

Name two of the nine shapes in our KIDS KLASSICS® line.

## Make the grade in the lunchroom by making the meal with SQUAWKERS®!

Most schools know that it's not very difficult to get kids to eat SQUAWKERS® chicken. They love the taste, they love the convenience. But to help schools keep things exciting in the lunchroom, we've developed the "Making the Grade with SQUAWKERS®" promotion for this fall.

This semester-long promotion features four different prizes for students...to keep things fresh and energized. They're like "mini-promotions" that all fall under the "Making the Grade" umbrella.

Each of these mini-promotions features the elements operators need to draw kids' attention to SQUAWKERS®: a counter card, a flyer, and 500 Frequent Buyer cards.



FALL UNIT	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
PROMOTION	ADD IT UP!	HANG IT UP!	STAND IT UP!	MARK IT UP!
ELEMENTS	500 Frequent Buyer Cards, Counter Card, Flyer, Hat	500 Frequent Buyer Cards, Counter Card, Flyer, Hat	500 Frequent Buyer Cards, Counter Card, Flyer, Hat	500 Frequent Buyer Cards, Counter Card, Flyer, Hat
PRIZES	iTunes Gift Card	Wipe-off Locker Memo Board	Super-Mini Stand-Up Stapler	Star Bright Highlighter
WINNER SELECTION	Random Drawing	Random Drawing	Random Drawing	Random Drawing

**#1: Add it up!** This mini-promotion ran in September and featured a combination Ruler/Calculator as a grand prize. Students simply put their name in a hat each day they purchased a chicken product. The winner was drawn at the end of the month.

**#2: Hang it up!** Running during the month of October, this mini-promotion features a handy wipe-off locker memo board students can use for reminders. To win, students write their favorite SQUAWKERS® meal and their reasons why on a banner posted in the cafeteria. The operator chooses a winner.

**#3: Stand it up!** Our November promotion's prize is a Super-Mini Stand-Up Stapler. To win, students write what makes them a stand-up student or stand-up friend. The winner is chosen by the operator.

**#4: Mark it up!** For December, the last of these mini-promotions offers some lucky student a five-color Star Bright Highlighter. Like #1, students get their name put into a hat each day they purchase a SQUAWKERS® product, and a winner is drawn at random.

This semester, make the meal for your students by Making the Grade with SQUAWKERS®!

# SEGMENT FOCUS

## School Wellness Policies: how things look one year later

It's been just over a year since the adoption of School Wellness Policies. To mark the occasion, the School Nutrition Association (SNA) issued a report tracking the progress of implementation of the policies.

According to the report, more than 92% of the school districts that addressed nutrition standards for National School Lunch Program meals have completed their implementation. About 72% of the districts that set standards for a la carte foods and beverages have completed implementation.

The results of a survey conducted by the SNA indicate that implementation has been more of a challenge for policies that address foods and beverages offered outside the school nutrition program. These include food available at school stores and fundraisers, food rewards given by teachers, and food served at classroom parties. Fewer than half of all districts that included these policy components have finished implementing them, stating that finding affordable products that meet nutrition standards, getting acceptance by students, and monitoring the policy were the biggest challenges.

However, over 83% of respondents noted increased healthful food options in the cafeteria as a result of policy implementation, and almost half indicated resulting changes in the healthy choices and behavior of students.

Survey results indicate one crucial concern: without ongoing parent support away from school, the benefits of effective school wellness policies will be limited.

### Report Card School Wellness Policies

NSLP Nutrition Standards	<input checked="" type="checkbox"/>
A La Carte Food Standards	<input checked="" type="checkbox"/>
Fundraiser Food Offerings	<input checked="" type="checkbox"/>
Healthful Foods Options	<input checked="" type="checkbox"/>

*Information obtained from the September 5, 2007 press release of the School Nutrition Association.*

## BRAKEBUSH FAMILY OF PRODUCTS

### It's all about good, wholesome fun!

When you're a kid, you've got one job: to have fun. That's why, at meal time, the last thing you want is some boring old adult food.

Which is precisely why SQUAWKERS® came up with KIDS KLASSICS®. They're delicious, nutritious chicken all wrapped up in shapes that are a ton of fun to look at, a ton of fun to eat.

KIDS KLASSICS® include our laugh-a-minute Chik'N Giggles™ (the only chicken that smiles back at you), Chik'N Star® Nuggets (the star of any kids' meal), Chik'N Corn Dog (here's one that can really do some mealtime tricks), and Touchdown Nuggets™ (score big points with the little ones). There are nine different shapes in all, and each is nothing but the highest quality chicken. Each is CN labeled.

KIDS KLASSICS® are perfect for operations that cater to grab 'n' go customers with hungry families because they're easy to handle and have a lower portion cost. They're also great for venues that want to change-out products to freshen up their menus regularly.

Take a look at all the shapes in our KIDS KLASSICS® line at [http://www.brakebush.com/FSOP\\_KK.htm](http://www.brakebush.com/FSOP_KK.htm).

Then serve up some fun for your pint-sized patrons...with KIDS KLASSICS®!



# OPERATOR SUCCESS STORIES

## The first thing freshmen study at Nicolet High is the food

In her years as a foodservice director, Vicki Hansen's been to a lot of food shows. But now, instead of going to them, she's giving them.

