



AUTHENTIC

BBQ

JUST WHEN

THEY

WANT
IT



LOCATION OPPORTUNITIES AVAILABLE NOW

When BBQ lovers get that craving, there's no need for them to go searching for real barbecue satisfaction, because now you can bring it on home to them with your own Rock County Smokehouse location.

Brought to you by,

BROASTER
company

Rock County Smokehouse BBQ, It's

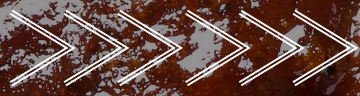
READY



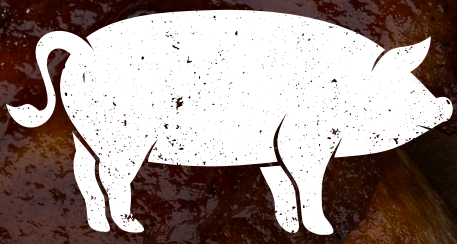
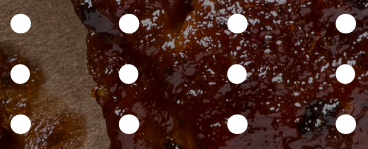
SMOKEY GOODNESS



where



HUNGER IS!



ROCK COUNTY SMOKEHOUSE

Introducing Rock County Smokehouse®, your own neighborhood BBQ smokehouse. Now you can feature a variety of fresh meats from ribs to pulled pork to tender and juicy brisket. Seasoned to perfection with a proprietary rub of blended spices. Smoked in-house to satisfy all the senses. And topped with the scrumptious sauces customers love.



You won't find BBQ smoked in some factory here!

This is BBQ cooked exactly where they want it—close by and convenient.



BROUGHT TO YOU BY 
BROASTER® COMPANY
the industry leader in branded food concepts.

With over 60 years of experience and thousands of licensed operators worldwide, no one understands the needs of operators better than Broaster® Company. From Genuine Broaster Chicken® to the easy and convenient Broaster Express® Program, Broaster® Company offers branded food concepts that increase customer traffic and generate bigger profits.

Rock County Smokehouse® is an our new, all-inclusive branded food concept. Become a licensed operator and you'll get all the high-quality equipment and supplies needed to offer great-tasting authentic BBQ right in your own operation—quickly and conveniently. It's ideal for anyone who wants to diversify their foodservice business.



REAL

PRIME MEAT





»»» A REAL
BBQ JOINT
right in your store.

• With as little as 100 square feet, you can add
• our profitable Rock County Smokehouse®
• to your current operation. An authorized
• Broaster® distributor will work closely
• with you to determine the most practical
• layout for your location based on size and
• the volume of business you desire.



WHY



CHOOSE BBQ

perennial favorite

The National Restaurant Association has named Barbecue as a top perennial favorite

smokey

Smokey flavors are continuing to trend upwards on menus

independents

At the end of 2016, spending at independent restaurants grew at a rate of 8.3% year-over-year versus 2.4% for national chains.

spending up

A majority of the US population food spending, over 51.8%, was away from home, a gap that is expected to continue to widen.



FIRE *it up!*

THE ONE-OF-A-KIND
SMOKAROMA®

..... **PRESSURE SMOKER**

PREPARING YOUR OWN REAL WOOD-SMOKED BBQ HAS NEVER BEEN EASIER THAN WITH THIS UNIQUE EQUIPMENT.

Simply put your choice of real hickory or mesquite wood chips into charring cup. We don't use liquid concoctions or artificial smoke.

Season the meat with the special blended rub of seasonings and spices and place on rack. Clamp in place and set the timer. That's it. No grill master is needed. No fussing during the cooking cycle is needed. During the cooking process, moisture from the meat creates pressure, which drives the smoke all through the meat. At the same time, the meat is cooked and browned.

The Result: Ready-to-serve deliciously authentic BBQ in a fraction of the time!

get smokin'.....

WITH EVERYTHING



YOU NEED



to succeed ::::

What's Included?

Our program supplies you with everything you need, from our state-of-the-art Smokaroma® pressure smoker, accessory cooking equipment, menu boards, and colorful in-store lighted signs to easy, delicious recipes for producing great BBQ in a third of the time it takes to smoke in a conventional smoker.

- QUALITY BROASTER® EQUIPMENT
- SEASONINGS & SAUCES
- PACKAGING & APPAREL
- ADVERTISING SUPPORT
- ON-SITE TRAINING
- ONGOING SUPPORT & ASSISTANCE





what

ARE THE

REQUIREMENTS?

With Rock County Smokehouse[®], you get everything you need to succeed. *What you don't get is a franchise fee.* Because there isn't any!

LICENSED ROCK COUNTY SMOKEHOUSE OPERATORS SIMPLY NEED TO COMPLY WITH THE FOLLOWING:

- Cook in our exclusive Smokaroma[®] Pressure Smoker.
- Use of Rock County Smokehouse[®] exclusive rubs and sauces.
- Promote your Rock County Smokehouse[®] program using the specified signage and packaging.
- Have a signed, licensed trademark agreement on file with the Broaster[®] Company.
- Prepare Rock County Smokehouse[®] menu items using the specified cuts of meat.
- Use of Rock County Smokehouse[®] branded packaging



MENU

PULLED PORK

PULLED PORK WITH CAROLINA COLE SLAW ON A SWEET BUN

SANDWICH ONLY • BASKET & 1 SIDE • PLATTER & 2 SIDES

PULLED CHICKEN

PULLED CHICKEN WITH CHEDDAR CHEESE ON A SWEET BUN
SERVED WITH ROCK COUNTY ORIGINAL BBO SAUCE

SANDWICH ONLY • BASKET & 1 SIDE • PLATTER & 2 SIDES

BRISKET

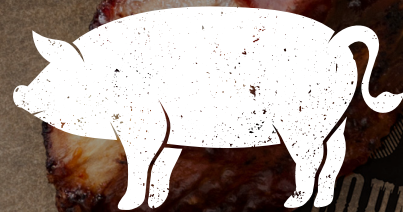
BEEF BRISKET ON A SWEET BUN
SERVED WITH ROCK COUNTY ORIGINAL BBO SAUCE

SANDWICH ONLY • BASKET & 1 SIDE • PLATTER & 2 SIDES

RIBS

BABY BACK PORK RIBS
SERVED WITH ROCK COUNTY ORIGINAL BBO SAUCE

FULL RACK • HALF RACK



SAUCES

ORIGINAL • SWEET • SPICY

DRINKS

SMALL • MEDIUM • LARGE

ROCK
COUNTY
SMOKEHOUSE

HOW

DO I GET

STARTED?

**BRING THE GREAT TASTE OF DELICIOUS, REAL
WOOD-SMOKED BBQ TO YOUR CUSTOMERS.**

Create your own neighborhood smokehouse with our turnkey Rock County Smokehouse.
For other information, Call the Rock County Smokehouse team at 866-568-1999





**TRADEMARK
FOOD
OPPORTUNITIES
AVAILABLE NOW**

For other information, Call the Rock County Smokehouse team at 866-568-1999



BROASTER[®]
company

NOTHING ELSE IS REAL BROASTER™