

C-STORE CORNER

New generations redefine "comfort food"

Aging baby boomers and diverse Gen-Y'ers are redefining today's comfort food, according to Center for Culinary Development CEO Kimberly Egan. "Each generation has different needs and tastes, including more healthful fare, gourmet ingredients and bolder flavors, which are reflected in their go-to comfort foods."

For example, while all groups craved chicken soup, Gen-Y'ers also turned to Vietnamese pho (beef soup with banh pho noodles). Gen-Xers gravitate to beloved branded foods, while Boomers are skewing premium but keeping an eye on health.

A survey done identified these trends:

- Contemporary quality in traditional favorites: leaner meats, seasonal veggies, fresh herbs, exotic spices

- New diversity: global comfort dishes are appearing, including Vietnamese, Thai, and Indian
- Balanced eating: indulgent comfort foods are being balanced with more healthful versions



The study also discovered that consumers of all ages enjoy sweet breakfast foods for desserts, and that pie is making a comeback, especially when it's filled with fresher, seasonal fillings and exotic twists.

The report is based in part on a national survey of more than 3,700 people about their comfort food preferences, which was conducted by CCD in June 2009.

Adapted from "Redefining Comfort Food," as in CSP Daily News, August 17, 2009

PROMO PLACE

Upcoming Promotions & Events

Watch for New High Traffic Zone promotion materials coming later this year.

New Product Promotion:

Perfect Answers® Chicken \$5 Case Rebate



Squawkers wants to encourage kids to discover great tasting chicken!

Fall 2009	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
PROMOTION	No Limits	Find Your Way	Up Close	From a Distance
ELEMENTS	Two Flyers: One for the counter and one to hang up	Two Flyers: One for the counter and one to hang up	Two Flyers: One for the counter and one to hang up	Two Flyers: One for the counter and one to hang up
PRIZES	Movie Coupon	Compass Carabiner	Magnifying Glass	Binoculars
WINNER SELECTION	All Squawkers customers get their name in a hat every day they purchase a chicken product.	Choose your own giveaway!	Have a lucky tray day!	Choose your own giveaway!

LESSONS IN LEADERSHIP

Spaced repetition is the mother of all learning.

Have you ever watched a stonecutter at work? They will hammer away methodically at a rock as many as a hundred times without a crack showing in it. Then on the 101st blow, it will split in two. It is not the final blow alone that accomplished the result, but the 100 others that preceded it as well.

So it is with learning and retention too. Teach key concepts repeatedly to your team members, but with enough space in between to allow for reflection, discussion, and application. What would make you a better tennis player if you'd never played before? One five-hour lesson, or five one-hour lessons spread over five weeks?

Use pre-shift meetings daily to focus and energize your team, while teaching them something new everyday.



Jim Sullivan is CEO of Sullivision.com.



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.)

- A&P Food St. Petersburg, FL
- Raceway #839 Jacksonville, FL
- Gator's Chevron Tequesta, FL
- Best Mini Mart Katy, TX
- Spicy Bob's Italian Express Grayling, MI
- Convenience Corner Stephenson, MI
- Corner Store Lake, MI
- Mayer Mobil Medina, MN
- Stop 'n Save Wheatland, PA
- Porterfield Pit Stop Marinette, WI
- Friendship Food Stores (#72, 84, 88, 99) Michigan & Ohio

SQUAWKERS

MAXIMIZE YOUR BRAND. MAXIMIZE YOUR PROFITS.

Fall 2009
Volume 19

BREAKING NEWS

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

- NH Petro Defiance, OH
- Oxford Travel Oxford, WI
- Cenex Convenience Bemidji, MN
- Southern Petro Sunoco West Palm Beach, FL
- Barron Oil Berne, IN
- Jonesville Quick Stop Jonesville, MI
- Friendship Food Store #89 Norwalk, OH
- Hoosier Gasoline Berne, IN
- Coyne Oil Mount Pleasant, MI

HELP US MAKE OUR SQUAWKERS® PROGRAM EVEN BETTER!

