
THE **LEND A PAW** MONTHLY

PUREBREAD NEWSLETTER V1.2

APRIL 2021

A NOTE FROM MIKE (Founder/CEO)

Welcome to April 2021!

Spring is such an amazing time of year. An annual rebirth of epic proportion, this month typically brings us fresh green grass, beautiful blooming flowers, and a myriad of birds, bees, and other amazing insects.

PureBread patios will be busy this month and we are looking forward to serving all our customers inside and outside and enjoying nature with you all month long.

This month our focus is **TEAMWORK**. Working together and uniting to achieve a common goal can be very rewarding. Winning as a team feels awesome and there is always room at PureBread for friendly, hard-working individuals to join our crew and work together to delight our guests. We'd love to have you join our team!

Here's to great month and a wonderful rebirth!

Mike Nardozzi



WELCOME

A guide for first-time PureBread guests.

Each day we are lucky enough to welcome new guests and introduce them to PureBread. We love to see their reaction as they read through the menu and make the connection between the dog breed-named sandwiches and "PureBread". "Ohhh, I get it!" was a common reaction after our first location opened in Pike Creek, DE in September 2001 and continues to this day.



Our guests really enjoy the dog photos and canine art as well as the hilarious videos of our favorite four-legged friends doing what dogs do best – having fun! But the real star of the show is our food and service.

Developing the concept for PureBread started with the need to fill a void in the local market. Our area is filled with sub shops, but there were few, if any, sandwich shops back in 2001. Also, we had to be the best! We aimed to be the freshest, fastest, friendliest, and most delicious. This takes extra effort and dedication, but, to us, the juice is worth the squeeze.

Our mission is to DELIGHT EACH GUEST.

Plain and simple, we must go above and beyond to dazzle each customer with an excellent performance. Accurate orders, delivered quickly, with friendly, professional service in a clean and safe environment - every time!

Insider info: Many first time guests will ask "What do you recommend?" or "What is good here?" We all have our personal favorites, but our initial response must be to list our top-sellers.

1. "Our most popular item is the Breeder's Combo. You get to choose two of the following: a soup, a salad, or a sandwich."
2. "Our most popular signature sandwiches are the Jack Russell, Golden Retriever, Chihuahua, Newfoundland, Boxer and the Irish Setter, but many guests choose to create their own with our Mixed Breed option".
3. "If you let me know what you like, I can make a few suggestions".

We all have our own favorites and individual modifications, but we must remember that our tastes are unique and might not be well-received by everyone. Therefore, it's best to let our guests know what is most popular and then proceed from there.

It is hard to believe, but the biggest selling items on the menu are our homemade muffins. Our muffins are baked in large crown pans so that the muffin top spreads out and caps in a large dome. About 25% of our muffins sold get grilled with butter. The GRUFFIN is a hidden gem and really takes the flavor of our muffins to a different level. **YUMMI!**

MENU NEWS

Changes, Updates, and Additions



Italian Wedding Soup makes its menu debut in April.

We are excited to share April's menu features. This month Chef Jamie will roll out Italian Wedding Soup (*thank you, Mom!*) to replace March's Chicken and Sausage Gumbo. This version of Wedding Soup is made with house-roasted chicken, homemade chicken stock, Italian-style meatballs, tender baby spinach, parmesan cheese, and aromatic vegetables. No pasta in this version – we prefer it light and flavorful!

Our muffin lineup will also see some changes. March's Red Velvet muffin will be replaced by our Lemon Poppy muffin. This delicious muffin is loaded with fresh citrus and lemon zest and is a perfect way to welcome in warmer weather. The Banana Chocolate Chunk muffin will be changed back to the Banana Walnut muffin for a few months and the Peanut Butter Cup Muffin will take a break to make room for more summery muffins coming in May.

We are working on some other special items for the summer months including some new salads and sandwich specials. *Please feel free to send your feedback and menu requests to feedback@purebread.com.*



Be sure to follow PureBread Deli on Twitter, Facebook, and Instagram for the all the latest happenings.

MONTHLY FEATURES

Going forward, we will be featuring a few special items each month.

APRIL

SOUP: Italian Wedding

MUFFIN: Lemon Poppy

MAY

SOUP: Maryland Crab

MUFFIN: Orange Creamsicle

JUNE

SOUP: Cream of Asparagus

MUFFIN: Piña Colada



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/>

PUPDATES

Team Member Birthdays and Work Anniversaries

BIRTHDAYS

APRIL 3: MORGAN (CHRISTIANA)
APRIL 9: HANNAH (GREENVILLE)
APRIL 9: SKYLER (GREENVILLE)
APRIL 13: TINA (COMMISSARY)
APRIL 17: LAUREN (GREENVILLE)
APRIL 17: LINDA (PIKE, GREEN, CHRIST)
APRIL 23: ALLIE (COMMISSARY)
APRIL 27: EMMA (PIKE CREEK)

ANNIVERSARIES

APRIL 16, 2001:
PureBread Deli concept was developed.

NEW PureBread Shirts

This month we are printing limited edition t-shirts featuring images of our car magnets and some of our favorite inspiring messages from over the years. These shirts will be available IN-STORE only and will be on sale for \$10/ea. while supplies last. All proceeds from



the sale of the t-shirts will be donated to a local charity. This month, we will be donating proceeds to Mom's House in Wilmington.

Mom's House's mission is to empower single parents to complete their education. Mom's House Wilmington, established in 1997, serves as a continual beacon of hope for low income, single parents seeking to further their education. Please check out www.momshousewilmington.org for more information on this great charity.

smile. be kind. do good.

TAILS OF DELIGHT

Kind Words From Our Raving Fans

Why do we love to do what we do? We aim to delight each customer and bring joy to others through great food and amazing service. So, when we hear that we are successful in our mission, it makes us very happy and we get as excited as a pack of wagging pups!

This month, we'd like to share some kind words from Greenville guests - Christy and David Hill. Christy writes: "We have been coming to PureBread since the very beginning. Picking what I like best would be difficult between the Sunrise



Sandwich, the Breeder's Combo, the muffins and gruffins (Cinnamon Chip grilled with butter is my downfall), the Newfoundland, the Broccoli Cheddar soup, and the brownies. But truly the best part is the people. The staff has become our friends. We are literally there everyday. Whether it's takeout, breakfast dates with my hubby, or catch up time with one of my girlfriends, we love PureBread Deli! Oh, and how could I forget the magnets! We have turned finding the magnets on cars into a game and I recently saw one in Upstate NY!!"

David adds, "What I like most is the people! From the very beginning, Linda set the tone with her positive energy and smile! From calling in my order and having lively banter with Edgar or walking in to pick up my order and feeling like Norm (from Cheers) - always a 'hello' upon entry - followed by 'have a good day' on the way out! You have helped cultivate a PBD Family made up of employees as well as customers! Thank you for always making my day brighter!"

Thank YOU, Christy and Dave, you made OUR day!

Please send your story of TAILS OF DELIGHT to smile@purebread.com to be used in a future PureBread newsletter.