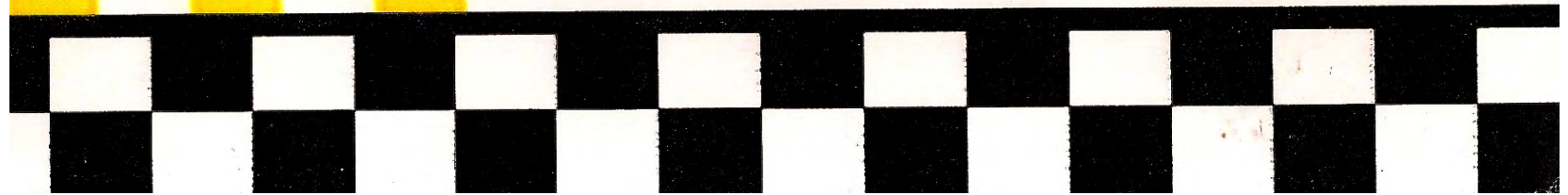




# HOMESTYLE

## Fried Chicken



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How your customers react to your fried chicken is entirely up to you. How you purchase and prepare your chicken will determine three things.

**Taste, Tenderness, and Consistency**

If your chicken does not taste great, if it is not moist and tender, or if it is not consistent in size; your chicken profits will suffer and ultimately your deli will fail.

On the following pages, you will be introduced to the Homestyle Fried Chicken Program; which is Fried Chicken At Its Best!

# The Homestyle Fried Chicken Program

Fried Chicken At Its Best!

The Homestyle goal is to offer our customers ...

- The best tasting fried chicken available.
- A complete program which includes both advertising and marketing material.
- Assistance in becoming successful deli operators.



# The Homestyle Fried Chicken Program

Fried Chicken At Its Best!

The Homestyle Fried Chicken Program is a three step process.

Marinate  
Batter Dip  
Breading

This process ensures that your customers gets the best fried chicken possible.

**Each step is key.**

The *Marinating* adds moisture and flavor to the meat, while extracting the blood from the bone.

The *Batter Dip and Breading* along with the marinate will add flavor, and allow your chicken a longer holding time in your warmer (up to 4 hours).



# The Homestyle Fried Chicken Program

Fried Chicken At Its Best

## Can the Homestyle Program be used on more than just chicken?

Yes, with the Homestyle Program, you can offer your customers a variety of food choices.

### Meat Options

- Chicken Strips
- Chicken Livers
- Chicken Gizzards
- Chicken on a Stick
- Chicken Nuggets
- Chicken Fried Steak
- Breaded Pork Chops
- Steak Fingers
- Catfish
- Buden Balls
- Shrimp

### Vegetables and Other Options

- Blooming Onions
- Mini Corn on the Cob
- Onion Rings
- Green Tomatoes
- Potato Logs
- Sweet Potatoes
- Broccoli and Cauliflower
- Dill Pickles
- Okra
- Twinkies



# The Homestyle Fried Chicken Program

Fried Chicken At Its Best!

## What are the Homestyle Advantages

- Total Flexibility
  - Individual Menu Options
  - Individual Pricing Options
  - Location Options
  - Hours of Operation Options
- Personalized Training
  - In House Demo
  - Customized Training
- Complete Program
  - Advertising Options
  - Marketing Options
- **No** Franchising Fees
- **No** Royalties
- **No** Mandated Advertising Costs
- **No** Long Term Contracts





# The Homestyle Fried Chicken Program

Fried Chicken At Its Best!

## **Are you Interested in a complete program?**

If so... your recommended needs for a complete Homestyle Fried Chicken Program include the following.



### Basic Equipment

#### Recommended

- Fryer (35# or larger)
- Counter Top Display or Warmer Merchandiser
- Walk-in or adequate Refrigeration
- Four Compartment Sink and Hand Sink
- Dip and Breeding Station

### Basic Supplies

#### Recommended

- Menu Board
- Marinate, Batter Dip and Breeding
- Logo Packaging: Barn Boxes, Dinner Boxes, Snack Boxes, and Wax Bags

# The Homestyle Fried Chicken Program

**We have several marketing options for your consideration.**

## Fried Chicken At Its Best!

### ➤ **Our Basic Marketing**

Package which is yours at no charge includes.

- ***Operators Manual*** which gives you step by step instructions.
- ***Posters of specials*** and other advertisements.
- ***Training*** by a Homestyle representative.

### ➤ **Our Advanced Marketing**

items which can be purchased individually include.

- ***Menu Boards*** which can be back lit.
- ***Front Counter Logo Sign*** which can be ordered to size.
- ***Outdoor Advertisement*** which can be either signs or banners.
- ***Uniforms*** which can be Logo Shirts, Caps, Visors and or Aprons.



# The Homestyle Fried Chicken Program

## Fried Chicken At Its Best!

*Some of the Posters included in our Basic Marketing package can be seen on this page.*



**HOMESTYLE value menu**

<b>1</b> 2 Piece Dark 1 leg, 1 thigh, 2 individual sides and a roll <b>\$2.99</b>	<b>2</b> 2 Piece White 1 wing, 1 breast, 2 individual sides and a roll <b>\$3.99</b>
<b>3</b> 3 Piece Dark 2 legs, 1 thigh, 2 individual sides and a roll <b>\$3.99</b>	<b>4</b> 3 Piece White 2 wings, 1 breast, 2 individual sides and a roll <b>\$4.99</b>
<b>5</b> Chicken Sandwich chicken tender sandwich and 2 individual sides <b>\$3.99</b>	<b>6</b> Tender Snack 3 chicken breast tenders 1 individual side and a roll <b>\$4.99</b>



**HOMESTYLE Special**

**8 Piece Mixed**

Chicken Only

**\$7.99**



**HOMESTYLE Favorites**

2 Piece Dark  
 1 leg, 1 thigh,  
 2 individual sides and a roll  
**\$2.99**

2 Piece White  
 1 wing, 1 breast,  
 2 individual sides and a roll



**HOMESTYLE Awesome Extras**

Fried Corn on the Cob

Fried Mushrooms

Fried Onion Rings

*Please note: Prices will be set by your individual store.*

# The Homestyle Fried Chicken Program

## Fried Chicken At Its Best!



**you ready to start the Homestyle Program?**

**It's as easy as 1, 2, 3.**

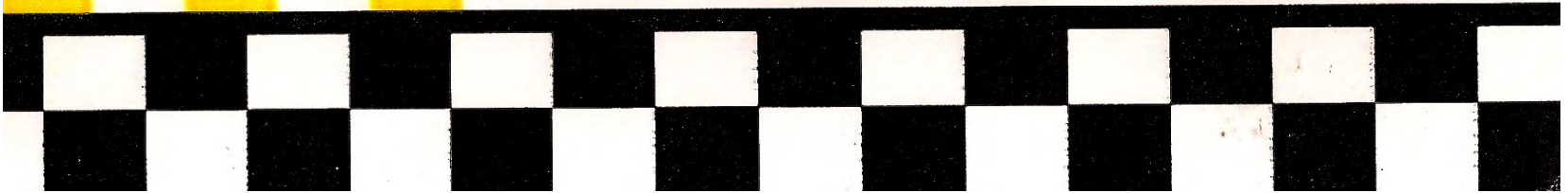


1. Contact your Marketing Associate and let them know you are interested in learning more about the Homestyle Fried Chicken Program.
2. Meet with a Homestyle Fried Chicken Representative and arrange for your in-house demo and your customized training.
3. Celebrate a grand opening and enjoy a profitable Fried Chicken Business.



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