VISIT WWW.SQUAWKERS.NET TAKE A SHORT SURVEY, AND GET THIS TRAVEL MUG FREE!



INSIDE THIS ISSUE:

- Segment Focus**page 2
If it's 8 p.m. it must be time for lunch.
- Brakebush Family**page 2
Fun foods come in all shapes and sizes!
- Operator Success Story** page 3
SQUAWKERS® in Alabama: something to crow about.
- Healthy Answers**page 3
Food allergies and intolerances.
- Lessons in Leadership**page 4
Spaced repetition is the mother of all learning.

OUR NEW LOOK WILL GET YOU MORE NEW LOOKS!

There's nothing like changing things around to get your customers to take notice. And that's exactly what our new menu boards are designed to do: make it easy to make changes.

Our colorful new menu board measures 28.5" w x 20.75" h and holds two header strips and up to 11 menu item strips.

Each of the strips is magnetic, so items can be changed in an instant. In addition, every operator has a choice of eight different magnetic photographs, so even the picture can be swapped-out in no time.

The new menu board can be hung from the ceiling or mounted on a wall, so it works well with whatever arrangement your operation currently has.

Best of all, as your business expands, your menu board can, too! Each menu board comes with a special spacer that allows you to add a second magnetic menu board. Pop in a new photograph, add some additional items, and you're ready to go.

Each magnetic menu board comes with six header strips, 50 menu item strips, and a sheet of numbers for pricing.

Operators can order these new menu boards online using a credit card at www.cvpromos.com/squawkers or visit that site if you'd just like to see more.

Get a new look and a few more second looks with the new SQUAWKERS® signs!



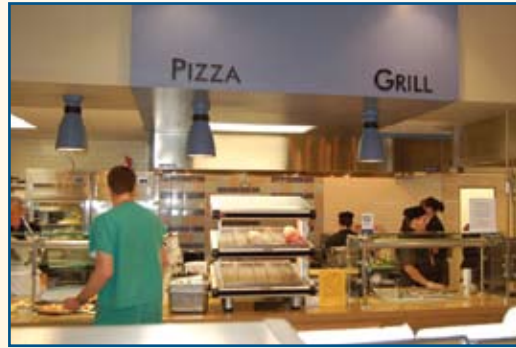
SEGMENT FOCUS: RECREATION

If it's 8 p.m. it must be time for lunch.

When you work in healthcare, there's a very good chance your hours aren't anything at all like banker's hours. Healthcare is an around-the-clock business, with workers starting and stopping their shifts at all hours of the day.

And that means mealtime can happen at anytime, regardless of which meal it is. That's exactly why foodservice locations in healthcare facilities have to stay on their toes 24/7, offering healthcare professionals – and visitors – a full slate of good tasting menu choices around the clock.

It's not an easy situation to be in. Healthcare workers are no different than other patrons today in that they're looking for healthier, "better-for-you" choices for meals no matter what type of dining setting is available. Good nutrition plays a key role in meal selection even at a convenience location.



In some cases, portability is just as important. In an environment where many tasks really are unexpected emergencies, food concepts must be mindful of workers' needs for easy-to-eat, grab-and-go meals. New concepts are offering text-ahead ordering to keep employees and visitors moving at their pace. Chicken wraps and SLIDER sandwiches are two examples of excellent portability combined with great nutrition.

And we can't forget the catering opportunities healthcare facilities offer operators. For both large and small gatherings, chefs love the convenience of heat-and-serve products like chicken, especially when events can happen at any time of day.

When breakfast may fall at midnight or lunchtime could be at 8 p.m., healthcare chefs have their hands full keeping workers and visitors happy, on time, and well fed.

BRAKEBUSH FAMILY OF PRODUCTS

Fun foods come in all shapes and sizes!

Nobody says that eating has to be fun. But it's so much better when it is! That's why SQUAWKERS® offers you two new fun ways to sell great tasting chicken to your customers.

