



SQUAWK BOX



MAXIMIZE YOUR BRAND. MAXIMIZE YOUR PROFITS.

Winter 2007
Volume 9

BREAKING NEWS

From the Atlantic to the Pacific to the Gulf of Mexico, operators are continuing to discover how great SQUAWKERS® is. Welcome these six newest members to the flock:

Express Track Amoco	Lakeland, FL
Grazin' Moose Market	Punta Gorda, FL
A&P Food	St. Petersburg, FL
Sussex Burough Luncheonette	Sussex, NJ
One Stop Mart	Youngstown, OH
E-Z Mart	Wenatchee, WA

If you have any breaking news or insights to share, please alert the Squawk Box using this email address: squawkbox@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 no later than March 31, 2007.

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

Read 'n Win Question #1:

Name the three hot SQUAWKERS® products that can spice up sales, and set your menu on fire.

Exciting School Zone promotions put students in the "reward zone."

It's a double reward: students get the great taste of delicious SQUAWKERS® chicken *and* they get rewarded for being repeat customers... thanks to our SQUAWKERS® School Zone promotions. Operators have found that these semester-long promotions not only increase excitement about SQUAWKERS® products, they help increase sales.

Currently over 80 schools across the country are participating in the School Zone promotions. For four months out of each semester SQUAWKERS® gives participating schools a theme and a load of prizes to accompany it. For example, during our recent "Get Your Game On!" promotion, schools received basketballs, kickballs, softballs and footballs. Our current "Media Mania" promotion features CD holders, music download cards, mini radios and DVD coupons.

Schools decide for themselves exactly how to award the prizes to students, and can be as creative as they like. Some have had a "lucky plate" promotion with stickers on certain plates' undersides; others have had a simple name drawing. It's fun for students, and it draws positive attention to the school's foodservice operation.

Signing up for SQUAWKERS® School Zone promotions is as easy as sending in a sign-up form. SQUAWKERS® will then automatically send promotion materials in advance of the semester-long promotion periods.

Talk to your SQUAWKERS® rep. Then reward your students by putting them in the zone... the School Zone!



This Semester: **GET YOUR GAME ON!**

	JANUARY	FEBRUARY	MARCH	APRIL
PROMOTION	Let Your Team Be Winning!	No More "No Team"!	Double the Fun & Light up the Field!	Three Year Deal!
ELEMENTS
PRIZES
HOW TO REGISTER

Fun promotions put students in a SQUAWKERS® mood.



SEGMENT FOCUS

The greening of college campuses

From using pineapple heads as flower fertilizer, to studying how to use cooking oil as car fuel, colleges and universities all across the country are going green. It's called "sustainability" and it's one of the latest trends to hit campuses nationwide, and school foodservice operations in particular.



As a result of student requests, many schools are now purchasing organic foods when possible, and supporting local producers. The result is both fresher foods and lowered expenses due to long distance shipping. Food waste is also being monitored at some schools to determine where further economies can be found.

Some of the keys to ensuring the success of a sustainability program are:

- Create menus that spotlight the locally grown foods you buy
- Work with your state's Department of Agriculture to find out where the growers are and what they're growing
- Manage costs by limiting the menu – diners will prefer quality over choice



- Educate customers so they understand why you're making changes

Information for this article was obtained from the Seattle Post-Intelligencer, Phillips Exeter Academy, and prochef.com.

BRAKERBUSH FAMILY OF PRODUCTS

Our SQUAWKERS® Buffalo products: wings and other things with zing

When the competition is hot, turn up the heat... with our tangy trio of zesty buffalo-style chicken products!

SQUAWKERS® Buffalo Style Tenderloin

comes to you fully cooked, so you can go directly from freezer to oven. Our juicy, moist chicken is surrounded by a delicate Japanese crumb breading and eye-opening Buffalo flavor. They're perfect as a grab-and-go item (served with Ranch or bleu cheese dressing), or as a lunch special (served with fries).



Our SQUAWKERS® Buffalo Style Breaded Fillet is a full four ounces, and, like our Tenderloin, features a spicy

Buffalo flavoring with a Japanese crumb breading. It's a freezer-to-oven favorite that works great in a sandwich, slathered with Ranch or bleu cheese dressing.



And we can't forget the item that started it all: Buffalo Style Breaded Boneless Wings. They're perfect as a stand-alone appetizer, and equally at home as a grab-and-go item with spicy fries or a lunch special. And like our other Buffalo style products, they're fully cooked and feature a Japanese crumb breading.

When you're looking for something that'll wake up your customers *and* wake up your sales, turn up the heat with SQUAWKERS® Buffalo style products.

OPERATOR SUCCESS STORIES

SQUAWKERS® is more than "OK" at Oklahoma State

Just north of Cowboy Mall on the Oklahoma State College campus you'll find one of the most exciting, unique dining experiences on the campus: Adam's Market. Inside you'll find vaulted ceilings, vintage furnishings, and a beaming Foodservice Director, Jim Mott – a man who's as friendly as he is busy.

