



SQUAWK BOX



MAXIMIZE YOUR BRAND. MAXIMIZE YOUR PROFITS.

Quarter 2, 2011

NEW LOCATIONS

Here's something to crow about: 11 brand new SQUAWKERS® locations!

- Antelope Truck Stop, Burns, WY
- Shop on the Loop, Florence, SC
- Cherohala Market, Tellico Plains, TN
- Café 21 Express, Denver, CO
- Broadway Kwikstop, Monticello, MN
- Lucky Seven, West Palm Beach, FL
- Hall Oil & Gas, Highmore, SD
- Master Touch Café, Lakewood, CO
- AJ Mart, Janesville, WI
- Southern Belle, South Bay, FL
- Don's Convenience, Fargo, ND

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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.

RAISE AWARENESS with your own HIGH TRAFFIC ZONE!

Make your operation a true DESTINATION for great tasting chicken and more, with the help of SQUAWKERS® High Traffic Zone promotions. These clever, colorful, on-trend promotions are available AT NO CHARGE and can immediately help you grab customers' attention, build awareness, and motivate people to check out your menu.

In 2011, three very engaging (and very FREE!) High Traffic Zone promotions will be available exclusively for SQUAWKERS® operators. These new promotions will launch in APRIL, JULY and OCTOBER.

For each promotion period, your store will receive the following eye-catching MERCHANDISE to create added buzz:

- 1 double-sided pump topper
 - 2 window clings (1 for each featured item)
 - 2 danglers (1 for each featured item)
 - 2 serving suggestions/menu ideas for each featured item (4 total) to help you diversify your menu and keep customer interest running high
- PLUS** (depending on your menu board system)
- 2 laminated posters with a corrugated easel **OR** 2 double-sided menu board pictures.

	FEATURED PRODUCTS	THEME
April - June	7203 Doo-Wa Ditties Breaded Boneless Wings 6702 Oven Lovin' Chik'N™ Buffalo Boneless Wings	Grab-N-Go High Fly'N, Mouth Munchin', Fun-to-Eat Snacks
July - Sept	7303 Chik'N Gone Wild™ Boneless Wings 6703 Oven Lovin' Chik'N™ Honey BBQ Boneless Wings	On-the-Run With a Lip Smack'N, Can't Wait to be Snack'N, Easy to Eat Treat!
Oct - Dec	5257 Oven Roasted Pulled and Shredded Chik'N'Zips® 6704 Oven Lovin' Chik'N™ Italian Parmesan Boneless Wings	Quick-N-Easy With a Great Tasting, Two-Fisted Feast!

If you're not already using High Traffic Zone promotions, be sure to take advantage of these highly visible, hard-working tools. Your fellow SQUAWKERS® operators are using them ... and so should you!

And don't forget, you'll also receive a \$5 PER CASE REBATE on the featured items! And the multiple menu ideas we provide for each item will make it easy for you to maximize your rebate and create excitement with your customers.

Get in the zone ... the High Traffic Zone!!!



PRODUCT FEATURE

A New Item that Everyone is Wild About!

It's fun; it's distinctive; it's got all kinds of personality. It's our new Chik'N Gone Wild™ wings and boneless wings. Created with authentic Wild Turkey® Bourbon and a proprietary blend of spices, these bone-in and boneless wings deliver a sweet yet smoky flavor with just a hint of brown sugar and molasses. Between the name, the flavor and the appeal of the bourbon Struttin' Sauce™ ... they'll bring a TON of consumer appeal to your menu.

Another benefit: the prep is simple. Frozen wings can be baked, deep fried, or hot pressure fried. Once heated, simply toss the wings in our Struttin' Sauce™ (pouches provided in every case) to add a nice saucy finish to these lightly breaded, delightfully crisp wings. Depending on the method, a single serving of wings can be prepared in as little as 4 or 5 minutes — or a large batch can be done in 10 to 15 minutes.

Best of all, your customers will be wild about them! The genuine Wild Turkey® Bourbon Struttin' Sauce™ will generate added intrigue, while providing a truly distinct flavor — a flavor that will separate your chicken from anything your competition has to offer.

Chik'N Gone Wild™. It's new; it's unique; and it's ready to create a loyal following at your SQUAWKERS® operation, right now!