Topping off the list are PERFECT ANSWERS® SLIDERS – little chicken patties that are big on taste. Sliders are 2.4 oz. whole muscle chicken covered with our unique Southern Select™ coating. They're perfectly portioned and the ideal size for mini-buns. In fact, they're the perfect answer to today's "mini" trend!

Serve them to your customers as part of a meal deal, as grab-and-go snacks... even as breakfast sandwiches.

And best of all, PERFECT ANSWERS® SLIDERS are so much fun to eat, your customers will be back again and again.

Next up... SQUAWKERS® ZOO CREW™ chicken. They come in four fun shapes: camel, elephant, rhino, and lion, and they're 1.1 ounces of all-breast-meat chicken per piece. ZOO CREW™



shapes make it fun to play with your food... which is why they're perfect for kids. Plus, a portion of the proceeds benefit the Association of Zoos and Aquariums.

Give your customers two fun ways to have a great meal... or two great ways to have a fun meal! PERFECT ANSWERS® SLIDERS, and ZOO CREW™ chicken.

OPERATOR SUCCESS STORIES

SQUAWKERS® in Alabama: something to crow about

Things are popping up all over in Alabama. And what's popping up are brand new SQUAWKERS® locations, thanks to new broker Complete Food Service Solutions (CFSS). In far less than a year, CFSS has managed to set up and open five SQUAWKERS® locations. A sixth just opened for business in early October.

"There are really three reasons operators love SQUAWKERS®," explains Jackie Mitchell of CFSS. "First, they love having a brand name they can advertise. SQUAWKERS® is a brand name that draws consumer attention and gets noticed. Second, they love the quality of the food. When it comes to great tasting, high quality chicken, SQUAWKERS® really can't be beat. Third, the operators love the partnership they have with their distributor, Red Diamond."

Each of the six SQUAWKERS® locations is served by Red Diamond, a longstanding foodservice distributor to restaurants and convenience stores in the South. Red Diamond was started as a coffee and tea company in 1906, making it one of the three oldest in the country. All six SQUAWKERS® locations are located in "food and fuel" convenience stores and situated within the 50 mile stretch between Tuscaloosa, Ala., and its big city neighbor to the northeast, Birmingham.

Of all the SQUAWKERS® products available, Jackie thinks Fiery Fingers® just may be the most popular. "It's really quite a unique product," he says. "Inferno Wings® probably rank a close second. But the meals are very popular, too, because Red Diamond can supply the operators with excellent side dishes."

If you're in Tuscaloosa, be sure to stop at the Toll Bridge Chevron and look for the brand-spanking-new SQUAWKERS® kiosk. But then again, given Jackie's success rate, there may well be a few newer locations opened by the time you read this!



Healthy Answers™ FOOD ALLERGIES AND INTOLERANCES

By Lynn Edwards, RD, CD

Eight foods cause 90% of the allergic reactions in the U.S.: egg, peanut, tree nuts, fish, shellfish, soy, and wheat. Federal law mandates that food labels list ingredients made from proteins derived from these allergenic foods.

Only 4%-8% of children and 2% of adults have true food allergies; many more have food intolerances. What are the differences?

Food allergies are adverse reactions caused by an overreaction of the immune system to a protein. It may involve skin reactions (e.g. hives, eczema) or affect the GI tract (e.g. nausea, vomiting, diarrhea). Severe reactions include difficulty breathing, coughing, or wheezing. In some people severe food allergies can be fatal.

Food intolerances are more common than allergies, although symptoms may be similar and include abdominal cramping, bloating and diarrhea. These symptoms are rarely life-threatening.

Food intolerance occurs when a chemical deficiency in the body can't digest the food. Lactose intolerance is the most common.

Keeping a diary of foods and symptoms can help identify which are causing problems and can aid in determining the difference between an allergy and intolerance.

If you have repeated symptoms visit an allergist. The doctor can do tests to identify a true food allergy.

When it comes to food.....look for the "Healthy Answer" from Brakebush!

