

C-STORE CORNER

High Gas Prices May HELP Your Foodservice Sales.



Higher gas prices are hurting customers at the pump, and c-store operators are sharing their fuel-driven pain. However, while gross margins on fuel hover around 5%, many operators are finding relief in their foodservice programs, where margins are easily over 40% and may exceed 60%. The question is: As patrons come in to get their must-have gas, do you have the food items to entice a food/snack sale? If you do, your foodservice sales may thrive, as patrons are even more receptive to less expensive foods when gas prices remain high.

The Technomic study, *Target: C-Stores, A Growing Opportunity on the Foodservice Landscape*, found that when consumers are hungry for a meal, c-stores typically fall behind restaurants and grocery stores as a top-of-mind destination — however, when asked about snacks, most consumers think of c-stores ahead of all other venues. Furthermore, branded snacks and branded foods



increased the appeal among customers. Another great reason to promote your SQUAWKERS® items as both meal solutions and snacks!

Includes information from Convenience Store/Petroleum (CSP), July 23, 2008



SQUAWKERS® SmartShapes®

Fall 2008
Volume 15

BREAKING NEWS

Holy Squawkamoly!!! We've got a flock of new members in the SQUAWKERS® family!

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|-----------------------|------------------|
| Kwik Food Mart | W. Melbourne, FL |
| Lakeside Market | E. Waterboro, ME |
| Why Not Stop | Lincoln, ME |
| Tim's Store | Old Town, ME |
| Bingo Kiosk | Old Town, ME |
| Johanny's Pizza | Old Town, ME |
| Airport Variety | Sanford, ME |
| Hilltop Market | Kansas City, MO |
| Friendship Food Store | Sandusky, OH |
| Friendship Food Store | Vermillion, OH |
| Altoona Schools | Altoona, WI |

If you have breaking news or insights to share, please alert the Squawk Box at: squawkbox@brakebush.com

SQUAWKERS® Promotions Continue To Build Traffic.

Our "High Traffic Zone" promotions continue to live up to their name on behalf of our franchisees. So be sure to sign up for these FREE promotions if you haven't already. And build more TRAFFIC!!!



High Traffic Zone poster

During September, you can be featuring a variety of popular chicken items with our "GREAT EAT'N CHIK'N" promotion. As with all of our High Traffic Zone promotions, materials include two full color, eye-catching 11" x 17" posters, five 8 1/2" x 11" flyers, and two window clings. We also have counter mats available. All you have to do is sign up! That's right, simply sign up once for our free High Traffic Zone promotions, and we'll send you every 2-month promotion package as you desire. You'll find the promotion sign up sheet in your SQUAWKERS® start-up folder – or you can sign up through your SQUAWKERS® sales representative.

Best of all, **you'll receive a \$3 per case rebate** on all the featured "GREAT EAT'N CHIK'N" products: Country Krisp® Chicken (8 Pc.), Farm Pantry® Chicken (8 Pc.), Original Honey Touched® Chicken (8 Pc.), and Inferno Wings®. All of which are hardy, tasty, popular and easy to prepare!

Don't wait; check out our High Traffic Zone promotions. Because the more you promote your great tasting chicken, the more sales you'll make!



A year 'round favorite, Inferno Wings®

Read 'n Win

How'd you like to win free admission to a movie?

Just answer our trivia question! You'll find the answer right here in this newsletter.

Be sure to email your answer to squawkers@brakebush.com no later than October 31, 2008.

We'll draw four names at random from all the correct entries, and each will win free Movie Cash (a \$6 value).

LAST ISSUE'S WINNERS:
Donna Tronnier – Milwaukee Lutheran High School in Milwaukee, WI
Gayle M. Smalley-Rader – Irvine, California School District
Peggy Purgason – Food Services Director, Woodward Public Schools in Woodward, OK

Read 'n Win Question #8:
 Based on IFIC research, what percentage/fraction of the American population is making changes to improve the healthfulness of their diet?

