



SQUAWK BOX



Winter 2006
Volume 5

BREAKING NEWS

Hello and a warm welcome to all the newest members of the SQUAWKERS® family.

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|-------------------------|--------------------|
| Stop & Go #9 | Troy, AL |
| Citgo Quick Stop | Bradenton, FL |
| Geneva Foods | Geneva, FL |
| Shell Gas | Homestead, FL |
| Kwik Stop Foodstore | Merritt Island, FL |
| Wauchula BP | Wauchula, FL |
| Webster Citgo | Webster, FL |
| Sycamore Convenience | Ashcant, KY |
| Allen Cty Board of Ed. | Scottsville, KY |
| Jac-cen-del Schools | Osgood, KY |
| Russell Oil | Galatia, IL |
| Nahal of Saugatuck | Douglas, MI |
| Short Stop Foods | Grand Rapids, MI |
| Raman Party Store | Holland, MI |
| Blodgett Oil | Lansing, MI |
| Westonka Schools | Mound, MN |
| JD's Quick Stop | Poplar Bluff, MO |
| Duck Thru #8 | Ahoskie, NC |
| Magnolia Green Amoco | Leland, NC |
| Handy Mart | Mt. Olive, NC |
| Fresh Way Food Mart | Rocky Point, NC |
| Crossroads Quality Mart | Wadesboro, NC |
| Osage Mills School | Bartlesville, OK |
| 51 Express | Hennessey, OK |
| Skiatook Public Schools | Skiatook, OK |
| Sperry Public Schools | Sperry, OK |
| United Petro | Myrtle Beach, SC |
| Highway 56 Keystop | Smithville, TN |
| Community Mini Mart | Gladys, VA |
| Java Jungle | Sun Prairie, WI |

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Corrections

Contrary to information in the Fall 2005 Squawk Box, Fort Osage Schools and Blue Springs Schools are in Missouri, not Kansas. Bruce Wallen was incorrectly named as Bruce Rollins. We apologize for these errors.

"Squawkin' Good Sandwiches" = Squawkin' Big Sales

Want to kick into 2006 with some screaming sales? Then you'll love the "Squawkin' Good Sandwiches" promotion, which is the latest trail-blazing promo for the SQUAWKERS® High Traffic Zone.

Designed to build traffic and increase repeat patron business, this high-powered promotion offers a tasty \$1.00 per case rebate on all four featured chicken items throughout January and February 2006. These fab four include Chipotle Grilled Breast Fillet, Buffalo Breast Fillet, SmartShapes® Grilled Cutlets and Gold 'N Spice® Breaded Fillet.

As with all the High Traffic Zone promotions, this one comes equipped with a full toolbox of promotional materials: three 11" x 17" posters, 10 server buttons (3" round) and one counter mat sign.

Just create your own value meals or special offers, set your prices and then reap the profits from merchandising these popular chicken sandwiches. You'll get a bottom-line response that'll have you squawkin' for joy!



Squawkin' Good poster and server button



SmartShapes® Grilled Cutlets



SEGMENT FOCUS

SQUAWKERS® Fights National Brand Intruders On College Campuses

In today's competitive foodservice world, branding is critical for survival. No one knows this more than college foodservice directors like Jim Mott, Food Service Manager at Oklahoma State University. At the Stillwater campus of OSU, the SQUAWKERS® brand has been a keystone of their business strategy. The SQUAWKERS® concept has been part of their 11,000-square foot Adams Market dining facility since its opening in September 2003.

The decades-long dominance of the campus scene by college foodservice operations is threatened more each year by national chains. These major players offer the convenience, choices and name recognition that students want – thus luring patrons away from college and university foodservice operations. This lowers participation, increases costs and ultimately hurts the bottom line of the colleges and universities themselves.

SQUAWKERS® helps college foodservice directors to fight this trend. By offering easy access to a credible, attractive brand concept like SQUAWKERS®, Brakebush helps foodservice directors to find new ways to keep students eating on campus.

"The students love the SQUAWKERS® brand – especially products like the chicken strips and the chicken popcorn," says Food Service Manager Jim Mott. Every day 300 to 400 students patronize the SQUAWKERS® concept, which shares the action at Adams Market

with a pizza concept, a stir-fry concept and a full service buffet.

