



*Brakebush chicken.  
It's why the customers cross the road.*

***CHICKEN in  
the FAST LANE™***



*Products, programs  
and profits for C-stores*

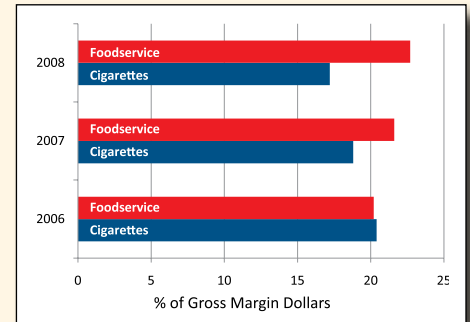


# FOODSERVICE

## Profitability In A Hurry.

Adding foodservice to your store makes sense. Dollars and cents.

- **Recoup lost profits.** Foodservice is the perfect way to offset falling cigarette sales and combat high gas prices.
- **You become a destination - beyond the pumps.** Foodservice gives your customers another reason to stop at your store. Great foodservice gives them a reason to return.
- **The right products mean more sales.** Your customers expect *value*, *variety* and *convenience* fast! You need products that meet your *quality* standards, are *safe* and *easy* to prepare and keep the customers coming back for more.



# BRAKEBUSH CHICKEN

## Less Risk. More Success.

Adding chicken to your operation is no small decision. That's why it pays to go with the company who offers you the most.

- **Brakebush is no stranger to your world.** We've been in convenience stores for 25 years. We know the challenges you face: labor and space issues, food costs, equipment needs and changing customer demands. And we have sensible answers based on *real world* experience.
- **Brakebush chicken is right for you.** Cooking in a C-store isn't like cooking in a restaurant. That's why we've developed products that are fully cooked; easy to prepare, keep warm and serve; and that taste great, even with long hold times.
- **Brakebush chicken is just the beginning.** We not only have great chicken, we have great resources, too. And we've put them all in one place, to make it convenient for you. It's called *Chicken in the Fast Lane*.
- **Brakebush has an experienced sales force.** Our direct sales force knows your business and is dedicated to making your operation a success. We're here to get you *in the Fast Lane*, with training and all the support you need. Your success is our success.

# CHICKEN in the FAST LANE™



## GIVES YOU:

## Products Perfect For Your Operation.

Our fully cooked chicken is not only great tasting, it saves you valuable prep time and requires less space to prepare. And, we've got you covered for all day parts and all tastes with our incredible lineup of products.

### BONE-IN DINNERS



Give your patrons the satisfying feeling of home-style cooking.

### WINGS

The perfect grab and go food in a variety of flavors from our hottest Inferno Wing® to our crispy Tappers® Beer Battered.



### FILLETS

It's easy to offer a great chicken sandwich with our diverse line of breaded breast fillets and our flavorful, juicy grilled fillets.



### BONELESS WINGS

This growing chicken category is a great way to drive traffic into your operation, again and again.



### SLIDERS

Our smaller sized slider fillets hit the mark for value, portion control, versatility and profit.



### TENDERS & STRIPS

Breaded breast meat strips and tenders in a variety of flavors.



### CHIK'N'ZIPS®

Marinated breast strips are great for wraps, salads or as a pizza topping.



# CHICKEN in the FAST LANE™



**PRODUCTS, PROGRAMS AND PROFITS FOR CONVENIENCE STORES**

## Support.

Beyond the chicken, we offer a variety of support to help you make the right decisions and keep your customers coming back.

### Food Cost / Profit Analysis Tools - FREE!

We will help with inventory management, determining selling price and predicting profits.

### Culinary Support - FREE!

Our chefs are always creating great recipe ideas and serving suggestions. Use them for limited time offers or add them to your regular offerings. Learn ways to use your favorite products in multiple applications.

### Merchandising Support - FREE!

Drive sales with in-store POP support. Choose from our large selection of ready-to-go posters and tabletents or ask us to customize them for you. We can include your name or logo, and even add a price bubble.



## Branded Concept Program



A branded program featuring:

- No franchise fees
- Apparel and packaging
- Complete program support
- Magnetic menu boards
- Equipment partners
- Customized in-store materials



Isn't it time you got in the fast lane? There's no better way to serve top quality chicken. Discover what your competition hasn't figured out yet: that Brakebush chicken really is worth crossing the road for!



Contact us today! 800-933-2121 • [www.brakebush.com](http://www.brakebush.com)  
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