"There's no better way to let incoming freshmen know how good the cafeteria's food will be," says Vicki, foodservice director of Nicolet High School, just outside of Milwaukee, WI. "And there's no better way to give me an idea of what the kids will like." Each year since 1999 she's held a "food show" during the school's orientation week, in which incoming students, Board members, and staff are all invited to taste a wide array of free food, courtesy of her suppliers.

"It's turned into a big event," she confesses. "The *Glendale Herald* comes out to cover it. The mayor even shows up." At first Vicki had to convince vendors to participate. But once they saw how successful the show was, they started beating down her door. "The food's free, but the feedback we get is invaluable."

Students are given a short questionnaire asking about preferences and price points. The 12 to 14 participating vendors provide prizes for a drawing as incentives for students to turn in their questionnaires.

"SQUAWKERS® is always one of the big winners," says Vicki. "Kids love the whole line." Because of her food show feedback she knows she can offer three different chicken choices every day and sell every piece. "Regular popcorn chicken is their favorite, but we switch to the spicy variety on Tuesdays and Thursdays, just to mix it up."

In addition, faculty and staff feedback lets Vicki know that SQUAWKERS® products can easily play a big role on her catering menu.

"It takes time to set up the show," she says, "but it's an investment that pays off all year."



## Healthy Answers™

## BREAK THE FAST

By Lynn Edwards, RD, CD

Breakfast is the most important meal of the day. It fuels the body with energy and nutrients that help kids and adults meet the demands of a fast-paced lifestyle. What kids eat for breakfast is important because it may affect their ability to learn and could be one way to control the child obesity problem because it increases the calorie-burning rate.

Kids who eat breakfast are more likely to:

- Meet daily nutritional needs
- Have better concentration and coordination
- Keep weight under control
- Have lower cholesterol levels
- Have less absenteeism and tardiness

Unfortunately, many kids don't eat breakfast at home. However a school breakfast may be an option that can provide one-fourth of kids' daily needs for calories and key nutrients, including calcium.

The School Breakfast Program is administered Federally by the

Food and Nutrition Service. States administer the program through State education agencies, which have agreements with local school food authorities. The goal is to "safeguard the health and well-being of the Nation's children," so participating schools must serve breakfasts that are consistent with recommendations of the most recent Dietary Guidelines for Americans. You can view menu planning guidelines at <http://www.fns.usda.gov/cnd/Breakfast/Menu/sbp-planning-approaches.doc>.

Look at the Brakebush Kids Classics products that fit the criteria at: [http://www.brakebush.com/FSOP\\_KK.htm](http://www.brakebush.com/FSOP_KK.htm)

The *Healthy Answer* is that breakfast feeds the brain as well as the body.



# C-STORE CORNER

## C-store foodservice is hot (and cold) !

Any C-store owner knows that foodservice is big business. And the latest numbers confirm it. According to the August 6, 2007, issue of *Convenience Store News*, foodservice is the second-largest in-store category, just behind cigarettes. Prepared food and dispensed beverages brought average sales of almost \$127,000 per store in 2006 – up 7.3% over the previous year.

A whopping 84% of operators offer foodservice items prepared on-site. While unbranded proprietary foodservice remains the most frequently used type of program, national and regional branded programs (where C-stores partner with established quick-service restaurants) is on the decline. Branded proprietary foodservice (which uses a brand name unique to the store or chain) is on the rise, and is now used by 45.9% of respondents – a 10% increase over the past three years.

Prepared food is the largest portion of foodservice at C-stores with 57% of sales. Lunch brings in about half of all foodservice sales, according to the magazine's survey. And when asked which daypart has seen the biggest growth in sales in the past year, C-stores confirm that lunch again leads the pack with 46.7% growth.



## PROMO PLACE

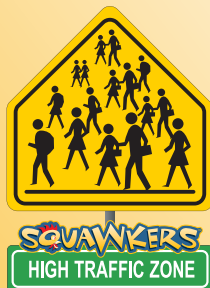
### Upcoming Promotions & Events

#### October-December, 2007

- **High Traffic Zone Promotion**  
"Bring on the Wings"

#### November, 2007

- **NACS Convenience Store Show**  
in Atlanta, November 6-9



## ANNIVERSARIES

Congratulate these SQUAWKERS® locations who've been with us since 2005...that's almost 1,000 days of great tasting chicken!  
(If you don't see your name and you joined in 2005, don't worry! We'll be announcing other SQUAWKERS® openings from 2005 in upcoming issues.)

11th St. Quick Mart	Rock Island, IL
Menominee Area Schools	Menominee, MI
5 Points Mart, Inc.	Dubuque, IA
Haysville Campus High	Wichita, KS
Woodward Schools	Woodward, OK
Moe's Café	Louisville, KY
Stigler Schools	Stigler, OK
Chevron Food Mart	Melbourne, FL
Kruegers Entertainment Center	Menomonee Falls, WI
Kwik Mart	San Antonio, FL
Matt's Ice Dock	Newkirk, OK
Eavers Citgo	Stuarts Draft, VA
Fast Food Fast	Nakomis, FL
Potholes General Store	Othello, WA
Pizza Time	Westbrook, ME
Ashippun BP	Ashippun, WI