



# SQUAWKERS™



Summer 2005  
Volume 3

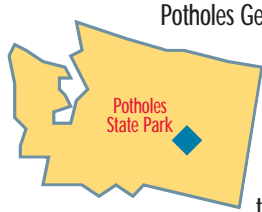
## BREAKING NEWS

This just in ... SQUAWKERS™ is hot!!!! Let's take a moment to welcome the newest members of our SQUAWKERS™ family:

- Oklahoma City Schools, Oklahoma City, OK
- Kerrville USD, Kerrville, TX
- Oklahoma City Community College OKC, OK
- Yogi Bear Camp Resort, Lake Delton, WI
- Potholes General Store, Othello, WA
- Mellaurn Quick Stop, Winter Haven, FL
- Nebraska Amoco, Tampa, FL
- Raceway, Dade City, FL
- D&C Mart, Coleman, FL
- Hunters Creek Citgo, Orlando, FL
- T&M Mini Mart, Iowa City, IA
- Backyard Burger, Berlin, PA
- Food Stop, Baltimore, MD
- American Food Basket, Dorchester, MA
- Gibsonton Food Mart, Gibsonton, FL
- Thistledown Inc., Northe Randall, OH
- Gittin Place, Viun, OK
- Korner Stop & Deli, Barron, WI
- Northbound Trail, Fremont, WI
- Road Runners C-Store, Alma, GA
- Duck Thru Stores, Franklin, VA
- 521 Mini Mart, Georgetown, SC
- Getty Mart, Eagle Rock, VA
- Kelly's Market, Ashippun, WI
- Hill St. Plaza, Dubuque, IA
- New Horizons Cenex, Blue River and Boscobel, WI
- Stallings Coastal, Middlesex, NC
- The Lodge @ Cedar Creek, Schofield, WI
- Diamond Mart, Dallas, TX
- Harvey Food Mart, Middleburg, PA
- Checkered Flag Deli, Irving, TX
- M&M Store, Stuart, VA
- Handi Mart, Waverly, FL



# SQUAWKERS™ Heats Up Desert High Country



Potholes General Store sits on the wind-blown edge of eastern Washington's stark, dry Potholes State Park. "The last two weeks of July this year, it was 100 degrees the whole time," says owner Sam Worsham.

But things have been getting even hotter – thanks to the SQUAWKERS™ High Traffic Zone promotion. For Sam Worsham, the "Chicken On The Go" promotion really lit a fire under the tourists who make up three-quarters of his patron base. "We sell tons of chickens strips," he says, "at least three to four cases a day. It's what everybody wants."

Sam Worsham has been in the Brakebush camp since he took over the operation ten years ago. He appreciates the popularity and price point of the chicken strips, and adds that the Fiery Fingers have also started to take off. He sells SQUAWKERS™ out of his deli case, with prominent banners hung outside near the picnic area and parking lot. He says his customized posters also help boost sales at the 30-year-old gas station and convenience store.

Out in this eastern Washington desert, there are only a few other restaurants, whose sit-down meals don't really lure away the tourists who are bent on grabbing a quick bite on the way out to fishing or water-skiing on the nearby reservoir and lakes.

Combined with the sure-fire appeal of SQUAWKERS™, this ready-made market seems set to keep up the same kind of red-hot sales that Potholes General Store has already witnessed.



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## NEW PRODUCTS

### Two Hot New Products Add Unique Flavors To Brakebush Lineup

Brakebush has introduced two exciting new chicken products that promise to shake things up a bit. The new Breaded Italian Wing (code #6462) offers a bold Italian flavor that's getting rave reviews from operators and patrons alike. We've blended Italian herbs and spices and added a tender crispy coating to come up with a truly Italian flavored wing. Great for grab 'n go and as an appetizer, this new product goes perfectly with our Buffalo and BBQ wings for a sizzling wing experience. To preserve its unique texture and integrity, it should be cooked in the oven only.



Your patrons will also love our new Jalapeno Cheese Wedge (code #5632). This unique cheese wedge shape comes with the spicy flavor of Jalapeno peppers. We mix delicious pieces of jalapeno peppers and tasty cheese with chicken breast meat to produce this great-tasting product. It's ideal for grab 'n go, a la carte, or as an appetizer. Cook in oven or fryer. Check with your Brakebush/SQUAWKERS™ rep. or distributor to get samples of these two uniquely zesty products.

## SEGMENT FOCUS

### Branded Concepts Help Build College/University Sales

You already know that SQUAWKERS™ offers great chicken products that appeal to your patrons. But SQUAWKERS™ offers something more – a powerful branded concept that builds your operation's credibility, while growing your participation and revenues.

Branded concepts like SQUAWKERS™ are particularly important these days, when students have a growing array of choices at their fingertips. So when you offer a trusted brand with delicious, consistent products, you've got a great way to keep your students from wandering off to other, off-campus alternatives.

The clout of brand names shows up across the entire spectrum of the \$12.9 billion spent annually on college foodservice sales, according to On-Campus Hospitality. A survey by this New York-based publication showed that more than 79% of all college students seek brand name

foods for their meals. The percentage of college students who buy branded products ranges from 46% (hot dogs & deli meats) to 74% (soft drinks) to 50% (salted snacks).