"SQUAWKERS® is our most popular concept," says Mott, adding that its grab-and-go items hold an advantage for time-starved students.

National brands such as McDonald's, Panera Bread and Subway attract students for promotional and environmental reasons as much as for culinary ones. So Adams Market pumps up its own excitement level. With several televisions constantly tuned to ESPN, plus an espresso bar at the ready, the hall buzzes with activity. The SQUAWKERS® brand adds to the energy with promotional giveaways such as movie passes, water bottles, footballs and jackets.

As Mott faces down the challenge from the national behemoths, he especially appreciates the "phenomenal" marketing and product support from Brakebush on both the corporate and local level. "SQUAWKERS® has been with us every step of the way," he says. Jim Mott is looking forward to an even better year as more students flock to the SQUAWKERS® brand – and turn away from the national brands.



Fiery Fingers®

BRAKEBUSH FAMILY OF PRODUCTS

Sales Of Wings Take Off As Profitability Soars

There's an old saying in horse racing that once you spot a winner, you ride with it. That's certainly the case with chicken wings, which have been in the trophy circle many times over the years.

In recent years Brakebush has taken the wings category to an entirely new level of profitability and popularity, due to their fully-cooked convenience, tender marinated flavor and diverse offerings. From zesty to unseasoned, wings are the perfect finger food for appetizers, snacks, entrees or buffet items.

The breaded wings deserve a prominent position in the lineup of wings winners. Our Inferno Wings® are a Happy Hour classic, summed up in their slogan "The Heat's In The Meat®." Other breaded wing favorites include Wing Ditties®, Original Honey Touched® wings, Zippity Doo-Wa Ditties® and Country Krisp® wings. All of them provide their own unique variation of crispy breading and succulent chicken.

Of course, we would be extremely remiss if we didn't mention the unbreaded wings: Naked Extreme Wings®, BBQ Extreme Wings®, and Buffalo-Style Extreme Wings®. Available in medium or jumbo, Naked Extreme Wings® arrive unseasoned, so you can dress them up with your own sauces, dips and glazes. The zesty, bold flavor of our Buffalo-Style Extreme Wings® can lend a blast of excitement to any menu. You can also tantalize your patrons' taste buds with our sweet BBQ Extreme Wings®.

So if you want to fire up your chicken wing sales for some smokin' profits, SQUAWKERS® chicken wings are hot to trot.



Inferno Wings®

OPERATOR SUCCESS STORIES

SQUAWKERS® Lowers Labor Costs While Keeping Students On Campus

The battle lines were drawn at Mount San Jacinto College last fall. On one side was the campus foodservice operation run by Ron Guglielmana, with a range of pizza, salads and hot entrees. Right down the street was an ominous row of national brand fast food outlets, ready to swoop down upon the culinary loyalties of Ron's hungry students. To heighten the tension, Ron was under pressure to reduce labor costs – but without reducing food quality. It's a dilemma that many college foodservice directors face every day.

Ron's solution, however, was anything but everyday. He switched all his food stations to grab-and-go, installed the SQUAWKERS® concept in both of his campus foodservice outlets, and stimulated the interest of the campus community with the teaser slogan, "Come meet the Squawkers." He delivered this catchy message through promotional emails as well as the campus foodservice website.

The result was powerful. The students responded enthusiastically to the fresh-made, flavorful chicken offerings – especially the chicken strips, Inferno Wings® and drummies – while Ron was able to reduce his labor costs by forty percent. "We needed

something with some name recognition to compete with the big national names down the street," says Ron, "and SQUAWKERS® did exactly that. Plus the students love the grab-and-go aspect and the great chicken flavors."

For a campus operation where 1,200 students flock for lunch every day, Ron's achievement is particularly impressive. Cutting back from three servers to one is saving money for the college, while the students are still showing up for lunch every day in droves. Ron's not resting on his laurels, however. "We hope to grow even more this semester," he adds. With the SQUAWKERS® concept in his lineup, continued victories against national competition and internal costs are sure to be his.



