



# SQUAWKERS



MAXIMIZE YOUR BRAND. MAXIMIZE YOUR PROFITS.

Quarter 4, 2011

## NEW LOCATIONS

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

- Fill 'N' Chill..... Columbia City, IN
- UW Eau Claire Hilltop Food Court.... Eau Claire, WI
- Brown's Mill Grocery..... Arthurdale, WV
- Duck Thru #37 ..... Woodland, NC
- Cassatt Country Store..... Cassatt, SC
- Pointers Convenience Store ..... Mattaponi, VA

## UPGRADE UPDATE: SUCCESS! When are you going to make the move?

Earlier this year we did something that got both operators and customers talking. We added some bold, new excitement to the SQUAWKERS® brand by upgrading our signage and kiosks to a richer, more sophisticated look that customers love.

### Oxford Travel Plaza:

"We are very pleased with it!"

### Plainfield 66 Travel Plaza:

"Makes Squawkers look more like a franchise."

Many operators saw it, loved it, and made the change. Operators are thrilled with the results because it creates a more professional and modern look that attracts customers.

And if attracting new customers and upgrading your operation isn't incentive enough, we've made it even better. Brakebush is now offering a webstore coupon card to our loyal operators to help offset

the costs of upgrading! Ask your Brakebush sales representative how you can save big money on your transition. Now upgrading is easier than ever, and even easier on your budget!

The new program features improved High Traffic Zone promotional material to help support serving suggestions, a modular menu board system with interchangeable pictures and strips, and four different upgrade tiers to choose from, with customizable options for any operation style or set-up.

### Oklahoma State University:

"Modern and eye catching."

### Francis Creek Travel Plaza:

"The new décor looks very modern."

Those who made the upgrade love it, their customers love it, and you'll love it, too. What are you waiting for? Contact your Brakebush Sales Rep today or visit us online at [www.squawkers.net](http://www.squawkers.net) for a closer look at the new material.

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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](mailto:squawkers@brakebush.com) or visit [www.squawkers.net](http://www.squawkers.net).



# PRODUCT FEATURE

## Beer Batter is Better (And better batter means better business)

What's makes Tappers® tenders and boneless wings so unbeatable? How about the fact they're made with mouthwatering Point® Amber Classic beer batter!

Boneless chicken wings and tenders are more popular than ever, and the Tappers® product line is a delicious way to conveniently offer exactly what your customers are craving. These boneless wings and tenders are perfect for customers who like to eat on the go, but want something that's a change from the traditional breaded chicken options.

Tappers® boneless wings and tenders are made with Point® Amber Classic beer, a multi-award-winning amber-style lager brewed with the highest quality, natural ingredients. This delicately crisp beer batter with enticing hints of malted barley and hops is truly unique. Combine that with our high quality

chicken and you've got crispy, crunchy boneless wings and tenders that will please all your customers.

Great flavor and award winning beer heritage creates a fun presentation, and because they're fully cooked, preparation is easy. The Tappers® product line is a perfect fit for all operations.

Tap into some excitement by offering Tappers® beer battered chicken in your operation today!



Tappers® Tenders



Tappers® Boneless Wings

### The World Champs

A true champion from start to finish, our beer battered boneless wings are skewered along with sliced bratwurst, a dill pickle, pretzel knot, and a fresh jalapeño. Drizzle with warm nacho cheese, and you have a definite winner of a snack or meal.

Amount	Ingredient
3 ea.	7202 Tappers® Beer Battered Boneless Wings
3 ea.	Bratwurst, Precooked (sliced bias)
3 ea.	Mini Dill Pickles
3 ea.	Jalapeño Pepper (sliced thin bias)
3 ea.	Pretzel Knots
3 ea.	4-5" Wooden Skewers
1/4 Cup	Nacho Cheese Sauce (warm)

### Chik'N Chips

Think "Fish 'N Chips" with a twist. We take our beer battered chicken tenders and serve them with fries sea salt sprinkled and a side of vinegar. An American spin on an English classic.

Amount	Ingredient
6 pcs.	7202 Tappers® Beer Battered Boneless Wings
6 oz.	French Fries (your choice)
1 1/2 Tbsp.	Vinegar
1/2 tsp.	Sea Salt

### Road Rage Caesar

Lighten up the on-the-road blues with a delicious beer battered tender wrapped in a corn or flour tortilla with Caesar dressing, lettuce, shredded cheese, and red onion. It's a perfect break from the road.

Amount	Ingredient
3 ea.	5320 Tappers® Beer Battered Tender
3 ea.	Flour or Corn Tortilla (wrap)
2 Tbs.	Caesar Dressing
1/3 Cup	Lettuce
2 Tbs.	Shredded cheese (Parmesan or mozzarella)
1/3 Cup	Red Onion

### Batter-tude Wrap

This is chicken with attitude. A beer battered tender flipped in zingy Tabasco® Buffalo Sauce, wrapped in corn or flour tortilla, and trimmed with blue cheese dressing, dill pickle, fried onions, and a tomato. These will certainly get some attention.

Amount	Ingredient
3 ea.	5320 Tappers® Beer Battered Tender
3 ea.	Flour or Corn Tortilla (wrap)
2 Tbs.	Tabasco® Buffalo Sauce
2 Tbs.	Blue Cheese Dressing
2 Tbs.	Dill Pickle
1/3 Cup	Fried Onion
2 Tbs.	Tomato

# OPERATOR SUCCESS STORIES

## When SQUAWKERS® goes on the internet, customers go crazy.

You've probably heard time and time again about the power of social media. Well, the Laurel Market in Laurelton, PA, is positive proof that it works!