But brands like SQUAWKERS™ don't just attract students; they also raise the check averages of those students. When your patrons feel a connection – on a visual and aesthetic level as well as a culinary one – they are more likely to consume more foodservice products. What's more, they are more likely to return frequently to your operation. In the end, that means more money flowing into your foodservice operation.

When you offer the tasty range of SQUAWKERS™ products to your student patrons, you're not only keeping them on-campus. You're also building a solid base for your own operation for years to come.

# OPERATOR SUCCESS STORY

## SQUAWKERS™ Helps High School To Build Student Participation

Rock Island High School strongly encourages its students to stay on-campus for lunch. "Our job is really to make them happy while they're on campus," says School Foodservice Director Carol Longley.

Recently she has set her sights on another ambitious goal – getting her students to eat entire meals, rather than just snacks. And to make sure those meals include two healthy side dishes.

That's where SQUAWKERS™ comes in. The high school cafeteria has four kiosk zones – country, SQUAWKERS™, international and subs. When Carol re-furbished the kiosks last year, she enlisted some students to help her re-write the menu descriptions to promote meal packages with side dishes. The SQUAWKERS™ kiosk, along with the other three areas, generated a whopping 20% increase in whole-meal participation. "When I ran the numbers, I couldn't believe I had that kind of shift," she says.

Throughout the year, SQUAWKERS™ has played a key role in providing the menu variety that keeps students' interest. "The kids like the spice in particular," she says. "One of our former principals was hooked on SQUAWKERS™, so that shows how popular they are." The most crowd-pleasing Squawkers products, says Carol, are "fiery fingers, patties, popcorn chicken and sticks." The school created their own SQUAWKERS™ signage that dominates the kiosk area with a light, fun touch. Carol also appreciates the signage from SQUAWKERS™ "which points out to the students that there's something new."

An expectation of change has now taken shape at Rock Island High School. "It's gotten to the point where kids now come up and ask us what we're going to do next that's new and different," Carol adds. As she plans new initiatives and menu items for next year, Carol Longley is confident that SQUAWKERS™ will fit in perfectly with her ever-changing foodservice environment.



SQUAWKERS™ Chik'n JRs.™

SQUAWKERS™ Fiery Fingers

SQUAWKERS™ Popcorn Chicken

# GET TO KNOW BRAKEBUSH

## Behind The Scenes With Marketing



Steve Ross,  
National Marketing Manager

Ever wonder where the ideas for our innovative Brakebush products and programs come from? Much of it springs from the minds of people like Tracy Fuller, Linda Mittelstedt and myself. As the key SQUAWKERS™ team in the Brakebush Marketing Department, we're constantly on the lookout for new and unique products, promotions and programs that provide SQUAWKERS™ operators with a competitive advantage.

We all feel very strongly that SQUAWKERS™ is a fun brand which helps the operator link great tasting chicken with a strong and memorable brand for consumers to remember. We're proud to say that our Brakebush Marketing Dept. was the original developer of the SQUAWKERS™ concept. Today, we

continue to manage the execution and delivery of elements such as packaging, signage and menu boards.

In addition, our department works on creating new support materials and promotions such as the current High Traffic Zone promotion. Looking ahead, we anticipate that the SQUAWKERS™ brand will evolve through new menu board designs, among other developments, which will freshen their look for even greater consumer appeal.

All in all, we are very excited to be developing a high-potential brand like SQUAWKERS™. Drawing on our unique expertise with chicken, all of us at Brakebush are helping SQUAWKERS™ operators to sell more chicken, attract new customers and reach new levels of profitability. That's what makes life exciting for all the staff in the Brakebush Marketing Department.

*Steve Ross heads up the Brakebush Marketing Department. As a veteran of the foodservice industry, Steve has worked for major players ranging from Schwan's and Schreiber Foods to Jerome Foods/Turkey Store.*

## PROMO PLACE

### Upcoming Promotions & Events

#### September/October, 2005

- High Traffic Zone promotion: "The Quicker Chicken Dinner"  
Featured Items: Honey Touched® Chicken Dinners  
Farm Pantry® Chicken Dinners  
Country Krisp® Chicken Dinners  
Nancy's Pride® Rotisserie Chicken



#### October/November, 2005

Brakebush will attend the NACS show in New Orleans, October 29 - November 1.

## ANNIVERSARIES

### Units Celebrate Their "Golden Crisp" Anniversary

Please look for a list of other partners who joined the SQUAWKERS™ team in '01 in future Squawk Box newsletters...

Killingly High School . . . . . Killingly, CT	Kettle Moraine High School
Pleasant Valley High School	. . . . . Kettle Moraine, WI
. . . . . Davenport, IA	Irvine High School . . . . . Irvine, CA
Rock Island High School . . Rock Island, IA	Duarte High School . . . . . Duarte, CA
Wausau West High School . . Wausau, WI	Adams-Friendship High . . . . . Adams, WI
Lodi High School . . . . . Lodi, WI	Menasha High . . . . . Menasha, WI
Ponca City Schools . . . . . Ponca City, OK	Northwoods High . . . . . Irvine, CA
Nicolet High School . . . . . Glendale, WI	Ed-Co Schools . . . . . Colesburg, IA
Pleasanton Schools . . . . . Pleasanton, CA	Covine Schools. . . . . Covine, CA
Tomah High School . . . . . Tomah, WI	