

C-STORE CORNER

When times are tough, in-store marketing works

Though the economy's bad, it's not scaring the quick-service industry into cutting in-store marketing. In fact, restaurant chains are using the souring economic climate as a way to promote their individual stores even further.

"We're trying to make our restaurant an oasis. We don't want people to be reminded that the times are tough, so we haven't changed anything about our in-store marketing," says Molly Catalano, director of public relations for Five Guys, which operates more than 300 locations in 25 states.

Point of purchase marketing is a powerful tool for Dunkin' Brands in markets where other forms of advertising are not present. In test markets that use only POP and no other type of marketing, sales are driven by these in-store messages.

Need some POP? Qualifying operators can request customized promotional materials like table tents, posters and menus. Just ask your Brakebush sales rep or broker for an order form.

Adapted from "The In-Store Strategy," QSR Magazine.com, April 2009

PROMO PLACE

Upcoming Promotions & Events

Squawkonomical Snacks

July-Aug HTZ:

- 5571 Popcorn Chicken, Breast Meat
- 5573 Popcorn Chicken, Breast/Thigh Meat
- 5577 Formed Popcorn Chicken
- 7206 Country-Style Boneless Wings
- 7204 Southern Select™ Boneless Wings
- 7205 Buffalo-Style Boneless Wings



Sign up for our free promotion and get:

- 2 – 11 x 17 posters
- 5 – 8.5 x 11 flyers
- 2 – window clings
- Counter mats are available

New Product Promotion:

\$5/case rebate on Perfect Answers™ chicken.

Please contact Brakebush for more info on these programs.

ANNIVERSARIES

Three years doing business with us...and counting! Now that's something to crow about. Happy anniversary to the following SQUAWKERS® locations!

(If you don't see your name and you joined in 2006, don't worry. We'll be announcing more 2006 SQUAWKERS® openings in future issues.)

Duette Country Store Duette, FL
 Express Track Amoco Lakeland, FL
 Citgo/Team Petroleum Jacksonville, FL
 Sunshine Food Mart..... Middleburg, FL
 Grazin' Moose MarketPunta Gorda, FL
 One Stop Mart Youngstown, OH
 Discount Food Mart Parma, MO
 Sat-Kartar Petro Newburgh, NY
 Sussex Borough Luncheonette Sussex, NJ
 Oklahoma City Schools Oklahoma City, OK
 EZ Mart 76..... Wenatchee, WA
 Quick Stop – Chelan Wenatchee, WA
 K.J.'s Amoco Kenosha, WI



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BREAKING NEWS

From North to South, SQUAWKERS® is still taking the country by storm. Welcome these new locations to the flock:

- Bridgers Truck Stop..... Auburndale, FL
- Havendale Shell..... Winter Haven, FL
- College SquareBrainerd, MN
- Pine Square.....Brainerd, MN



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Take some time to make some time

OUR NEW PROMOTION MAKES PERFECT ANSWERS™ CHICKEN EVEN MORE... PERFECT!

If there's one thing customers love, it's great-tasting chicken. And with Perfect Answers™ chicken you can serve them exactly that: tenders and fillets that are whole muscle, not chunked and formed.



You'll also like them because they're perfectly portioned and consistently sized. That makes it easy to serve the same, great-tasting applications time after time. And it makes predicting budgets easier, too. Because they're fully cooked and feature Brakebush's expert breading, they're easy for virtually anyone to prepare perfectly...a big plus for any operator.

Now you can love Perfect Answers™ chicken even more, with our new "Perfect Answers™ Chicken Rebate." Operators can get a \$5 per case rebate—up to \$300—on all Perfect Answers™ chicken products. Purchases must be made before October 31, 2009. See your Brakebush Rep for all the details.



MISSISSIPPI FLYERS

Ingredients:

- 2.4 oz. 5332 Perfect Answers™ Southern Select™ Breaded Portioned Breast Slider
- 1 ea. Slider bun
- 1 oz. Havarti cheese
- 2 ea. Dill pickle chips
- 2 Tbsp. Creamy coleslaw
- 1 Tbsp. Tangy BBQ sauce (your choice)

Prep Method:

1. Heat chicken per specifications.
2. Warm slider bun and place pickle chips on bun base.
3. Add crispy chicken and BBQ sauce.
4. Top with cheese and finish with the creamy slaw and slider bun top.

Looking for a new and exciting way to prepare your Perfect Answers™ chicken? Try this great recipe! Then get ready to serve your customers the most perfect chicken made... Perfect Answers™ chicken!

LESSONS IN LEADERSHIP

Delegate or die

Time is your friend or foe. Just the names "quick service" or "fast casual" speak volumes about the role time plays in our industry. Trying to micromanage a team and saying "yes" to everything are two common time traps of unfocused managers. They need to know the difference between tasks that can be delegated and those that can't. Consider the idea of "preventative coaching" as a time saver. When someone brings you a problem, instead of simply handling it yourself, ask yourself (1) what is truly important right now, considering what your time is worth; (2) what's not getting done while you're fixing the problem; and (3) what will happen if you don't get it done. In most cases you're better off having the person who brought you the problem solve it themselves with your input and advice. Give a man a fish, he eats for a day; teach him to fish and he'll never be hungry again.