RIO GRAND

Nothing goes better with Chik'N Gone Wild™ bourbon wings in Struttin' Sauce™ than loaded fries! Hot fries with chili, shredded cheese, tomatoes, onions and jalapeño peppers, all topped with crispy bourbon-sauced wings.

Amount	Ingredient
6 ea.	7362 Chik'N Gone Wild™ Wings
3 oz.	French Fries
3 oz.	House Chili
1/3 cup	Shredded Cheese
1/4 cup	Tomato (diced)
2 Tbsp.	Green Onion (diced)
1 Tbsp.	Jalapeño (diced)

LOUISVILLE SLUGGER

This wrap has it ALL. Chik'N Gone Wild™ boneless wings tossed in Struttin' Sauce™ with ham, smoky cheddar, honey mustard, coleslaw and horseradish all wrapped up in a flour tortilla.

Amount	Ingredient
5 ea.	7303 Chik'N Gone Wild™ Boneless Wings
1 ea.	12" Tortilla Wrap
1 tsp.	Honey Mustard
1 oz.	Honey Cured Ham
1 oz.	Smoked Cheddar Cheese (slice)
1/3 cup	Creamy Coleslaw
1/2 tsp.	Horseradish

KENTUCKY BLUES QUESADILLA

Chik'N Gone Wild™ boneless wings tossed in Struttin' Sauce™ with pepper jack cheese, caramelized onions, roasted red bell pepper and bleu cheese. This tasty delight will definitely help you avoid the blues!

Amount	Ingredient
6 ea.	7303 Chik'N Gone Wild™ Boneless Wings
2 ea.	Flour Tortilla 6"
1 oz.	Pepper Jack Cheese
2 Tbsp.	Caramelized Onion (strips)
2 Tbsp.	Roasted Red Bell Pepper (strips)
2 tsp.	Bleu Cheese (crumble)
Serve with	Salsa

OPERATOR SUCCESS STORIES

“Sign-Us” Headaches Can’t Stop SQUAWKERS®

Last August, E’s Country Stores (in Naples, Florida) opened its first SQUAWKERS® unit. Unfortunately, city ordinances don’t allow E’s to put a SQUAWKERS® sign out front. Nor can E’s put pump toppers on the gas pumps in front of their own gas station. Nor can they advertise on the canopy that hangs over their front door!!!

Despite these “sign-us” headaches, the E’s Country Stores and their new SQUAWKERS® chicken program is doing GREAT! Connie Brewer, Operations Manager, is using her noodle to come up with creative (and legal) solutions to get the word out — and she’s getting excellent support/advice from her Brakebush Rep, Bonnie Drake.

First, Connie is making sure that when customers do discover their SQUAWKERS® unit, it’s a very positive experience. Training her staff of 6 employees on the equipment, food prep, and food applications has definitely paid dividends. Customers are getting great food and great service. Also, Connie is making the most of her interior space. She’s painted the interior walls adjacent to the SQUAWKERS® area to complement the branded colors and unit signage. She’s using her High Traffic Zone signage such as in-store posters and window clings to build awareness as people enter the large C-store location. E’s has also taken the next step and invested in the new SQUAWKERS® menu signage, which Connie is very excited about.

“Once I get people in the door, the food will sell itself,” explains Connie. “My challenge is to get people to realize we have this fabulous, branded chicken. And I’m tapping into the outstanding service Bonnie Drake provides to help me.”

Together, Connie and Bonnie are getting it done. Here are just a few of the things going on at E’s Country Stores’ SQUAWKERS® location:

- Signage is strategically placed throughout the large C-store.
- High Traffic Zone promotions are being used.
- Connie has hired people to stand on nearby street corners, with signs. (Temporary signs are legal!)
- A take out menu has been developed.
- Special deals are being offered, such as “Wing Night Wednesday” and Chicken/Milkshake meal deals.
- And Bonnie continues to provide new application ideas, tips and training as needed.



Why did the chicken cross the road? To get around the signage ordinances!

“To date, the Southern Select™ chicken sandwiches ... our 2-piece chicken meal with potato wedges ... and the chicken tenders have been our top-selling items,” explains Connie. E’s Country Stores carries about 10 Brakebush items; they also sell Tappers®, Wing-Ditties®, fajita chicken, and the Original Honey-Touched® Chicken which are enjoying strong sales as well. “I like using the High Traffic Zone operator rebates to pass along savings to my growing customer base” explains Connie “its good business to offer a special deal.”