PROMO PLACE

Upcoming Promotions & Events

FALL 2008	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
PROMOTION	MYSTERY OF FLIGHT	DEFT GRAVITY	SHAPE SHIFTER	THE PLOT THICKENS
ELEMENTS	Two Pages use for the counter and one to hang up	Two Pages use for the counter and one to hang up	Two Pages use for the counter and one to hang up	Two Pages use for the counter and one to hang up
PRIZES	Kits	To-Go	Manual Book Pencil	Movie Theater Capcan
WINNER SELECTION	Draw the Month: What do you call a young hawk about 10 days old?	Draw the Month: What do you call a young hawk about 10 days old?	Draw the Month: What do you call a young hawk about 10 days old?	Draw the Month: What do you call a young hawk about 10 days old?

SQUAWKERS® Fall 2008 School Zone Calendar

October - November, 2008

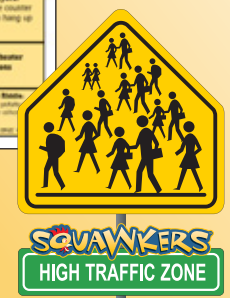
- High Traffic Zone Promotion "Great Grabb'n Chik'n"



ANNIVERSARIES

It seems like only yesterday we were welcoming these SQUAWKERS® locations aboard. Now they're already celebrating their three year anniversary. Time flies! (Unlike chickens...)
 (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.)

- | | |
|--|-------------------------|
| Citgo Quick Stop | Bradenton, FL |
| Quickee's | Fowler, CO |
| Shell Gas Station | Homestead, FL |
| Mirza Petroleum | Lake Worth, FL |
| Webster Citgo Gas & Convenience ... | Webster, FL |
| Wauchula BP | Wauchula, FL |
| Russell Oil | Galatia, IL |
| Tommy's Kwik Chek 1 | Godfrey, IL |
| Ray's Exxon | Southborough, MA |
| Short Stop Foods | Grand Rapids, MI |
| Duck Thru #8 | Ahoskie, NC |
| Magnolia Green Amoco | Leland, NC |
| Fresh Way Food Mart | Rocky Point, NC |
| United Petro | Myrtle Beach, SC |
| Highway 56 Keystop | Smithville, TN |



SEGMENT FOCUS

Are You On Top Of Flatbread Pizza?

Have you noticed that restaurants are all over the flatbread pizza trend? Why? Maybe because flatbread pizza is extremely popular, easy to execute, and appeals to both the traditional pizza-lover as well as the person seeking "better for you" food choices.



Country Breakfast Scrambler

"regular pizza" remains very popular...but flatbread pizza could bring a whole new dimension to your menu, and new customers in the door. The secret to success is in the recipe and the toppings...and Brakebush can help you with both!

In the last five years, flatbread pizzas have increased in popularity more than 300% at the 200 top chain restaurants.* Flatbread pizzas were also listed among the Top 15 Hottest Menu Items by Food Beat Inc.** Of course,

The Brakebush "Flatbread with a Flair" program makes adding flatbread pizza extremely do-able.

At www.brakebush.com/flatbread – you'll find over 15 exciting recipes such as the "Country Breakfast Scrambler" pizza and the "Korean BBQ Chicken Crisp" pizza. You'll also find 6 intriguing chicken-topping products that are perfect for executing the provided recipes...or they can be the inspiration to create your own recipes. "Flatbread with a Flair" also includes menu allowances and customized P.O.P. materials! Check out the website, then call your Brakebush Sales Representative...and get on top of flatbread pizza!

**Information for this article was obtained from Food Management Quicklinks Newsletter and was originally written by Jody Shee



Korean BBQ Chicken Crisp

BRAKEBUSH FAMILY OF PRODUCTS

It's Chicken in the Shape of Fun!™

With kids, it's all about fun. And when you can offer fun, tasty, wholesome chicken... parents will go for it, too!

Our fully cooked, easy-to-prepare Kids Klassics® chicken gives you an exciting variety of products and shapes to keep your menu fresh and your specials intriguing. Our best-selling items include Chik'N Pretzels, Boneless Drumsticks, Chik'n Hoops and Dog-Gone Chik'N (chicken in the shape of a hot dog)... with more than 10 Kids Klassics® choices in all. Each of which is perfect for meals, snacks, and grab-n-go treats.