Jim Sullivan is CEO of Sullivision.com.



SEGMENT FOCUS: RECREATION

For concessions, it's not the same old game.

You've seen the national ballparks doing it, and pretty soon you'll be seeing all ballparks doing it: serving healthier, higher quality food.

That's exactly what's happened at Wahconah Park in Pittsfield, MA. Taking their cue from Major League Baseball, the owners of the American Defenders of Pittsfield, the city's New England Collegiate Baseball League franchise, have teamed up with some local restaurant owners to give fans some untraditional food choices.

Those choices include sushi, chicken wings, and ribs.

"We're trying to upgrade the whole food source at the park," said Leslie "Buddy" Lewis, a member of the team's ownership group. It was his idea to provide the different food choices.

"I think one of the most important things that brings people to a game is the food."

Lewis isn't the only one who's changing ballpark fare. The Birmingham Barons at Regions Park have added yogurt and fresh cut fruit to their menus. And of course, the new Yankee

Stadium will boast food choices ranging from barbeque to garlic fries to deli sandwiches and cookies. There'll also be a Latin Corner, serving Cuban sandwiches, nachos and burritos, and a Noodle Bowls stand with Asian-inspired cuisine.

Of course, there'll be sushi and salads.

So for healthier foods, the time may be coming soon when it's one, two, three strikes... you're out at the old ballgame!



BRAKEBUSH FAMILY OF PRODUCTS

New chicken SLIDERS give you a big opportunity in a little bun

The big news in foodservice right now is very small ... meaning, the trend towards "mini" foods is huge. That's exactly why we've added our new mini breast fillet SLIDERS to our family of products. These little fillets pack a wallop when it comes to taste ... and value.

Each of our mini breast fillet SLIDERS is 2.4 ounces of whole muscle breast meat, surrounded by our wildly popular Southern Select™ coating. And because they're part of our Perfect Answers™ family, each is perfectly portioned.

Small, portable sandwiches continue to be in demand by operations of all types ... from white tablecloth operations to campus dining to C-stores. They're perfect all by themselves, as appetizers or snacks, or as part of a "pass the plate" meal along with several other smaller-portioned entrees. In addition, they're easy for operators to customize with signature toppings.

Don't miss this huge opportunity for big profits – add mini SLIDERS to your menu!



OPERATOR SUCCESS STORIES

It's quiet, it's peaceful ... it's SQUAWKERS® country!

Travel to the top of Lake Michigan and you'll find the hustling, bustling vacation spot of Mackinac Island. But drive west along the shoreline into some of the prettiest country of Michigan's Upper Peninsula, and you'll eventually come upon Gulliver's Crossroads, a convenience store nestled into a remote, peaceful portion of the U.P.

It's there that locals find the best-tasting chicken around: SQUAWKERS®. And to accommodate their customers' love of chicken, Gulliver's Crossroads stocks almost a dozen varieties, from traditional breaded breasts and Zippity Doo-Wa Ditties® Wingettes, to our new Tappers™ and SLIDERS.

"The popcorn chicken and tenders are probably the most popular," says manager Stacie Zellar. "We serve a ton of those for lunch every day." In fact, that's when most of the SQUAWKERS® chicken is sold. But in addition, Gulliver's Crossroads offers 4-piece meals and cooks up "any variety the customers want" at dinnertime.

Stacie is impressed with SQUAWKERS® sales. "We had chicken before SQUAWKERS®," she says, "but we liked the idea of having a branded chicken because we felt it would help draw in more customers." Currently Gulliver's Crossroads uses inside

signage, but they're considering outdoor banners as well, "just to let more people know we carry it."

Stacie also talked about the chicken itself. "SQUAWKERS® lets us offer our customers a really wide variety of chicken. Everyone is impressed with the taste and quality."

Next time you're looking for peace and quiet, and want some really good chicken to help you enjoy it, stop by Gulliver's Crossroads. You'll find more of your fair share of all three!



Healthy Answers™

TO BOTTLE OR NOT TO BOTTLE?

By Lynn Edwards, RD, CD

Summer's here and people will be "chillaxing" with a plastic bottle of cold water. Is that bottle safe?

Much has been written that reusing, freezing or heating water bottles causes them to break down into carcinogenic compounds or release dioxins. Let's set the record straight.

While there are many kinds of plastic bottles, most often they're made of polyethylene terephthalate (PET or PETE). Plastics don't have dioxins, so the claim that bottles release dioxins is unfounded.

Another plastic used in food containers is bisphenol A or BPA. The FDA, which regulates bottled water, has not banned the use of BPA and has concluded that "current levels of exposure to BPA are within safe levels." Research is ongoing.



What about the water itself? The American Dietetic Association states that bottled and tap water are equally safe with similar regulatory oversight. Unless fortified, bottled water offers no significant nutritional advantage and excessive use may have a negative impact on the environment.

On the positive side, bottled water has encouraged greater water consumption, typically at the expense of sugary beverages!

This Healthy Answer comes from Brakebush. Check out the new "chik" (awesome, impressive, exciting) line. I think you'll agree it could be your "Perfect Answer."

Watch our product video at: www.perfectanswerschicken.com

