



ADA, MICHIGAN  
616.262.4038  
PERRYDEYOUNG@MSN.COM  
WWW.BREADMITT.COM

## INFORMATION FOR SALES PEOPLE TO SELL THE BREADMITT™.

Q: WHERE DID THE IDEA FOR THE BREADMITT™ COME FROM?

- *The idea originated with restaurant owners and operators. In focus group research on a potential new bread slicer, restaurant owners said they needed something to protect servers from knife cuts, provide a sanitation barrier, and be easy to put on and take off so that servers will actually use it. This research was instrumental in the BreadMitt's™ design.*

Q: ARE KNIFE CUTS AND SANITATION BARRIERS REALLY A PROBLEM IN RESTAURANTS?

- *Knife cuts are a leading cause of injuries in restaurants, costing an average of \$1,000 per incident.*
- *Reducing cut incident rates will lead to lower insurance premiums.*
- *Proper food handling is the main concern of health inspectors.*
- *Another major cost area is disposable gloves and/or laundry expense for linen napkins frequently used to provide a barrier between bread and server.*

Q: WHAT TYPE OF OPERATION IS THE BREADMITT™ DESIGNED FOR?

- *It's designed for front-of-the-house servers in restaurants where table bread is hand-sliced before being served.*
- *The BreadMitt™ can also be used for other operations where a knife is utilized.*
- *An easy-to-use sanitation barrier – the BreadMitt™ can be used for bread or other food products that have been cooked/baked and then served.*
- *There are many other applications for the BreadMitt™ where knives are used or where a sanitation barrier is required.*

Q: HOW DOES THE BREADMITT™ HELP PROVIDE A BARRIER WHILE REDUCING KNIFE CUTS?

- *The re-usable silicone mitt is designed for easy, one-hand on-and-off, for quick handling by a busy server. It also fits either hand. The server simply slides a hand into the BreadMitt™, places it over the bread to hold the bread in place.*
- *The reinforced edges of the BreadMitt™ provide a built-in slicing guide, while reducing the likelihood of knife cuts.*



ADA, MICHIGAN  
616.262.4038  
PERRYDEYOUNG@MSN.COM  
WWW.BREADMITT.COM

Q: CAN THE BREADMITT™ ALSO BE USED AS A HOT MITT?

- *No. The special, cut-resistant silicone used in the BreadMitt™ is not as resistant to heat as the softer silicone you see used for hot mitts that do not provide cut protection. The BreadMitt™ silicone is rated to 300° F.*

Q: WHY IS THE BREADMITT™ ORANGE?

- *Restaurateurs chose from a selection colors that were designed to not conflict with the food-safe palette of yellow, red, blue, and green, yet be easy-to-locate in a busy, dimly lit restaurant.*

Q: IS THE BREADMITT™ DISHWASHER SAFE?

- *Yes. It can also be placed in restaurant sanitizing solution.*

Q: WILL SERVERS ACTUALLY USE THE BREADMITT™?

- *During extensive field testing, once servers got in the habit of using the BreadMitt™ they requested replacements and in some cases, actually wanted one with their own name in it.*
- *Restaurant owners should be motivated to use the BreadMitt™ to save on lost time, workmans compensation, and reduce insurance premiums.*

Q: HOW LONG WILL IT LAST?

- *Average use has been between 3-6 months depending on use.*

Q: HOW MANY BREADMITTS™ ARE RECOMMENDED?

- *Three. Restaurant owners determined they would use them in cycles of three – one in use, one sanitized and one in the dishwasher.*

MAIN SELLING POINTS:

- *Cut prevention*
- *Small investment to protect against cuts which can be very costly*
- *Sanitation barrier – helps with health inspectors.*
- *Reduced expense from disposable gloves*