Ron Guglielmana, Food Service Manager, Mt. San Jacinto College

Healthy Answers™

TRANS FATS- NEW FOR 2006!

Lynn Edwards RD, CD

As of January 1, 2006, food manufacturers are required by the Food and Drug Administration (FDA) to list trans fat on the Nutrition Facts labels. Products made and leaving the factory after January 1, must have the new trans fat label. (See example)

At Brakebush, our excellent products have not changed and we can claim 0 grams trans fat for all our products. We will be complying with regulations by adding the trans fat information to our labels so that you can be informed.



80% of trans fats comes from partially hydrogenated oils. These oils are created when vegetable oil is treated with hydrogen gas, a process called hydrogenation. Trans fats are used for reducing

costs, extending storage life of products and improving flavor, taste and texture; the ones that make chicken crispy and cookie filling's creamy. They are commonly found in fried food, margarine, peanut butter, microwave popcorn, chips and crackers, doughnuts, muffins and many frozen dinners.

When a label shows 0g of trans fat it contains less than 0.49 grams of trans fat per serving. Whenever there's a need for high-quality chicken for today's health-conscious patrons, Brakebush comes through with healthy answers.

Nutrition Facts

Serving Size (3 oz or 85g) Edible Portion
Servings Per Container About 41 (≈20 Quarters)

Amount Per Serving	
Calories 170	Calories from Fat 90
% Daily Value*	
Total Fat 10g	15%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Cholesterol 80mg	26%
Sodium 290mg	12%
Total Carbohydrate 2g	1%
Protein 17g	

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

GET TO KNOW BRAKEBUSH

Plant Expansion Means Expanded Opportunities For Operators

Our Westfield plant is undergoing a major expansion. It will help SQUAWKERS® increase the variety, reliability and volume of the products you can offer your patrons. The plant will gain 60,000 square feet of production space and 55,000 square feet of freezer storage space. In addition, the water filtering system will be expanded to handle 230,000 gallons per day. The expansion also includes a new engine room and an expanded propane backup system.



Westfield plant, 1961



Westfield plant, 1981

What does all this mean for SQUAWKERS® operators? For starters, the larger Westfield facility makes it easier for us to create, test, run and perfect new ideas without interrupting day-to-day production. This means more unique chicken ideas in the pipeline – and on your menus and bottom lines. What's more, operators can rely on Brakebush for even larger, more consistent volume delivery of a wider variety of products. It all adds up to expanded opportunities for SQUAWKERS® operators — with expanded profitability on your bottom line.



Westfield plant, 2005: The newly-expanded Westfield facility is an "opportunity expansion" for SQUAWKERS® operators, creating greater consistency, volume and product variety.

PROMO PLACE

Upcoming Promotions & Events

April/June, 2006

- High Traffic Zone promotion: "Are You a Wing Nut?"

Featured items:

Buffalo Wings, Wing Ditties®, Inferno Wings®, BBQ Wings, Zippity Wings® – great products for a powerful promotion!



ANNIVERSARIES

Happy 4th Anniversary to all the following members of SQUAWKERS® family.

(If you don't see your name and you joined in 2002, don't worry! Other SQUAWKERS® openings from 2002 will be announced in upcoming issues.)

South Windsor Middle School	Windsor, CT
Eagles Landing High School	Atlanta, GA
Clinton High School	Clinton, IA
Olwein High School	Olwein, IA
Waverly Shell-Rock High School	Waverly, IA
Bloom County High	Chicago Heights, IL
Bloom Trail High	Chicago Heights, IL
Butler County Schools	Morgantown, KY
Manchester Schools	Manchester, NH
Henryetta Schools	Henryetta, OK
Mustang Schools	Mustang, OK
Milwood Schools	Oklahoma City, OK
Oklahoma City High School	Oklahoma City, OK
U.S. Grant High	Oklahoma City, OK
Weatherford Schools	Oklahoma City, OK
Ponca City High School	Ponca City, OK
Bellingham Schools	Bellingham, WA
Madison Memorial High	Madison, WI
Wisconsin Dells High School	Wisconsin Dells, WI