Jim and SQUAWKERS® have been partners for almost three years, and Jim couldn't be happier. "It was a big decision to go with SQUAWKERS®. We tried a lot of different brands of chicken, but found that SQUAWKERS® offered us the best quality and support of the bunch."

Along with brick oven pizza, gourmet sandwiches and salads, students will find SQUAWKERS® chicken in combos, snack packs, and singles. "Chicken strips and popcorn chicken are by far our biggest sellers," says Jim. "But this



year we added Tempura chicken and that's doing really well, too."

Jim's quick to point out that he's impressed with both the new SQUAWKERS® products and the level of service he receives. "Mark Mills, our rep, is always checking in on us, showing us new products, or just stopping in to say 'hi.' He's one of the reasons it was so easy for us to go with SQUAWKERS®."

While Jim does use the SQUAWKERS® High Traffic Zone promotions, he adds, "I almost don't need to use them, because the chicken sells itself. And when we do use them, the attention they draw actually helps the whole food court."

Then he adds with a grin as big as the Sooner State, "You *could* say that the kids flock in here for our chicken."



Healthy Answers™

TIPS FOR KEEPING A STUDENT BODY HEALTHIER

By Lynn Edwards, RD, CD

You've probably heard of the "Freshmen 15" – a term coined for the average college student who fears the approximate 15 pounds of body weight put on during his/her freshmen year. In reality, however, this is actually a myth. Weight gain does occur for many students, but 15 pounds is not the average.

Regardless, there are ways your students – and even you – can avoid weight gains:

- Eat three square meals per day, and especially avoid skipping breakfast.
- Eat whole grains.
- Stay active.
- Drink plenty of water.
- Don't forget your fruits and vegetables; eat all colors of the rainbow.



- Limit your portion sizes, since it takes 20 minutes for your brain to receive the messages from your stomach that you're full.
- Alcoholic beverages have almost twice as many calories per gram as fat does.
- Avoid overeating due to stress or other emotional reasons. Ask yourself "Am I really hungry for this?"
- Regular pop has approximate 9 to 12 teaspoons of sugar in 12 ounces.
- Visit www.pyramid.com for the foods and amounts that are right for you.

By eating healthy and fueling the body with the appropriate nutrients (along with adequate rest), your students will have the energy to stay awake in class, study for tests, and spend time with friends. Their mind will expand... not their waistline!

C-STORE CORNER

Convenience is still king

When Americans are forced to choose between “healthy” and “convenient,” “convenient” wins, according to NPD Group, a consumer trend watcher. That choice is what’s driving meal decisions.

One example of this trend is the fact that one out of every nine dinner entrees eaten in American homes is a sandwich – more than any other entrée. As a result, consumers are also using fewer fresh foods in meals served at home. Last year 47% of in-home main meals included at least one fresh product. That’s down from 56% in 1985.

The reason is the inconvenience of shopping for, keeping, using, and cleaning up after fresh foods.

According to the author of the NPD Group research, the bottom line is that healthier eating will take hold when it’s either easier or cheaper to do than what we do now.

Information for this article was gathered from the October 26, 2006 issue of ConvenienceStoreNews.



Convenience motivates meal choices.

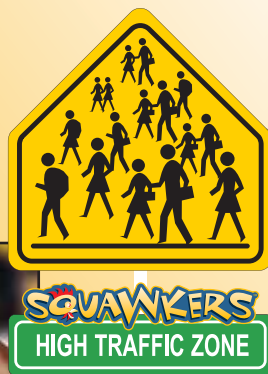
PROMO PLACE

Upcoming Promotions & Events

January/March 2007

• High Traffic Zone Promotion: “A Two-Fisted Feast”

Featured Items: Chik’N Jrs™, Classic Chicken Breast, Buffalo Breast Fillet, Garlic Herb Fillet, SmartShapes® Grilled Cutlets, Gold’N Spice® Breaded Fillets.



ANNIVERSARIES

Put your wings together for these SQUAWKERS® family members celebrating their 3-year anniversaries.

(If you don’t see your name and you joined in 2004, don’t worry! We’ll be announcing other SQUAWKERS® openings from 2004 in upcoming issues.)

Circle Food Mart	Clearwater, FL
Texaco Food Mart	Rockledge, FL
Fairview BP	Tampa, FL
Aunt Deb’s Place	Garfield, KY
TJ Samson Hospital	Glasgow, KY
Jim’s Ash Trail	Orr, MN
Fuel Doc #18	Micro, NC
Duck Thru #21	Windsor, NC
Mid-Del Schools	Midwest City, OK
Western Heights	Oklahoma City, OK
Yukon Schools	Yukon, OK
Villanova Inn	New Castle, PA
Quick Mart	Farmville, VA
Brillion High School	Brillion, WI
Express Mart	Bruce, WI
Bayer Mini Mart	Peshtigo, WI
The Port-Bridgeport	Prairie du Chien, WI
New London Travel Plaza	New London, WI
Two Rivers High School	Two Rivers, WI