Think about offering a "Shape of the Month" to keep little kids and BIG kids interested. Or maybe create your own product/theme promotions such as Touchdown Nuggets during football season, or Chicken Giggles leading up to Halloween, or a "Star-Studded Student" promotion... one free Star-shaped Nugget with every "A" on their report card (along with an adult meal purchase).

You could even have a contest amongst your staff to come up with the perfect promotion for your location (geared toward kids, or teens, or even young-at-heart adults). That would be fun...which is what Kids Klassics® chicken is all about!



Chik'N Star™ Nuggets



Touchdown Nuggets™

OPERATOR SUCCESS STORIES

Friendship Food Stores Kick Off A Food Frenzy.



How do you combine Fall, Football, Food and Fun?...with a "Football Frenzy" promotion, the brainchild of Dennis Peters, Director of Retail Sales for Friendship Food Stores in Ohio. Smart yet simple, Friendship's "Football Frenzy" features 2 dozen SQUAWKERS® wings plus a 2 liter of soda for \$12.99. And the hometown fans are eating it up!

Dennis has SQUAWKERS® units in 5 different Friendship Food Stores – with a 6th unit on the way. Unit sales range from \$1250 per week to \$2000 per week amongst the 5 stores, which vary in size from 5000 to 5800 square feet.

"Our SQUAWKERS® units are showing so much promise that I created a new Assistant Manager position to capitalize on the potential" explains Dennis. "We're enjoying great 'word of mouth' marketing...which we continually build on by doing



promotions, in-store sampling, and sampling OUTSIDE the store." For example, when a Friendship Store adds a new SQUAWKERS® item, they will systematically deliver samples to neighboring businesses to try, for free. Working through the HR people at the neighboring business, the SQUAWKERS® samples get placed in a highly visible setting (such as a break room) and due credit is given to the local Friendship Food Store. When promoting a new menu item, as much as a case of product may go out to multiple neighbors...and the neighborly sampling strategy is paying off.

Dennis further explained, "We did our homework, bringing in SQUAWKERS® to complement our pizza program... knowing it would be high quality, easy to execute, safe and popular. Plus, we get excellent ongoing support. Our Brakebush Sales Rep, Chris Martin, stays directly involved, helping us manage the integrity of the program." Friendship Food Stores are seeing profits of 50% or better through their SQUAWKERS® units, which not only contributes to the bottom line, but provides additional stability during gas-percentage fluctuations.

Thanks for sharing your SQUAWKERS® success story, Dennis. Enjoy the Football Frenzy this Fall!

Healthy Answers™

GOING FOR THE GOLD

By Lynn Edwards, RD, CD

The recent Olympic events were truly inspiring. Think of all the coaching, training and nutrition that went into those record-setting performances. It's amazing how every detail counts. The world's best athletes make food choices...and so do you, every day. You choose "the fuel" that goes into your body, which goes a long way in determining your individual performance.

According to the International Food Information Council (IFIC) Foundation's 2007 Food and Health Survey, two-thirds of Americans are making changes to improve the healthfulness of their diet. The majority of Americans report consuming foods and food components for bone health, cardiovascular disease prevention, and cancer prevention. Certain foods or food components were frequently cited as having health benefits, including: fruits and vegetables, fish, fish oil, seafood, milk and dairy foods, whole grains, fiber, oatmeal/oat bran and green tea. For the full report go to: www.ific.org/research/2007foodandhealthsurvey.cfm



Taking an even broader approach, it is the position of the American Dietetic Association that the total diet – or overall pattern of food eaten – is the most important focus of healthful eating. Rather than endorsing "super foods," the ADA recommends we aim for a "super diet" (taking into account everything we eat) – while being physically active. For additional info, visit www.health.gov/DietaryGuidelines/

My advice: pay attention to your choices. Whether you try to incorporate better foods into your diet, or strive to improve your diet as a whole – the food choices you make will affect your performance. You have an opportunity every day to be more healthful...and to "Go for the Gold" in your work, hobbies, and family life!

