



SQUAWK BOX



MAXIMIZE YOUR BRAND. MAXIMIZE YOUR PROFITS.

Winter 2010
Volume 20

BREAKING NEWS

From "A" to "V," SQUAWKERS® is the best chicken in the country. Welcome these new locations to the flock:

- Galleria Chevron.....Hoover, AL
- Irondale Chevron..... Irondale, AL
- Irondale BPBirmingham, AL
- Napoli Pizza Alliance, OH
- Jonesville Quick StopJonesville, MO
- Lucky's Bargain BarnGeorgetown, TN
- Landover Hills Exxon Landover Hills, MD
- Vogels Food Mart.....Cambridge Springs, PA
- Riverside Gas & Grill.....Bellevue, IA
- Franklin Express Mart..... Richmond, VA

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Take the time to make the time.



WHY DO CUSTOMERS CROSS THE ROAD? TO GET TO THE SQUAWKERS®, OF COURSE!

It's a principle that's been proven for centuries: people will go where the good food is, and will return there to find it again.

Being a SQUAWKERS® operator you know that already. Customers return again and again because the chicken you sell is good, it's fast, and it's a great value.

Brakebush has been in the C-store business for over 25 years, but this year we've totally recommitted ourselves to your market. And to celebrate that commitment, we created the "Chicken In The Fast Lane™" program. It brings SQUAWKERS® customers like you even more benefits and ways to be profitable. You don't have to join Chicken In The Fast Lane™ or do anything extra. Because you're already a SQUAWKERS® customer, you can just sit back and enjoy all the benefits our new commitment brings you.

Chicken In The Fast Lane™ gives you the additional support of free food cost and profit analysis tools, which can help you with inventory management, determining selling prices, and predicting profits.

We'll also give you free culinary support. We have a lot of great, simple recipe ideas that you can use for special promotions or everyday offerings. And we can show you how our newest products like Sliders and Tappers® Beer Battered Wings can work for your operation.

And, of course, we'll continue to drive in-store sales with our free point-of-purchase materials.

Talk to your Brakebush rep about how we can help your business become even more profitable with Brakebush Chicken... and give your customers even more reasons to cross the road to get to your store!



BRAKEBUSH FAMILY OF PRODUCTS

Beer battered and boneless... wings couldn't get better!

You'd have to have been living in a cave to not know that wings are one of the most popular menu items around. The demand over the last few years has absolutely soared. What's more, the demand for boneless wings has risen even faster.

Why? Simple: less mess. Customers who are eating on the run want all the great taste of bone-in wings, but with more convenience.

Now Brakebush is bringing C-stores all of that convenience, coupled with our matchless beer batter coating. It's everything C-store patrons could ask for! And it's everything C-stores could want in order to differentiate themselves from their competition down the street.

Boneless wings are the latest addition to our Tappers® product line.

They're hearty, people-pleasing, juicy chicken topped by a crispy, crunchy coating made with real Point® Amber Classic beer, that gives them a distinctive honey hue... and an unmistakable taste.

Want to know more? Visit our Tappers® web page at <http://www.brakebush.com>. Then add our new Tappers® Beer Battered Boneless Wings to your menu.



C-STORE CORNER

C-stores should appeal to adventuresome eaters and breakfast feeders

It's been no secret to C-stores that foodservice is on the rise. Anyone in the business who's been around a few years has seen a dramatic rise in the number of consumers stopping to pick up meals... to the point where they're not satisfied with the "same-old same-old" C-store fare any more. They're looking for more.

A study done in 2007 by MarketBrief found that the appeal of ethnic foods was trending upwards. Consumers want to try "something different," and Mexican and Asian foods have topped that list.

It's a trend that's easy to accommodate, thanks to Brakebush's Global Creations® chicken strips. They're heat-and-serve products that come fully seasoned with Ginger Teriyaki, Tuscan-style, or Fajita. With these, enterprising C-store owners can quickly satisfy their patron's desires for ethnic foods, and continue to compete with other fast food restaurants down the street.

