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# THE LEND A PAW MONTHLY

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PUREBREAD NEWSLETTER V1.3

MAY 2021

## A NOTE FROM MIKE (Founder/CEO)

Welcome to May 2021!

**GREEN.** It is so nice to watch the green-up of the landscape. It makes me happy to see the lovely colors and new life on display each spring. Nature certainly is a powerful and therapeutic gift.

This May we'd like to wish all the mothers a happy and delightful Mother's Day and congratulate all those students graduating this year. We wish you success (and significance) in your quest and hope you follow your passions.

Have a wonderful month!

With joy and peace,

*Mike Nardozzi*



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# LEAD WITH LOVE

Serving others with kindness in your heart.

**selfless / sel-fles/ adjective:**  
**concerned more with the needs and wishes of others than with one's own; unselfish.**

As far back as I can remember, I've had a burning desire to bring happiness and joy to others. As the eternal optimist, I wake up every day feeling blessed to be able to delight. Being part of such an amazing group dedicated to serving our guests and each other is wonderful. Surrounding myself with others committed to serving only makes me eager to do more.

The restaurant business can be tough – multiple transactions, diverse tastes, different expectations. The beauty of what we do lies in that diversity. Those from all different walks of life... all sizes, shapes, tastes, etc. Our goal is to bring delight to each.

We sell food and drink, but ultimately we are delivering an experience. I believe our customers are paying for professional service; delicious, high quality food; kind, helpful interactions; and happy, clean, welcoming spaces. I judge each experience on if our guests feel like they received value for their money. If we delight each guest, they will have value in that purchase.

Over the years, I've tried to simplify what makes us mildly successful. After feedback from many long-time customers and input from our team, our main competitive advantage is that **we care** about pleasing others. We. Truly. Care.

When you truly care about your mission, you go above and beyond to do what is right **each and every** time. Many other average businesses know what should be done – but aren't willing to put in the effort to do what's right.

The elements that make up a delightful experience at PureBread are:

1. Quality products
2. Accurate orders
3. Friendly, professional service
4. Fast delivery of each order
5. Clean, organized, safe restaurant and work areas
6. Welcoming, happy environment

Delivering a delightful experience is slightly different every time, but there are some consistents: We must make the order exactly according to standards and never sacrifice quality. We must make the order to those specifications as fast as possible (speed will increase with experience and skill). Our atmosphere must be welcoming, happy, clean, and organized.

The slight variation comes in HOW we deliver our service. For example, some guests may not hear, or see, as well as others. Some guests may be familiar with our menu and some may be first-time customers. The objective is to give each guest the customized service necessary so that they will enjoy the experience and feel special.

When describing serving customers, I have always used the analogy of riding a wave: Every wave is different, but the goal is to ride the wave successfully to shore and have fun doing it. Take control, lead, and adapt to make sure you do it as best as you can every time.

**If it was easy, everyone would do it.** Service in the foodservice world is simple, but not easy. It takes the will to go above and beyond as well as the effort and caring to deliver on our brand promise. Thank you for caring. Thank you for being selfless. Thank you for making the world better one guest at a time.



# MENU NEWS

Changes, Updates, and Additions



Colette from Kennett showcasing our jumbo, homemade muffins.

**This May**, we welcome the return of Maryland Crab soup to the lineup. This month's decadent soup features a rich broth with crab stock, tomatoes, Old Bay seasoning, sweet corn, potatoes, backfin and claw crab meat. This soup will pair perfectly with our homemade breads, signature sandwiches, and fresh salads.

May's muffin feature welcomes a return of the Orange Creamsicle muffin. Fresh orange zest and juice brighten up this light and refreshing muffin. Vanilla glaze drizzled on top makes it even better - YUMM! Enjoy!

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](mailto:feedback@purebread.com).*

## 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/>

## MONTHLY FEATURES

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

### MAY

SOUP: Maryland Crab

MUFFIN: Orange Creamsicle

### JUNE

SOUP: Cream of Asparagus

MUFFIN: Piña Colada

### JULY

SOUP: Sweet Corn

MUFFIN: Pistachio

## NEW PureBread Shirts

This month we continue to sell 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 **Nativity Prep** in Wilmington.



Nativity Preparatory School of Wilmington is tuition-free Catholic middle school for boys. Guided by the example of Saint Francis de Sales, it strives to educate students, regardless of faith, to maximize their God given potential. Nativity empowers them to earn acceptance and achieve success in a college preparatory school through a rigorous holistic education. Please check out <http://nativitywilmington.org/> for more information on this great school.



## A LABOR OF LOVE ❤️

In March 2018 when we were renovating our Greenville PureBread, we wanted to do something different (and memorable) in our bathrooms.

We decided to have all the staff members and their children create some tiles with images of things that are important to us at PureBread. It was a tedious process to paint all the tiles and then have them fired in time for our grand opening, but we made it. We liked the result so much that we opened our newest location in Kennett Square, PA with handpainted tiles in the bathrooms.

We love that our bathrooms are unique and have deep meaning to us. It was a lot of work, but as usual, the juice was worth the squeeze. There are plans to renovate the other four locations with custom, hand-painted tiles as well. The process had started when Covid hit, but we are holding off a bit as we regain our footing and see what the future holds. No matter what, we will continue to spread our message of peace, love, and unity wherever and whenever we can.



# PUPDATES

Team Member Birthdays and Work Anniversaries

## BIRTHDAYS

MAY 15: RACHEL (CHRISTIANA)  
 MAY 23: ANDREA (GLEN MILLS)  
 MAY 23: SADIE (COMMISSARY)



## GET SOCIAL!

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

Please share your PureBread photos with us. Great content really helps attract customers to our stores.

Send your photos to [office@purebread.com](mailto:office@purebread.com)



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