



WHERE THE CHICKEN ALWAYS COMES FIRST.

AND OPERATORS HAVE SUCCESS!

“Sign-Us” Headaches Can’t Stop Squawkers

In August 2010, 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 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, holding 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.

“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.



E’s Country Store is located at 21 Golden Gate Blvd. E. in Naples, Florida. Find them on Facebook!