Along with patrons' desires for ethnic foods comes the need for full meals, rather than just snacks. Again, Brakebush's bone-in chicken products fill the bill nicely, as do fillets and sliders. Brakebush sliders are especially versatile, since they can be seen as an appetizer, a full meal, or a late-night "fourth meal."

As the research study pointed out, all of these "exotic" meals come at a price. Which is good news for

profitability, but may not be so good for patrons' wallets. However, that's where C-stores will do well to educate both their patrons and their counter personnel. Many C-stores already thoroughly train their staff in the history and ingredients of the new fare, and encourage their staff to sample all of the new items so they can discuss them with patrons. It truly helps to make a sale when counter personnel can make a personal recommendation to a waffling patron.

Finally, don't underestimate how important breakfast customers can be to your overall daily sales. Customers who see higher-end coffee and breakfast offerings will naturally assume that other daypart offerings by the C-store are just as high in quality. What's more, it's possible to sell lunch items – to be eaten later in the day – to breakfast customers. By adding breakfast sandwiches (like Brakebush sliders) and even sampling other daypart meals (for example, salads topped with crispy Brakebush chicken), patrons see the C-store as a viable food destination at any hour of the day.

Adapted from "Flavor Du Jour," Convenience Store Decisions, November 2007.



OPERATOR SUCCESS STORIES

A little extra effort sells a lot of extra chicken in Wisconsin

People have always characterized northern Wisconsin as being a sleepy little area. But that's not the way Linda Courchaine of Oxford Travel would tell it. Linda runs Oxford Travel, a classic "food and fuel" C-store operation in Oxford, Wisconsin, on Rt. 82 just off I-39. In May of 2008 she added SQUAWKERS® to their menu and ever since, things have been far from sleepy.

In fact, Linda says her deli sales literally increased over 60% after she added the SQUAWKERS® chicken line. "Late summer and early fall was very busy this year" she says, "and it was mostly due to SQUAWKERS® traffic."



What a combo! Clay and Linda Courchaine.

Oxford Travel is an inviting store with attractive log siding that gives it a warm, homey feel and differentiates it from other roadside competition. "When we brought in SQUAWKERS®, we had a 'Grand Opening' celebration. Our rep, Don Maes, brought us samples of Brakebush chicken to let customers try, which really helped spread the word of how good it was. He even brought along pizza topped with Chik'N'Zips®." She says the word-of-mouth from that event helped put their SQUAWKERS® operation on the map.

"We didn't just rely on word-of-mouth, though," Linda explains. "We also ran ads in our local newspaper, and still do, especially during the summer holiday periods."

In addition, Oxford Travel has created a special "take-out" menu flyer for customers who'd like to call-in their order next time. "That works well for the 4-piece and 8-piece meals. We can get the meals ready ahead of time and customers don't have to wait very long to bring them home."



Linda feels one of the keys to Oxford Travel's great chicken sales is how they display their products. "We had a game room that we converted to an eating space. We now have a big warmer, and customers can take what they want from it, buffet-style. Every variety of chicken is clearly labeled so customers know what's what, and know the price of everything. They won't buy what they can't see, so we make sure the warmer is always filled."

Besides displaying the products themselves, Linda has decorated the walls with the appetizing chicken posters supplied free from Brakebush. Linda's a big fan of the SQUAWKERS® signage, and believes that and the menu boards help customers choose chicken. "Customers can eat with their eyes, too," she adds. "It really sells the chicken to a hungry patron."

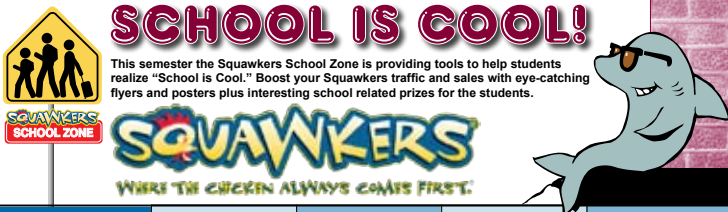
Although Oxford Travel carries almost two dozen varieties of Brakebush chicken, including all three varieties of wings, chicken tenders seems to be the customer favorites. "But they like them all."

