



SQUAWKERS®



MAXIMIZE YOUR BRAND. MAXIMIZE YOUR PROFITS.

Winter 2008
Volume 13

BREAKING NEWS

From coast to coast, it's the chicken with the most! Welcome these new SQUAWKERS® locations from around the country.

The SPOT	Pahokee, FL
Fast Track P&B Retail	St. Petersburg, FL
Crescent Investment Group	New Orleans, LA
Hamilton Quick Mart	Baltimore, MD
Local Express	Kincheloe, MI
Riverside Food & Liquor	Niles, MI
EP Mart # 3	Enfield, NC
Reddy's C-Store	South Amboy, NJ
Pawhuska School F/S	Pawhuska, OK
Quik Stop Food & Gifts	Shipperville, PA
Polynesian Resort	Wisconsin Dells, WI

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

Read 'n Win

Want a free \$10 iTunes Gift Card? Just read on...

How'd you like a freebie? All you need to do is answer our Read 'n Win question below. The answer is somewhere in this newsletter!

Email your answer to squawkers@brakebush.com no later than Feb. 29, 2008. We'll draw four names at random from all the correct entries, and award them a \$10 iTunes Gift Card. Then we'll let you know who won in our next issue.

LAST ISSUE'S WINNERS:

We can't believe we didn't have a winner last time!

Read 'n Win Question #5:

What month is National Nutrition Month?

SQUAWKERS® adds a little Hoops Hysteria to March

This March SQUAWKERS® is putting on a full-court press as schools and retail outlets gear up for the basketball madness that comes in March. With our new Hoops Hysteria promotion, SQUAWKERS® outlets will be able to tie-in with this popular sports season and score some big sales.

For starters, we're featuring our delicious Chik'n Hoops – tasty rings of white meat chicken surrounded by either Gold'n Spice or Zesty breading. These unique rings are sure to make big points with grab-and-go patrons who are looking for a easy-to-carry, nutritious meal or snack.

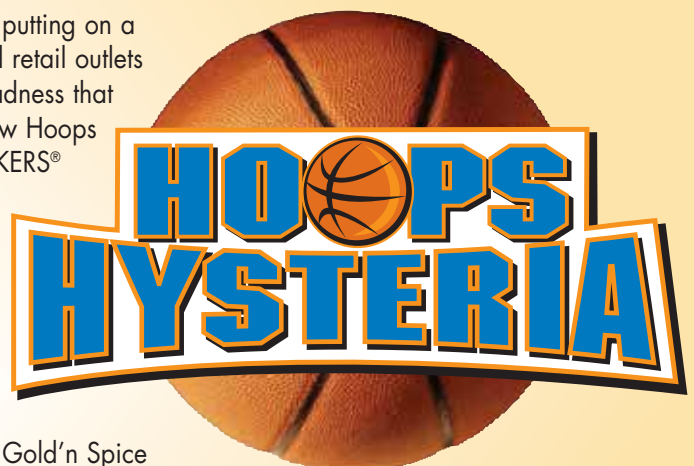
For every three cases of Chik'n Hoops you buy, you earn one Mini Basketball featuring our Chik'n Hoops logo. They're perfect prizes for weekly drawings or random receipt giveaways. In fact, schools and retail outlets can even use these eye-catching basketballs as location decorations to highlight the promotion. Then at the end of the month, they can be given away to patrons ... or even to the Humane Society as toys!

We also have eye-catching Hoops Hysteria posters available to help draw more attention to the promotion.

Book your promotion now!

Just call SQUAWKERS® Customer Service at 1-800-933-2121 and ask for the Hoops Hysteria booking form where you can order both product and posters.

March may mean madness, but this year it'll also mean Hoops Hysteria ... from the tip-off to the final buzzer!



SEGMENT FOCUS

The branding of America

There's no doubt we're living in a branded world. Just look around and you'll see logos and brands virtually everywhere. Why? Today's consumers trust brands. Younger consumers have grown up buying brands, using brands, and looking for brands. Conversely, older consumers discovered that the lower cost generic products were often lower quality, too.

