



SQUAWK BOX



MAXIMIZE YOUR BRAND. MAXIMIZE YOUR PROFITS.

Quarter 1, 2011

NEW LOCATIONS

Here's something to crow about: 13 brand new SQUAWKERS® locations!

- Abbyland Truck Stop, Curtiss, WI
- Hall Oil and Gas Co., Highmore, SD
- E's Country Stores LLC, Naples, FL
- Marris Hot Spot, Morgantown, WV
- Bob's Country Store, Albany, GA
- Manlius Oil Co., Manlius, IL
- Cantwell Short Stop, Vincennes, IN
- Country Corner Moncks, Corner, SC
- Short Stop - JCSS Enterprises Inc., Vian, OK
- Kwik Stop Ft., Lauderdale, FL
- Johnson's Corner, Johnstown, CO
- Ohio Filling Station, Ohio, IL
- The General Store, Dayton, WA

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For questions and additional information regarding the products and promotions featured in this Squawk Box issue, please email us at squawkers@brakebush.com or visit www.squawkers.net.

IT'S A NEW YEAR AND A NEW DAY FOR SQUAWKERS®!

As the calendar turns over, we thought it was time for us to dust off the cobwebs and add some new excitement to the SQUAWKERS® brand. So we went all-out!

Perhaps the most visible change is our new look – we've made our signage colors richer, more sophisticated, and more appealing to customers.

But more important to you are the many improvements we've made to our SQUAWKERS® program:

We now give operators four different levels to choose from:

The Single Panel Tier: Features a single panel menu board, hanging coin sign, window cling, foil wraps, boat trays, and scoops.

Double Panel Tier: Includes a double panel menu board, hanging coin sign, window cling, foil wraps, boat trays, and scoops.

Curved Menu Board Tier: This option gets you a 5' or 7' curved menu board system (two single panel menu boards on each side of coin sign), window cling, foil wraps, boat trays, and scoops.



SQUAWKERS® Curved Menu Board

Kiosk Tier: Features your choice of a 5' or 7' kiosk, window cling, foil wraps, boat trays, and scoops.

To help you transition to the new look (especially those of you who have been with the program for several years) we're introducing a special incentive program. The program uses gift card technology that helps offset a portion of the costs for new materials. Contact your Brakebush Sales Rep for more information.



7 ft SQUAWKERS® kiosk



5 ft SQUAWKERS® kiosk

You'll also have access to our C.O.P.S. program, which allows you to customize flyers, posters, table tents, and full- or half-page menus created specifically for you! These will be very cost effective and let you deliver professional, effective messages to your customers! Talk to your Brakebush Rep about specifics.

To complement your new look, this year we're going to help you make the most of our High Traffic Zone promotions. We'll be offering a \$5/case rebate on select items that we'll be featuring in our "Brakebush Family of Products" section (see page 2 of this newsletter). Just as before, each issue of Squawk Box will highlight a SQUAWKERS® product, but now we'll also include some menu suggestions and a cost analysis of each, so you can see what your profitability will be from every recipe.

High Traffic Zone promotions also include two double-sided menu board pictures, one double-sided pump topper, and two menu suggestions!

And don't forget: we also have our Frequent Lunch Card Program and School Zone, too!

We're making 2011 a big year for SQUAWKERS®... which will make it a big year for you!

BRAKEBUSH FAMILY OF PRODUCTS

Doo-Wa Ditties® Boneless Wings...on-the-go profits!

No one has to tell you that convenience store customers love good food. And they especially love it when it's fast, convenient, and most of all...delicious!

That's what makes our Doo-Wa Ditties® Breaded Boneless Wings so perfect for every SQUAWKERS® location. Doo-Wa Ditties® are fully cooked boneless chicken on the inside, with a crispy, crunchy breading on the outside. They're perfect in-the-car, on-the-go finger food because they're bite-sized and boneless – so there's no mess to clean up afterwards.

Convenience stores love Doo-Wa Ditties®, too, because they're very profitable!

Best of all, they can be served alone, or as part of a special grab-and-go meal.

But for extra patron appeal and extra patron profits, try one of these easy-to-make recipes. They'll give your Doo-Wa Ditties® a little extra kick, and give your registers a little extra cash!



Nachos on the Fly

Here's one for the road! Just top some crunchy tortilla chips, chili, and nacho cheese with our crispy Doo-Wa Ditties®, tomatoes, green onions, and jalapeño peppers.

