



# SQUAWK BOX



Fall 2006  
Volume 8

## BREAKING NEWS

### New SQUAWKERS® operators

We'd like to extend a hearty welcome to the new SQUAWKERS® operators that have joined us in the last few months:

Mark's Main Street Market	Eaton, CO
Quickee's #1	Swink, CO
Quickee's #2	Las Animas, CO
La Mexicana	Clewiston, FL
Citgo Gasoline/Team Petroleum	Jacksonville, FL
Sunshine Food Mart #61	Melbourne, FL
Sunshine Food Mart	Middleburg, FL
County Line Shell	Vero Beach, FL
Duke's Wings & Things	Adairsville, GA
North Lake Petroleum Corp.	Northlake, IL
Rice Creek Deli	Shoreview, MN
3 Points Grocery & Grill	Burlington, NC
New Dixie Foods 715	Roanoke Rapids, NC
Jack's Deli & Café	Akron, OH
Eufala Schools	Eufala, OK
Stop & Save	Tulsa, OK
Guru Market	Elizabethtown, PA
Gulf Service Station	Mt. Aetna, PA
Fast Stop	Newberry, SC
Palmer Market	Palmer, TN
Livingston's Quik Stop	Monterey, TN
Central ISD	Pollok, TX
Kelly's Market	Eagle Rock, VA
Lake Mart & Deli	Moneta, VA
Stanley Street Market	Granite Falls, WA
Fast Mart Shell	Spokane, WA
Quick Stop-Chelan	Wenatchee, WA
K.J.'s Amoco	Kenosha, WI
Liberty Station	Sun Prairie, WI
Express Mart	Two Rivers, WI

## "Chicken A Go-Go" Promotion kicks up a sensation

High energy and high sales are the hallmarks of the "Chicken A Go-Go" promotion, which is dancing its way into operator's hearts this fall, thanks to its \$2.00 per case rebates and lively promotional materials.

This promotion's featured products for October through December are Gold'N Spice Breast Strips, Popcorn Chicken, Fiery Fingers®, Chipotle Boneless Wings and Southern Style Breaded Boneless Wings.

You'll boost your store traffic and revenues when you get these hot products dancing in your customers' eyes. Create your value a go-go meals and bundle as many options as you want. Go wild! Your customers certainly will.

We'll support you through every step with great P.O.P. materials, including three 11" x 17" posters, ten 3" round server buttons and one counter mat sign (8.5" x 11"). If you're not yet signed up for the High Traffic Zone program – don't worry, it's easy! Just send in the sign-up form *once* and you're all set for the whole program!

With this season's "Chicken A Go-Go" promotion, you'll be kicking up the sales while your customers are kicking up their heels.



High excitement and pumped-up sales are the hallmarks of this fall's promotion.

### In This Issue:

Feature Article .....	p.1
Segment Focus .....	p.2
Brakebush Family of Products .....	p.2
Operator Success Stories .....	p.3
Healthy Answers .....	p.3
Get to Know Brakebush .....	p.4
Promotions & Events .....	p.4

### Featured Items For October/December:



1. Gold'N Spice® Breast Strips



2. Popcorn Chicken



3. Fiery Fingers®



4. Chipotle Boneless Wings



5. Southern Style Breaded Boneless Wings

# SEGMENT FOCUS

## Country whole goodness chicken makes perfect fit with whole grains trend

Recent research studies and reports on school usage confirm the growing importance of whole grains for growing children. This timely information provides further evidence that our Country Whole Goodness Chicken, with its healthful whole grain breading, is right on track for today's school foodservice needs.

Country Whole Goodness Chicken gives kids great taste and more fiber, thanks to the wholesome goodness of whole grains. The range includes strips, nuggets and patties. Each 3.25 oz. serving (1 pattie, 5 nuggets or 3 strips) contains 10 grams of whole grains. In addition, our new enhanced versions of the nuggets and patties offer less than 30% of calories from fat.

The School Nutrition Association reports that most school kids need 3 or more servings of whole grains every day. Their "2006 Back To School Survey" found that today's schools are offering whole grains in pizza crusts and as breading on baked entrees, as well as in snacks, cereals, rolls and sandwich breads.

Other studies have suggested a wide variety of benefits from whole grain consumption, ranging from reduced asthma to lower cholesterol and lower insulin levels. Additional research has shown that when school kids eat whole grains for breakfast, they

feel more satisfied and eat fewer calories during the rest of the day.

By providing whole grains to your customers with Country Whole Goodness Chicken and other products, you are proactively signaling your patrons that you care about their nutrition and health – which helps build customer loyalty and repeat business for your operation.



*Delicious chicken taste with healthful whole grain breading.*

# BRAKEBUSH FAMILY OF PRODUCTS

## Popcorn chicken keeps popping up new opportunities

Our popcorn chicken remains a sure-fire favorite with patrons who love its crunchy texture, delicious all-breast meat and Gold'N Spice® breading.

