

Advantage kitchenware Battlecard

Elevator Pitch Description: The Advantage Kitchenware Toaster is your solution for busy breakfast kitchens where special orders are constant. Unlike most conveyor toasters, ours lets you toast individual slices exactly as ordered—light, medium, or dark—without affecting other bread on the line. No more wasted toast. No more remakes backing up your kitchen. Just three simple buttons that deliver precision every time. Plus, it's built to last. Heavy-duty construction runs three years on average compared to two years for most competitors, giving you 33% lower annual ownership costs. It keeps your kitchen productive and your customers satisfied.

Feature: Precise and Targeted Toasting

Don't you hate when a customer orders "lightly toasted" and it backs up your entire breakfast line? Most toasters force you to adjust a dial that affects every slice on the conveyor—which means wasted bread and remakes. Our three-button system lets you toast individual slices exactly as ordered without touching the rest. No more guessing. No more waste. In busy kitchens losing 100 slices daily, that's over \$1,500 saved annually. Your line keeps moving, customers get what they ordered, and your staff stays productive.

Feature: Heavy-Duty Design

After 69 years making commercial kitchen equipment, we know what breaks down and why. That's why our toaster is the heaviest on the market—built with components other manufacturers cut corners on. Yes, it takes two people to lift it onto the counter. But here's what that means for you: three years of reliable operation versus two years for most competitors. That translates to 33% lower annual ownership costs and far fewer mornings dealing with a broken toaster during your busiest shift.

OBJECTION RESPONSES

Objection: "Your toaster is expensive. Other toasters are at least 20% cheaper."

Response: You're right—our upfront cost is higher. But here's what that price gets you. While most toasters break down after two years, ours runs reliably for three. That's 33% lower annual ownership cost right there. Add in the productivity gains from precise toasting—no more remakes, no wasted bread, no backed-up lines during breakfast rush—and you're actually saving money every shift. The question isn't what it costs. It's what it costs you NOT to have it.

Objection: "Your competitor's toaster has a dial while yours has buttons. Isn't a dial more accurate simply because you can adjust it? You can't adjust a button."

Response: I understand why a dial seems more precise. But here's the problem with dials in busy kitchens—when you adjust them for one special order, every other slice on the conveyor gets affected too. That's how you end up with wasted bread. Our button system lets you toast individual slices exactly as ordered without touching the rest. Light, medium,

dark—just press and go. It's not about adjustment. It's about precision where it matters: each slice, every time.

Objection: "Whoa! Your toaster is heavy. Two people to lift it onto the counter? That's insane. Why would I buy yours when your competitor's toaster is so much lighter?"

Response: Fair point—it is heavy! And that weight is exactly why it lasts longer. Lighter toasters compromise on critical components like the conveyor motor and legs. They break down faster. Our toaster runs three years on average versus two for competitors. That weight means stability, durability, and fewer service calls during your breakfast rush. Think of it this way: you lift it once with two people. Then it works reliably for three years. Worth it?