Amount	Ingredient	Cost*
2 oz	7203 Doo-Wa Ditties® Boneless Wings	\$0.44
2 oz	Corn Tortilla Chips	\$0.60
2 oz	House Chili (heated)	\$0.30
1/4 cup	Nacho Cheese Sauce	\$0.52
2 T	Tomato Diced	\$0.10
2 T	Green Onion	\$0.10
1 T	Jalapeño Sliced	\$0.10
Total:		\$2.16
Retail:		\$5.99
Food Cost:		36%

*Costs and profitability may vary upon region.

Walking Taco

This one will put you a few steps ahead of your competition! Start with a bed of corn chips, then top them with chili, Doo-Wa Ditties®, shredded Cheddar cheese, green onions, and jalapeño peppers. You can even use the chip bag as the container. Simply slit open the long side of the bag, pile in your toppings, and they're ready to go!

Amount	Ingredient	Cost*
2 oz	7203 Doo-Wa Ditties® Boneless Wings	\$0.44
2 oz	Frito Corn Chips	\$0.60
2 oz	House Chili (heated)	\$0.30
1/4 cup	Shredded Cheese (Jack & Cheddar)	\$0.30
2 T	Green Onion (optional)	\$0.10
1 T	Jalapeño Sliced (optional)	\$0.10
1 T	Jalapeño Sliced	\$0.10
Total:		\$1.84
Retail:		\$4.99
Food Cost:		37%

*Costs and profitability may vary upon region.

Cheddar Head Shuffle

Your patrons will munch and crunch! Top some crunchy-style Cheetos® with chili, shredded jack and Cheddar cheeses, Doo-Wa Ditties®, green onions, and jalapeño peppers.

Amount	Ingredient	Cost*
2 oz	7203 Doo-Wa Ditties® Boneless Wings	\$0.44
2 oz	Crunchy Cheetos® cheese snacks	\$0.60
2 oz	House Chili (heated)	\$0.30
1/4 cup	Shredded Cheese (Jack & Cheddar)	\$0.30
2 T	Green Onion (optional)	\$0.10
1 T	Jalapeño Sliced (optional)	\$0.10
1 T	Jalapeño Sliced	\$0.10
Total:		\$1.84
Retail:		\$4.99
Food Cost:		37%

*Costs and profitability may vary upon region.

OPERATOR SUCCESS STORIES

Quality food and good talk help the Lone Stop sell more

"We're just your run-of-the-mill country gas station." That's the way Cheri Cook describes the Lone Stop Shell in Lone Rock, Wisconsin, just 50 miles northwest of Madison. "We don't do anything special."

The truth is, when it comes to SQUAWKERS® chicken, they do a lot of things special. And Cheri has the sales figures to prove it.

"We have a great customer base," she explains. "They really know quality when they taste it, and SQUAWKERS® is quality chicken." They've been selling SQUAWKERS® for five or six years, and Cheri says it was an instant success for the store.

But, she adds, one factor that makes a big difference for the Lone Stop is their Brakebush rep, Don Maes. "Don's always helping us with our SQUAWKERS® sales," Cheri explains. "Just this month he put together an ad for us that we ran in our local weekly paper." The ad features several SQUAWKERS® products at just \$2.99 each, or any two for \$5.00. The products include Original Honey Touched® Drumettes, Zippity Doo-Wa Ditties® Wingettes, Country Style Boneless Wings, Tappers® Beer Battered Boneless Wings, Buffalo Style Boneless Wings, Country Style Breast Slider, Grilled Italian Herb-Garlic Breast Fillet, Original Breaded Fillet, Southern -Style Tenderloins, Country Krisp® 4-pc Dinner, and Chik'N'Zips® Tuscan Style Breast Slices. Cheri says quite a few sales have been generated by the ad, and so it's probably something the Lone Stop will be doing in the future.

"The ad is only half of what Don does for us," Cheri comments. "He's a great guy to work with. In fact, in early December he was out here in a chicken suit on his birthday helping us sell SQUAWKERS®."

Not every rep will go to that extreme, but it's one of the things Cheri likes about working with Brakebush. "They're a great bunch of people to work with," and emphasizes that "a good rep helps us keep the spark in our sales."