Today college campuses around the country have stopped serving the standard cafeteria fare of meat loaf, mashed potatoes, green beans and soft-serve ice cream in favor of adding branded pizza, branded sub sandwiches, and branded coffee. It's a testament to the fact that students knew what they wanted and, more important, were willing to pay for it.

But the brand idea isn't a cure-all, as many ill-prepared operators have discovered. It takes more than a new logo to draw in customers. Many successful operators have upgraded their own image to match the look and feel of their new brand. Many have remodeled their spaces, adding new lighting, colored tile floors, neon signs and cluster-style seating. It's an enhanced image that's appealing to customers.

From college campuses to C-stores, "branding" is the watchword of the day, and as SQUAWKERS® operators have known for years,



a great name, a great image – and, of course, great food – are exactly what patrons are looking for.

Adapted from "Issues and Trends in Food Service Management," National Food Service Management Institute, and the July 2006 issue of The Bulletin from the Association of College Unions International.

BRAKERBUSH FAMILY OF PRODUCTS

The Tenderloin Story: variety, versatility, and value!

If any chicken story had a hero, it certainly would be SQUAWKERS® Tenderloins. Perhaps no chicken is as all-around good!

Let's talk variety. You'll find SQUAWKERS® Tenderloins in a wide variety of sizes, from medium to petite. But just look at the choice of breadings ... from our famous Gold'n Spice to J-Crumb to Southern and Italian Style, to Homestyle and Crispy-lischus, to Buffalo Style. Not to mention Original. That's some wide variety!

How about versatility? Use 'em for appetizers, in sandwiches, or as entrees. You name it, and SQUAWKERS® Tenderloins go there with ease.

And, of course, *this* chicken story has a very happy ending: value. SQUAWKERS® Tenderloins are cost-effective for any operation, so they can be reasonably priced at the counter.

In short, the Tenderloin Story is really a love story that starts with great tasting chicken, and ends with happy patrons!

Buffalo-Style
Chicken Tenderloins



From appetizers to entrees,
SQUAWKERS® Tenderloins
are a hero.

OPERATOR SUCCESS STORIES

At Beloit College, there's no grab-and-go like SQUAWKERS®.

College life has always been fast-paced, but maybe not as fast as it is today. Today's students spend a lot of time trying to *make* more time, and sitting down for leisurely meals isn't in the plan.

"Chicken sandwiches are one of the easiest and most nutritious meals we can make for students," says Beloit College Foodservice Director Peter Kraemer, "they grab 'em, pay for 'em, and they're out the door."

DK's Snack Bar at Beloit College's student union has been a SQUAWKERS® customer for over three years, but the college's Commons operation – the main dining facility located on the residential side of campus – has been a Brakebush customer for as long as Peter can remember. "Students want good meals," he says, "and chicken is certainly one."

While DK's has run successful specials using SQUAWKERS® Touchdown Nuggets and Buffalo-Style Boneless Wings, they keep coming back to the two staples that students really like: chicken fillet sandwiches and chicken strips.

"They seem to be the most convenient for on-the-go students," Peter says, "and, of course, they really like the taste."

SQUAWKERS® just may be the perfect grab-and-go solution for colleges ... or for any operation whose patrons are spending time trying to make some time!



Healthy Answers™

NUTRITION: IT'S A MATTER OF FACT

By Lynn Edwards, RD, CD

Thirty-five years ago the American Dietetic Association (ADA) created National Nutrition Month® (NNM), a nutrition education and information campaign designed to focus on making informed food choices and developing sound eating and physical activity habits. It's held in March and the 2008 theme is **Nutrition: It's a Matter of Fact**.

This year marks the first annual Registered Dietitian Day, March 10, 2008. It's the perfect time to enhance your operation by having a Registered Dietitian present a class on wellness or healthy eating.