But did you know it's also a winner for operators? This formed, CN label popcorn delivers a consistent piece size for exact portion control. It has a beautiful hand-breaded appearance. Since it's fully cooked, your health & safety concerns are minimized. And Brakebush even includes portion bags in each case to assist in serving the product.



*Patrons love popcorn chicken.*

Popcorn chicken is a popular favorite among all sorts of operators – from c-stores to sports arenas, school cafeterias, institutional feeders and fast casual restaurants. Wherever patrons are ready to munch the crunch, our popcorn chicken will be there to deliver great taste (and great operator benefits, too).

### Football season kicks off \$2 rebate on Chik'N Wedge products

When the quarterbacks start throwing, the fans start munching. That makes it a perfect time to promote Cheesehead



Cheddar Chik'N Wedges and Jalapeno Chik'N Wedges to your patrons. We've sweetened the deal with a \$2 per case rebate on product codes 5630 and 5632 purchased from August 1, 2006 through October 31, 2006. Take advantage of this great rebate and hear the crowds cheering for these tasty sports snacks!

### \$2 rebate spices up Cajun cutlets

The SmartShapes, Cajun cutlets take on an extra appeal this fall when a \$2 rebate kicks in. This rebate is valid on all 5825 Cajun cutlets purchased between September 1, 2006 and November 30, 2006. This tasty rebate reaffirms the attraction of these 100% breast meat cutlets for operators and patrons alike.

# OPERATOR SUCCESS STORIES

## From preschoolers to high schoolers, Wisconsin school operator keeps kids coming back

As foodservice director for the Sparta Area School District in Wisconsin, Jim Cavaiuolo has a lot on his plate. But then so do the thousands of students in his schools – and much of it comes from SQUAWKERS®. That's why the Sparta Area School District buys 700 to 800 cases of SQUAWKERS® annually.

Jim Cavaiuolo relies on SQUAWKERS® to keep the meals flowing for nine area schools. Take the high school, for example. "When SQUAWKERS® first started out," Jim says, "I happened to be in the middle of remodeling the food court at the high school. And SQUAWKERS® worked perfectly with that. Now everything that SQUAWKERS® makes, we put out there."



Today the most popular SQUAWKERS® products at the high school are chicken patties, nuggets, tenders, Chik'N O's and chicken strips. Cavaiuolo uses SQUAWKERS® to fight the competition down the street – including QSRs like Subway and Hardee's – by creatively pairing SQUAWKERS® with other menu ingredients. Recently, for example, he served up the SQUAWKERS® Italian chicken strips in a boat with mozzarella

cheese sticks and tomato dipping sauce. As a result, his participation rates have soared. In fact, during a typical lunch, over 850 out of 1,000 students use the high school cafeteria.

The other grades are equally enthusiastic. SQUAWKERS® products are served in all his schools (the elementary school kids get all but the Italian chicken strips). The September menu for 2006, for example, included six SQUAWKERS® items for the month.

Cavaiuolo gives a lot of the credit for this popularity to the wide range and flexibility of SQUAWKERS® products. And the Touchdown Nuggets and the Doggone Chicken work great with special seasons such as football and baseball.

The praise that Cavaiuolo has for SQUAWKERS® does not come lightly. He's a veteran of thirty years in foodservice. After graduating from the Culinary Institute of America he cut his teeth with restaurants in Daytona Beach, Florida; then he owned his own 24-hour restaurant in Wisconsin. Sixteen years ago he joined the school district in Sparta and he hasn't looked back.

After nearly five years of serving SQUAWKERS® in his schools, Cavaiuolo is completely sold on the program. In fact, SQUAWKERS® is even served in the food court where the district administrators – including Cavaiuolo – eat their lunches. Now that's brand loyalty.

## Healthy Answers™

## WHAT'S ON YOUR LUNCH MENU?

By Lynn Edwards, RD, CD

With school back in session, it's time again to size up the lunch menu. Lunch is a great opportunity to balance a variety of proteins, carbohydrates, fats, vitamins and other nutrients.

But without careful planning, lunches can end up skimpy on calcium, protein and fiber – yet generous in sugar and fat. With a little creativity and planning, we can serve up exciting lunches that do more than "make the grade".

The criteria for a good lunch are fairly straightforward. The American Dietetic Association recommends that a lunch should contain one serving (2-3 ounces) of protein, two servings of whole grains, one or two servings of fruits and vegetables, and one or more servings of a dairy product.

Each of these elements plays its role in child nutrition. Protein is needed for proper growth and alertness. Carbs help fuel the brain and body. Fruits and vegetables enrich the body with vitamins. Minerals and beverages contribute to hydration and proper bodily functions.



Brakebush chicken gives you a variety of tactics for meeting these nutritional goals:

**Shape it up** – Kids of all ages love different shapes. Brakebush offers chicken in giggles, footballs, hot dogs, O's, pretzels, stars, boneless drummies and heart shapes.