And those sales come at all hours of the day. The Lone Stop's chicken business begins at 3 a.m. and doesn't die down until well after 8 p.m. Everyone from truckers to students drop by because they know they can get a fresh, high quality meal anytime.

Besides the quality of the chicken, Cheri insists that the other reason Lone Stop Shell is so successful is because she and her staff sell their customers on it.

"My philosophy is: if you're not talking, you're not selling," she says. "You've got to greet customers and engage them. 'Look at this delicious chicken I just made, I'll say to them. My mouth is moving the whole time, selling that chicken from the moment I get in until the time I leave for the day.'" The store's success is proof that customers like the friendly atmosphere, and are more apt to buy more if they feel comfortable in the store.

Another way the store sells more chicken is by making good use of the point-of-sale materials SQUAWKERS® provides. "It's clean and fresh, it catches customers' eyes, and it really helps us focus their attention on SQUAWKERS®," she says.

For being "just a country gas station," the Lone Stop is making quite a name for itself in the local retail chicken world, thanks to Cheri Cook and her team. "We can sell just about anything at 3 a.m., but it doesn't take a whole lot of selling to get customers to buy SQUAWKERS®!"



Ideas you can use:

- Greeting customers and engaging them creates an atmosphere in which people will buy more
- Soft-selling SQUAWKERS® and drawing patrons' attention to it helps bring in more sales
- Ads with special promotions that run in local papers can generate additional business
- SQUAWKERS® Reps will help create ads and other tactics which can help sell more

C-STORE CORNER

Creating a foodservice program that works

It's no secret that money is tighter today. That's why so many C-stores are looking for additional sources of revenue, like a "proprietary foodservice program"—that is, one that isn't part of a national franchise.

To be profitable, a proprietary C-store foodservice program has to be done correctly, because operators don't have the support and experience a franchise brand often offers. On the other hand, having no franchise fees can go a long way toward increased profitability every month.

So what's it mean to do a proprietary foodservice program correctly? According to T.W. MacDermott, founder and president of the Clarion Group consultancy in Kingston, N.H., if a product is good, it becomes a unique asset that draws traffic.

"Customers come in for the product and often buy something else," he said. "If the product isn't also sold somewhere else, you can set the price point at whatever the market will bear," he added.

The flip-side of the coin is that, if the product isn't embraced by customers because it's not well made, properly presented, or fresh, no one will be interested in it. So it pays for operators to go with a time-tested, well-established, high quality product like SQUAWKERS®.

MacDermott urges C-stores to test market every product first. "Offer samples and get customer reactions, then tweak the offering based on what the test-tasters say."

Perhaps most important, operators can't let the product go stale on the counter. "It's better to discard \$10 or \$20 worth of unsold product than to lose future sales because customers are turned off by a bad experience," he says.

MacDermott adds that the other challenge is to make sure employees are properly trained. They need to know how to make, merchandise and present the product and understand and maintain quality control. The display has to always be clean, neat, well-lighted, and inviting.

As a SQUAWKERS® operator, you already know the value the brand brings to your C-store. Quality food, coupled with ease of preparation and attractive point-of-sale material means you have a better-than-average chance of turning a reasonable profit in these tough economic times!



7 ft SQUAWKERS® kiosk

CURRENT EVENTS

Blown' Away

This semester the Squawkers School Zone is helping kids to stay grounded and prepared through all seasons. Don't let your kids be blown away. Boost your Squawkers traffic and sales with eye-catching flyers and posters plus interesting weather related prizes for the students.



	Spring 2011	February	March	April	May
Promotion		Chill	Cool Off	Stay Dry	Fun In The Sun
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		Snowman Stencil	Handheld Mister	Rain Gauge	Beach Ball
Winner Selection		Choose your own giveaway!	All Squawkers customers put their name in a hat every day they purchase a chicken product.	Have a lucky tray day!	Hang a banner in the hallway and have students write their favorite Squawker meal & why. Pick a winner.

ANNIVERSARIES

Selling great tasting chicken for three years really is something to squawk about! 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.)

- Airport VarietyStanford, ME
- Lakeside MarketE. Waterboro, ME
- Pit RoadLincoln, ME
- Why Not Stop.....Lincoln, ME
- Lakewood Ridge ExxonSarasota, FL
- Palmetto Cigo.....Palmetto, FL
- Sunshine Good #1Cocoa, FL
- Country Market #2Stokes, NC
- Hallock Cenex.....Hallock, MN