Repeat business has been very good for E’s Country Stores and its owner Burt Eisenbud, who deserves the credit for doing his homework and ultimately choosing the SQUAWKERS® food concept. And, even though they have to continually work around some tough exterior signage restrictions, Burt and Connie are very excited about the future of their SQUAWKERS® operation.

Ideas you can use:

- Tap into your Brakebush Rep for training guidance, application ideas and operational tips.
- Be sure your environment is inviting ... is it sparkling clean, organized, nicely painted?
- Use signage in strategic locations to build awareness for your SQUAWKERS® unit; because once they realize it’s there “the food will sell itself”!
- Take advantage of the High Traffic Zone promotions; they’re FREE and they include rebates, signage, and clever messaging for customers.

C-STORE CORNER

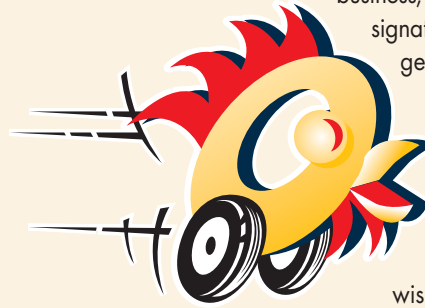
Tougher economic climate presents opportunities for C-store foodservice.

As the economy continues to mend, C-store operators should look for ways to help out consumers — and their store's bottom line. Two clear-cut opportunities that patrons will appreciate are (1) value deals/meals, and (2) restaurant-quality food/signature menu items.

Value deals are not new; but they're probably more impactful than ever. Offering strong values on good food will not only keep current customers happy ... it will likely attract new ones as well. In a tough economy, people eating away from home will often spend less. Instead of eating at a casual restaurant, they will increasingly opt for a quick serve restaurant or C-store with legitimate food options. The 4-piece chicken value meal, or the 2 sandwiches for \$3 offer, or the 50¢ wing night are all very welcome sights to today's budget-conscious consumer.

Offering restaurant-quality food (including signature items) is another way to attract customers looking to get more value

for their food dollar. Joe Hermes, senior director of fresh food at 7-Eleven, was recently quoted, saying: "I would think most consumers still think of 7-Eleven not in terms of food. But we're slowly changing that perception. What we're trying to do now is bring out new and innovative items that the customer can't get anywhere else." Other operators agree, quality food is critical to garner repeat



business; but branded foods and signature flavors are critical in getting that initial trial/order. SQUAWKERS®, with its new look and promotions, and signature items such as Chik'N Gone Wild™ Wings and other Brakebush favorites, continues to be a wise investment.

It makes perfect sense. Most people tighten their belt a little, yet still want the type of foods they love. That spells opportunity. Talk to your Brakebush Rep; make sure you've got the optimal mix of signature flavors and priced-right chicken.

CURRENT EVENTS

School Zone

Our School Zone sends out a monthly calendar filled with a new promotional idea, premiums to be won by the students and other fun elements to get the kids interested in lunch! The theme changes bi-annually. This semester's weather theme will keep kids grounded in the lunch program instead of being "blown away"! See the calendar below for more details!

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!

2011 FARE Show

Brakebush will be exhibiting at the Convenience Store Petroleum (CSP)/FARE (Food at Retail Exchange) Show June 28th – 30th. The show is being held at the Westin Kierland Resort & Spa in Scottsdale, Arizona, and the theme for this event is "A Recipe for Success: Building Fresh Programs with Traditional Foods."

ANNIVERSARIES

Selling great tasting chicken for three years really is something to squawk about! Congratulate these operations who've been with us since 2008!

(If you don't see your name and you joined in 2008, don't worry! We'll be announcing other SQUAWKERS® openings from 2008 in upcoming issues.)

- EP Mart #3..... Enfield, NC
- Coloney Centre.....Northville, NY
- Rapid Mart Palm Harbor, FL
- Basic NeedsOrlando, FL
- Big Champ Food Store Shady Hills, FL
- USA GrocersSeabring, FL
- Hoosier Pete's Monticello, IN
- Hoosier Pete'sFillmore, IN