

PRESS RELEASE – NEW “Country Chicken & Pizza Express” from Associated Food Systems
(EMBARGO FEBRUARY 2010)

HERE’S SOME TASTY NEWS

Associated Food Systems, the owners of the *Country Fried Chicken* brand, have announced the launch of a revolutionary new food preparation system.

The company has re-formulated its seasonings to enable it to cook and blast-freeze the product range, which are then reconstituted on-site through an impinger oven.

It’s a process which means no more frying in-store and it eliminates the need for a rangehood or extractor to cook chicken and chips.

And according to *Associated Food Systems* founder Peter Austin, it also happens to be an excellent way to cook pizzas.

“We are now able to offer *Country Fried Chicken* and pizzas from our *Country Chicken & Pizza Express* brand from the one system with little preparation required in-store,” Mr Austin said.

“The system also applies brilliantly to chips so no frying is required on site.

“There’s no oil handling or frying on the premises, no grease trap or council approval required other than a food licence, there’s no waste and there are enormous savings to be made in staff wages with minimal on site preparation involved.

“Basically it’s chicken, pizza and chips that taste fantastic prepared by the perfect process,” he said.

Mr Austin said the system has been developed specifically for service stations and convenience stores.

“Our brand is really going places; repeat business is our backbone and now is an excellent time for people to invest.

“Our simple system ensures consistency throughout our outlets, saves labour in store and it’s really creating some serious national and international interest.

“We are currently setting up three processing plants in Russia to service their voracious appetite for the *Country Chicken* range.

“Anyone looking for a tried and proven fast food offer need look no further,” Mr Austin said.

People wanting further information can contact *Country Chicken* on 07 55 716722 or visit www.countrychicken.com

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