

Press Information

Introducing SmartBites: Fast, fresh and tasty, these “Stix” go!

New food concept for health-conscious consumers can be high-margin winner for retailers

EATON, OH—Henny Penny Corporation plans to unveil its newest comprehensive hot food program called SmartBites Stix-to-Go this October at the NACS show in Las Vegas. The concept integrates a wide range of original freshly cooked meat and vegetable skewers, a carefully planned equipment platform and step-by-step application and merchandising materials for deli operators, convenience stores and carryout restaurants.



SmartBites is a unique concept that makes the idea of carry-out skewers (shish kabobs) practical and profitable for convenience stores and supermarket delis. A fairly extensive menu is planned for the program, including a variety of chicken, beef, and pork products—even shrimp and lamb. Vegetarian Stix-to-Go is also part of the mix. Rather than frozen or labor-intensive grill products, SmartBites appeals directly to the widespread demand for healthier, fresher products that can be accessed quickly and conveniently.



The SmartBites Stix-to-Go program utilizes labor-saving equipment platforms, including rotisserie, pressure fryer and the new SmartCooking System™.

“Healthier, easily-prepared food that is easy to eat, popular with consumers and provides a higher profit margin to operators—that’s SmartBites in a nutshell,” said Kathy Veder, Executive Vice-President and Chief Marketing Officer for Henny Penny. “With our array of labor-saving equipment platforms and the strength of our product development and exclusive distributor channels Henny Penny is very well positioned to help retail operators gain the next level of foodservice profitability.”

There seems to be little doubt that investment in foodservice for retail operations is paying off. For convenience stores in particular, industry figures put foodservice gross margins at slightly over 50

percent, the highest percentage of any component. In addition, foodservice is the second largest component of total gross margin (just behind cigarettes) and fueled much of the overall growth in convenience stores during 2003. Moreover, freshly prepared foods that meet consumer demand for quality and convenience have been shown to command higher profit gross margins than frozen, or pre-cooked and heated foods.

The SmartBites program utilizes Henny Penny Rotisseries, pressure fryers and the new SmartCooking System™. All three are designed for labor-saving operation and feature simple programmable controls for precise and repeatable results. Henny Penny's HMR merchandisers or the space-saving HEC hot express cases are used for grab-and-go display.

Henny Penny Corporation, headquartered in Eaton, Ohio USA, offers a wide range of high quality foodservice equipment designed for easier operation, greater flexibility and lower operating costs. Product lines include the new SmartCooking System™, pressure and open fryers, combis, rotisseries, holding cabinets, display merchandisers, and blast chiller/freezers. These products and complete start-up, service, training and technical support, are available through Henny Penny's exclusive worldwide distributor network.

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