

Subject - Country Chicken & Pizza Express

The taste of success

The world loves this system...and you will too.

Peter Austin's Associated Foods' Country brands, owners of Country Chicken franchises & Country Fried Chicken licenses, has pioneered a number of successful products for the fast-food industry over the years. The latest in a long line of initiatives to be developed and marketed is the most affordable Country Chicken & Pizza Express System.

This system is purpose-designed for small footprint Convenience stores and Service Stations. Its economic value and practical features pay off in many ways. First and foremost, it provides the ability for an outlet to deliver both pizza and fish and chips, from a single installation. Thus it saves on capital, labour costs and floor space without the fear of compromising on quality or consistency of product. A priceless commodity in these days of economic uncertainty.

The ideal solution now available delivers frozen pre-fried chicken to the customer, who merely re-constitutes the product in a conveyor oven. The same oven is used in the Country Chicken & Pizza Express system to deliver pre-assembled and frozen Pizzas and Fish & Chips.

Chairman Peter Austin says, "The demand for fast food and the taste of fried chicken will never stop. However, following three years of Research and Development, our new technology, methods of processing and preparation, has produced a more advanced, more cost-efficient delivery system."

"When we invited our test customers to taste-test, they did not believe it was possible to get a resultant product with the same qualities as a 'just-fried' product. Every one of our test customers was singularly amazed."

The proprietary Country fried chicken products are considered without peer in taste, whilst being the healthiest of all fried chicken available. This is due to the seasonings and special low-cholesterol oils used in the frying process. Other products in the range include pizzas, fish and chips, and, to come, Country muffins and donuts.

When asked why the Queensland based Country brand has been slow to expand in Australia, Chairman Peter Austin says, "It's really my fault. Having lived for many years in Europe and the Middle East my initial focus was on these larger markets. But I can say right now, the company's combined presence in Australia, New Zealand and Pacific islands will shortly reach 250 outlets".

"In Russia we are experiencing outstanding product acceptance and huge demand. Country Chicken has recently opened two stand-alone franchises, with a total of twelve stores due by the end of the year. And we are planning a further roll-out of another 100 fast-food outlets to come" he said.

Now, that's what anyone would call a success story.

For further information on Country brands, call head office on, 07 5571 6722