
THE LEND A PAW MONTHLY

PUREBREAD NEWSLETTER V1.1

MARCH 2021

A NOTE FROM MIKE (Founder/CEO)

Welcome to the new **Lend a Paw** newsletter!

We will be sharing this newsletter monthly to keep you up to date on all things happening in our PureBread community.

The goal is to keep us focused on our mission, to celebrate our achievements, and to work together to continually improve.

This is a work-in-progress, so there will be continual updates (feedback is welcomed).

Here's to warmer weather and better days ahead!

Have a great month!

Mike Nardozzi



ON TARGET

Maintaining focus on our mission.

Our mission is to DELIGHT EACH GUEST.

Plain and simple, we must go above and beyond to dazzle each customer with an excellent performance.

Why do we do this?

We want to make a difference. We believe that changing the world starts with each individual. If each one of us chooses to do good and spread love, we believe others will "follow the pack", pay it forward, and our world will be incredible.

How do we accomplish this?

Our mission is to DELIGHT, so we get focused and work harder to be precise, fast, friendly, and professional. We focus on these core principles:

1. Quality
2. Accuracy
3. Speed
4. Hospitality
5. Cleanliness

Nearly all of our products are prepared in our 6,000 square foot Commissary (production facility) by our seasoned, caring culinary team. By maintaining control of the product selection and its preparation, we supply our stores with only the highest **quality** products.

Accuracy is paramount. We must make the product EXACTLY according to our specifications. Guests must get what they order. This takes fanatical *attention to detail* and extreme care to do it correctly. Building repeat business is only possible when we get it right, every single time!

Speed can be the ultimate ingredient in delighting our customers. Time is one common element that we all share, and valuing other people's time is truly good. Our guests are happy when their order is completed quickly and accurately and are usually surprised at how fast our teams can make their food. It feels good to delight others and feels even better to do it as a team! By doing what we say we are going to



do, when we say we are going to do it, we are able to build trust with our customers and turn them into loyal regulars. But remember, accuracy comes first, then you build your speed. Every product, and the entire order, must always be correct!

Hospitality is a friendly, warm welcome and treating each other and customers with kindness. Many of our car magnets reference hospitality in some way. We must treat others like they are special – because they are. Smile, be kind, do good!

Having clean, spotless, and neat restaurants is a foundational principal at PureBread. **Cleanliness** is even more important during this pandemic. Guests want to feel safe in our care. We must always go above and beyond to keep our stores sanitized, clean, and safe.

MENU NEWS

CHANGES, UPDATES, & ADDITIONS



the 'original' bulldog from 2001

The BULLDOG is back!!!

We are excited to bring back three sandwiches to the menu. During the pandemic, we decided to keep our ingredient list limited until business warranted expanding our menu. Beginning Monday, March 1, 2021, we will be adding the **Dalmatian**, **Greyhound**, and **Bulldog** to the sandwich menu.

The Dalmatian and Greyhound were on the PureBread menu since the beginning in September 2001. Through the years, our version of an Italian sub (the Bulldog) has alternated between different breads and Italian meats – as well as names (formerly the Mastiff).

The 2021 version of the Bulldog features ham, prosciutto, and soppressata. We've also decided to use arugula* along with tomato, red onion, sliced hot cherry peppers, provolone cheese, and a drizzle of balsamic vinaigrette on our delicious french baguette.

*Arugula is actually a member of the cabbage and mustard green family. This explains its signature peppery bite.

Prosciutto is the Italian word for ham. In the United States, the word prosciutto is used to describe an uncooked, dry-cured ham, which is called prosciutto crudo in Italian, whereas baked ham is referred to as prosciutto cotto. Prosciutto is a fatty cut of meat that, when sliced thinly, has a sweet meaty flavor with a pleasant edge of saltiness, and a buttery texture that melts in the mouth.

Soppressata is a cured meat, based on pork, processed with only lean cuts (haunch, shoulder, fillet or ham scraps) and tied by hand with a natural string. It has a flat, blunt shape like salami, and is aged for about 40 days. It has a slightly spicy taste and buttery texture that melts in the mouth.

MONTHLY SPECIALS

Going forward, we will be featuring a few special items each month. There will be a special MUFFIN, SOUP, SANDWICH, and occasionally a salad.

We have wanted to run specials for many years and haven't had a sandwich special since 2005. Now, we will be able to feature new items and see how our customers react. If the item is good enough, it may make the permanent menu!

March's featured items are:

SOUP: Chicken and Sausage Gumbo

SANDWICH: Bulldog

MUFFIN: Red Velvet

St. Patrick's Day Shirts

Beginning in March, we will be selling LIMITED EDITION St. Patrick's Day long-sleeve t-shirts. Last year, we were forced to close our business on March 16, so we have many 'Pure Irish' shirts left as well as a few 'Lucky Dog' shirts from 2019.