**Spice up your lunches** – Brakebush offers chicken with Italian herbs and spices, garlic and onion, black pepper and onion, marinades, chipotle peppers, honey, butcher grind pepper and pizza flavoring. Or add your own dipping sauces for even more intriguing flavors.

**Shake it up** – Brakebush provides an exciting variety of products – from fillets and tenderloins to bone-in chicken, wings, Smartshapes®, Kids Klassics®, Chik'N Zips®, Cheesehead Chik'N Wedges™, popcorn chicken, nuggets and patties.

Of course, chicken is only part of a balanced diet, so add something from each food group to complete your meal. Use the MyPyramid food guide to supplement your menu offerings. That'll help make your lunch menu nutritious as well as popular.

# GET TO KNOW BRAKEBUSH

## Making chicken deals just comes naturally to Chris Brakebush

For most of us, buying forty to fifty truckloads of chicken every week might seem overwhelming. But it's all in a day's work for Chris Brakebush, who supervises the four-person purchasing department at Brakebush Brothers.

Chris grew up in his family's chicken business, and started work on the process lines at age fourteen. During college he started learning the ropes as a manager and then, after his military service was over, he returned to Wisconsin in 1993 and started in his current purchasing position.



From left: Kelly Huber, Sheldon Lloyd, Chris Brakebush, Dave Wenzel and Matt Holin

As you might imagine, the stakes in his position are always high. Working with the Brakebush QA department, Chris must ensure that all the chicken purchased by Brakebush is clean, wholesome, correctly sized and HACCP-compliant. Once that's been verified, he proceeds to the negotiating table. Sometimes literally, which means frequent trips to Texas, Georgia and Alabama. But more often the negotiations are hammered out during long, exacting telephone calls. After the deal is made – and the supplier's chicken arrives at Brakebush – it is hand-inspected against a range of strict criteria – from thickness to length, width, cleanliness and flavor.

Since Brakebush buys its chicken from a variety of suppliers, Chris has the power to pick and choose what chicken parts make the best fit for Brakebush's production requirements. Unlike vertically integrated chicken companies who constantly worry about how to dispose of their whole bird.

Of course, Chris doesn't do all this work alone. Chris has a team of four people to share the purchasing responsibilities: Kelly Huber for raw meats; Dave Wenzel for non-chicken materials like seasonings, coatings and poly bags; Sheldon Lloyd for maintenance equipment and Matt Holin who handles other departments like sales and IT. Chris also oversees production scheduling and inventory control.

The final result of Chris' work is that the whole SQUAWKERS® range is made from high quality, flavorful chicken that meets all the individual product specifications. "Operators rely on our team to purchase the best chicken out there, and that's what we do," he says. After all the years he's been around the chicken industry, Chris Brakebush wouldn't have it any other way.

## PROMO PLACE

### Upcoming Promotions & Events

#### October 2006

- NAC Convenience Store Show in Las Vegas, October 8-11.
- National School Lunch Week is October 9-13. Six billion school meals are served annually, all of which must meet federal guidelines based on the Dietary Guidelines for Americans. This week salutes those achievements.

#### November, 2006

- National Sandwich Day is November 3rd. This celebrates John Montague, Fourth Earl of Sandwich, who was in the middle of a card game in 1762 when he wanted a meal. To allow himself to keep playing cards, he asked for a slice of meat between two slices of bread.

#### January/March 2007

- High Traffic Zone Promotion: "A Two-Fisted Feast"  
Featured Items: Chik'N Jrs™, Classic Chicken Breast, Buffalo Breast Fillet, Garlic Herb Fillet, SmartShapes® Grilled Cutlets, Gold'N Spice® Breaded Fillets.



## ANNIVERSARIES

We salute all these SQUAWKERS® that joined the team back in 2003. We're glad you're still on board!

Keams Canyon Café. . . . .	Keams Canyon, AZ
Fast Food Fast. . . . .	Nokomis, FL
Go Stop Express. . . . .	Pt. St. Lucie, FL
Wee Willy's. . . . .	Gainesville, GA
Mitson's Quik Mart. . . . .	Canton, GA
A&K Food Mart. . . . .	Stone Mt., GA
Mill St. Market. . . . .	Springvale, ME
Tedusky's. . . . .	Hyde Park, MA
Wakefield Superette. . . . .	Garner, NC
P & D Food Mart. . . . .	Rocky Mt., NC
Fowler Super Market. . . . .	Tabor City, NC
Pit n Pump. . . . .	Washington, NC
Youngsville Stop 'n Go. . . . .	Youngsville, NC
Duck Thru #6. . . . .	Windson, NC
McQuicks. . . . .	Vian, OK
Another Wolfies. . . . .	Finday, OH
King City Truck Stop. . . . .	Pasco, WA
Lakeside General Store. . . . .	Merrimac, WI