Last summer Tammy Allen, foodservice manager of the Short Stop Market chain of 10 convenience stores in Central Pennsylvania, decided she'd like to have SQUAWKERS® as a regular food feature in her grocery store, the Laurel Market. She'd been happy with SQUAWKERS® in her C-stores, and knew that this was something that would be a big plus in Laurelton, since there are no other food locations around for miles.

So together with her Brakebush rep, Betsy Thomas, and her Liberty Food Service rep, Wendy Detwiler, Tammy made it happen. Before the introduction Betsy made multiple visits to the store, working out the menu, the logistics, and most of the details involved with a SQUAWKERS® grand opening.

Finally, with much fanfare, the SQUAWKERS® kiosk in the Laurel Market opened for business last August.

And business is what they got. Betsy had contacted local radio station B98 and put together a promotional program that included radio commercials, gas discounts, loyalty cards, and advertising on Facebook. As an added bonus, the radio station agreed to shoot, edit, and post a video online for the store featuring everyone's favorite chicken.

Knowing that Brakebush has a SQUAWKERS® chicken costume available for events exactly like this, Betsy enlisted the help of the chain's supervisor, Tim James, who, with a little prompting, was transformed into the large, yellow, fun-loving star of the store's video. B98's on-air commercials prominently featured the internet address for the video, which got thousands of views.

The video itself runs about 60 seconds and, of course, revolves around the SQUAWKERS® chicken, Eggward G. Squawker\*; yet mentions several other features of the newly remodeled market as well, including their all new grab-and-go section. As Eggward walked through the store, he picked up all the necessities any chicken would need from a supermarket, including Shake 'n Bake® and



SQUAWKERS® video

Eggward G. Squawker

eggs! The video is fast, engaging, and fun... and it was effective! Opening day, and every day since, has been a raging success for SQUAWKERS® sales at the Laurel Market.

Laurel Market features virtually every SQUAWKERS® product, but Tammy says the most popular varieties are the Wing Ditties® and their 3-piece meal deal. Between the Laurel Market and her other C-store locations, Tammy uses virtually all of the SQUAWKERS® promotional materials, from banners and signs to tray liners.

Even though Laurelton is in a relatively remote part of Pennsylvania, business has been good. Everyone from campground visitors to event-goers at the nearby fairgrounds now knows that the Laurel Market is the best place to go to find the grocery items they need... and the delicious chicken they crave!

### Ideas you can use:

- Making use of free social media, such as Facebook, can help drive business into your store.
- You can often work with local media, such as newspapers, radio stations or TV stations, to get inexpensive promotional materials produced.
- Your Brakebush Rep can partner with your local foodservice distributor to help create events which can draw more attention to your location.

\* For more of Eggward's adventures, take a peek at his Chicken in the Fast Lane blog on the squawkers.net website.

# C-STORE CORNER

## Food customization means repeat business and incremental sales

Most people remember the famous Burger King advertising slogan, "Have it your way." While fast food customers have been appreciating a high degree of food customization for decades, C-store customers are just now thinking in those same terms: they want to have their food *their* way.

Of course food customization isn't practical for serving customers whose C-store fare comes from the freezer. But it is a way for convenience stores with foodservice to differentiate themselves from their competition. And it's relatively easy to do – especially for stores who offer freshly made food like SQUAWKERS® chicken.

Rutter's Farm Stores, a C-store chain in Pennsylvania, has totally embraced the idea of customization. "People want to create their own thing," said Jerry Weiner, vice president of foodservices at Rutter's. That means customers are offered a wide array of choices, from sandwich condiments to coffee flavorings to the meat and sauce in a stir-fry meal. "I've watched people do things to their coffee that I would never think of," he added.

One driver of customization is diet. Many people are trying to eat healthier, or they have a food allergy, or are on a weight loss plan. But many just want to try "something different."

Repeat business is a huge advantage of letting customers customize their food. "Getting the exact flavor you want increases the likelihood of a repeat visit," says Mark Godward, president of Strategic Restaurant Engineering, an operations consulting firm.



Another advantage is being able to upsell. When counter employees interact with customers while assembling a meal, they're able to ask questions like "would you like a side dish with that?" Interactions like that can lead to incremental sales.

As you're selling SQUAWKERS® chicken, keep in mind the trend toward customer customization. Ask customers if they'd like to up-size, or want to add a beverage or side dish. Offer special condiments, sauces, or dips. Add interesting bread or buns to the menu. When you let your customers "have it their way," they'll undoubtedly like "your way" and be back for more.

Adapted from "Rutter's Lets Customers 'Own' Their Orders," Convenience Store News and "Mass Customization," QSR online.

## CURRENT EVENTS



### High Traffic Zone

Put this SQUAWKERS®-exclusive promotion to work for you! Sign up to participate in the program and SQUAWKERS® will send your High Traffic Zone promotional materials to you AT NO CHARGE. In addition to colorful, FREE merchandising, you will also receive a \$5.00 per case rebate on the featured chicken items throughout the promotion period PLUS menu suggestions for the product!

	FEATURED PRODUCTS	THEME
Oct-Dec	5257 Pulled & Shredded Chicken Breast Chik'N Zips®	Quick-N-Easy With a Great Tasting, Two-Fisted Feast!
	6704 Oven Lovin' Chik'N™ Italian Parmesan Boneless Wings	

## 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.)

EZ Stop Food Store.....	St. Petersburg, FL
Beer Wine & More .....	Wenatchee, WA
Fas-Shop Food Mart .....	Jarratt, VA
Bi/Lo Gas 'n Go.....	Harmony, PA