Shirts will be available in-store only (*not online*) and will be \$10 for customers and \$5 for staff. PureBread staff may wear these shirts at work through St. Patrick's Day, March 17, 2021.



PUPDATES

Team member Birthdays and work Anniversaries

BIRTHDAYS

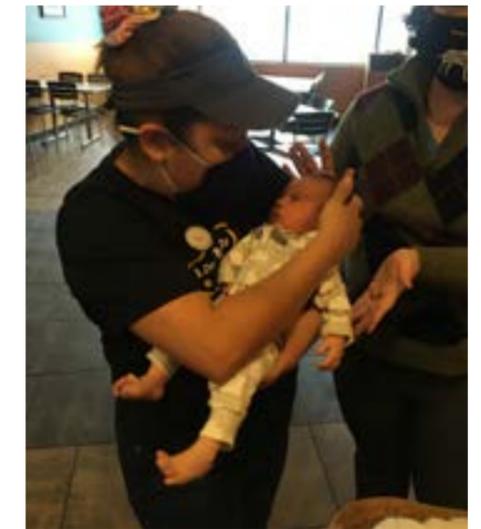
- MARCH 13: PAULINE (CHRISTIANA)
- MARCH 13: GIANNI (KENNETT)
- MARCH 17: MIKE (OFFICE)
- MARCH 17: JAMIE (COMMISSARY)
- MARCH 17: KATHLEEN (GLEN MILLS)
- MARCH 27: EMMA (KENNETT)
- MARCH 28: ALE (GREENVILLE)
- MARCH 28: JUANA (GREENVILLE)

ANNIVERSARIES

- MARCH 25: DAN (COMMISSARY) - 5 YEARS
- MARCH 28: EVAN (KENN/GLEN) - 5 YEARS



CONGRATULATIONS



Congratulations to Sabrina (Pike) and Ciro (Commissary) on the birth of their son, Zevon.



Congratulations to Allie (Commissary) on the birth of their daughter, Gianna.

Join our team

PureBread is hiring!

We are looking for friendly, hard-working, reliable individuals to join our team. As the pandemic fades and business grows, many positions are available around the company.

Managers, Supervisors, and Daytime Staff (10am-2pm or 10am-4pm) are needed to bolster our incredible teams.

Apply at <https://purebread.com/careers/job-application/>



IN SEARCH OF OUR NEXT MAGNET

BE PART OF PUREBREAD HISTORY

Have an idea for our 7th magnet?

Since April 2014, PureBread has given away over 650,000 car magnets featuring messages of unity, kindness, and love. As we come to our 20th anniversary on September 19, 2021, we would like to create a new magnet to help continue spreading our message.

Just a simple tagline or unique message will be enough. All we need is a seed to be planted and then we can create the final product from there. We are even considering turning this into a contest on social media. Maybe we will get our 7th, 8th, and 9th magnet design ideas from you!

Please submit your designs to smile@purebread.com before March 31, 2021.



PureBread's six magnets all spread the message of unity, kindness, and love.

DID YOU KNOW?

In July 2001, Mike was trying to get a custom phone number for the first PureBread. He was convinced it needed to end in DELI, but it was not available. After searching for a few other names with no success, the operator suggested YUMM (9866). Mike thought it was a great idea and it is now the last four digits of all of our phone numbers. YUMM!



GET SOCIAL!

Be sure to follow PureBread Deli on Twitter, Facebook, and Instagram for the all the latest happenings. Please share your PureBread photos on our social media pages.

Great content really helps spread our message and drive new customers to our stores. *send photos to smile@purebread.com



New Hours at Kennett

Due to increased demand, we are now opening at 7:00am at Kennett Square.

LOCATIONS

GREENVILLE, DE

4001 Kennett Pike, Wilmington, DE 19807
(302) 426-9866
mon-sat: 7:00am-8:00pm | sun: closed

PIKE CREEK, DE

4801 Limestone Rd., Wilmington, DE 19808
(302) 239-9866
mon-sat: 7:00am-8:00pm | sun: closed

CHRISTIANA, DE

1309 Churchman's Rd., Newark, DE 19713
(302) 455-9866
mon-sat: 8:00am-8:00pm | sun: closed

KENNETT SQUARE, PA

825 E. Baltimore Pike, Kennett Square, PA 19348
(610) 600-9866
mon-sat: 7:00am-8:00pm | sun: closed

GLEN MILLS, PA

100 Evergreen Drive, Glen Mills, PA 19342
(610) 358-9866
mon-sat: 8:00am-8:00pm | sun: closed

www.purebread.com