Clearly Linda is sold on Brakebush chicken, and so are her customers. "The main reason I chose SQUAWKERS® is the chicken. It's just really good chicken."

Ideas you can use:

- Have a SQUAWKERS® "Grand Opening," and have your Brakebush rep bring products to sample
- Run ads in local newspapers to get the SQUAWKERS® word out
- Create a "take-out" menu flyer so customers think about your operation when they're thinking about dinner
- Display the food in a way that lets customers see how good it looks
- Use SQUAWKERS® menu boards and posters to help increase appetite appeal

PROMO PLACE



SCHOOL IS COOL!
This semester the Squawkers School Zone is providing tools to help students realize "School is Cool." Boost your Squawkers traffic and sales with eye-catching flyers and posters plus interesting school related prizes for the students.

SQUAWKERS SCHOOL ZONE
SQUAWKERS
WHERE THE CHICKEN ALWAYS COMES FIRST.

SPRING 2010	FEBRUARY	MARCH	APRIL	MAY
PROMOTION	Make your mark!	Mistakes go away!	Find your place!	Measure your coolness!
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	Pen / Highlighter	Push Stick Eraser	Magnetic Bookmark	Ruler
WINNER SELECTION	Have students write what they think makes school or Squawkers cool. Or choose your own giveaway!	All Squawker customers put their name in a hat every day they purchase a chicken product.	Have a lucky tray day. Or choose your own giveaway!	Hang a banner in the hallway and have students write their favorite Squawker meal & why. Pick a winner.

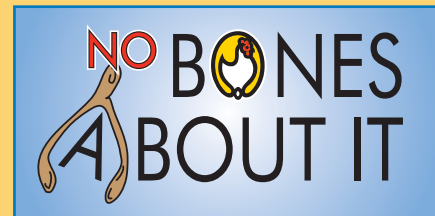
Upcoming Promotions & Events

Become a Tappers® Treasures™ rewards member

Sign up to receive our monthly promotion email at: www.brakebush.com/tappers

Tappers® Boneless Wings—"No Bones About it" promotion

"Ask your sales representative for details."



ANNIVERSARIES

Three years flies when you're selling great chicken! Let's put our wings together and congratulate these operations who've been with us since 2007!

(If you don't see your name and you joined in 2007, don't worry! We'll be announcing other SQUAWKERS® openings from 2007 in upcoming issues.)

- JB's Store.....Neelyville, OH
- Yas Corporation Marshall, MI
- Big Boy's Inc.....Kenly, NC
- The Store.....Andover, OH
- Gulliver's Crossroads.....Gulliver, MI
- Sainsbury MarketDepew, NY
- Indian Retreat.....Puxico, MO
- Gas City Ltd.....Benson, AZ
- Dean's Food MarketKansas City, MO
- Maes MartLaPorte, IN
- WA EnterprisesFort Wayne, IN

LESSONS IN LEADERSHIP

Time Management in a 24/7 World

The fact is, you can't "manage" time, you can only manage activities or tasks. Most performance problems in a management team are rooted in poor planning and prioritizing, not "leadership". They get distracted and confuse "fire-fighting" with being effective, when in fact, just the opposite is true. Managers who complain loudest about time scarcity have the most disorganized calendars. Here's a new strategy for you and your team to apply: assign every task to a specific day, never to a "list". Break each bigger task or project down into the sequential subtasks necessary to complete the project and then assign those subtasks to a specific day. Forget the old belief that you should first make a list of every daily task and then assign an A, B, or C priority to each one. This may have worked in the 1980s but is ludicrous in the 24/7 world of 2010.

How much time do you spend re-writing and re-assigning these ABC lists to the "next" day? All of your meetings are calendar-specific, so why shouldn't your activities be as well? High-performing GM's and Multi-Unit managers are most efficient when they plan 70% of each day and week in detail and leave the remaining 30% for "WTH?" time. This allows for the unexpected "what the heck?" fire that can, and will, pop up.



Jim Sullivan is CEO of Sullivision.com.