Here are some other ideas to help you put healthy eating in the spotlight this March:

- Distribute discount coupons on a healthy meal featured at your operation
- Decorate with NNM materials. Have the cashier ask every 10th customer for this year's NNM theme and reward winners with a discount, a NNM pencil, pen or button.



- Create a "take one" box with a nutrition brochure, NNM bookmarks, Nutrition Fact Sheets, or MyPyramid handout.
- Sponsor a canned food drive for a homeless shelter.
- Have participants vote for their favorite vegetable or fruit. Post a tally of the votes. Use a vegetable or fruit theme for decorations.

The Healthy Answer is "knowing the facts" when it comes to nutrition!

C-STORE CORNER

The C-Store of yesterday is gone ... thankfully!

It wasn't long ago that "foodservice" in a C-store consisted of hours-old hotdogs on a roller grill and days-old triangle sandwiches on a shelf.

Times have changed, and today's successful C-stores are cashing in on today's fast-paced culture where a large number of meals are prepared and consumed away from home. It's a trend that has spawned any number of "curbside pick-up" additions to fast casual restaurants.

In riding the trend of a mobile culture, convenience stores have become much more sophisticated in their approach to foodservice. Today they're offering something for almost any person on the go anytime ... whether it's breakfast burritos, lunchtime subs, or Asian-to-go at dinnertime.

In fact, many provide their customers with fresh, made-to-order options in addition to the grab 'n go items that are the foundation of their business. A growing number of convenience stores even have a catering menu!

While it's not a revolution in eating, it's a welcome *evolution* for C-store patrons!

Adapted from "A New Era of C-Store Foodservice," Foodservice Equipment Supplies Magazine, December 2007.

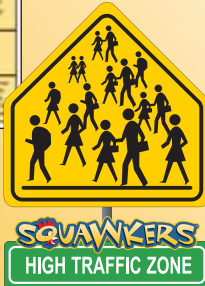


PROMO PLACE

Upcoming Promotions & Events

This summer **Go Do It!**
Squawkers wants to encourage kids to be active and have fun with their friends, so get up and go do something!

STARTING 2008	FEBRUARY	MARCH	APRIL	MAY
PROMOTION	Go! PLAY FOOTBALL!	Go! TO A MOVIE!	Go! JUMP ROPE!	Go! FOR A WALK!
ELEMENTS	Two Flyers: one for the coupon and one to hang up.	Two Flyers: one for the coupon and one to hang up.	Two Flyers: one for the coupon and one to hang up.	Two Flyers: one for the coupon and one to hang up.
PRIZES	Breakfast Flava Football	Movie Theater Coupons	Squawkers Jump Rope	Squawkers Pedometer
WINNER SELECTION	Using a random draw, all winners will be announced.	Using a random draw, all winners will be announced.	Using a random draw, all winners will be announced.	Using a random draw, all winners will be announced.



April - May, 2008

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

May, 2008

- Brakebush will be at the NRA Show, May 17-20

ANNIVERSARIES

It took only three years to build the first atom bomb, but did *that* change the world! These SQUAWKERS® locations have been with us three years, and their world has changed a lot, too!

(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.)

- D&C Mart Coleman, FL
- Ortiz Food Store Ft. Myers, FL
- Hunter's Creek Citgo Orlando, FL
- Nebraska Amoco Tampa, FL
- Pembroke Citgo Pembroke, IL
- Shurfast Market Cadiz, OH
- Thistle Down Race Track North Randall, OH
- Sellers Catering Oklahoma City, OK
- Gittin Place Vian, OK
- Coalfields Backyard Burgers Berlin, PA
- Georgetown Ice Georgetown, SC
- Kelly's Market Eagle Rock, VA
- Korner Stop & Deli Barron, WI
- Northbound Trail C-Store Fremont, WI
- Yogi Bear's Jellystone Park Lake Delton, WI
- Lone Stop Shell Lone Rock, WI