



# Battlecard for the CT-100 Commercial Toaster

## Advantage Kitchenware

### Elevator Pitch Description

The new CT100 commercial toaster sets the new standard for accuracy, reliability, and productivity. With just the touch of a button, you can set toast to cook precisely to order, slashing wasted bread. No more fiddling with inaccurate dials and rework for spoilt orders. Built of robust stainless steel, containing all-metal moving parts and mountings, and resting on adjustable legs, it's designed to withstand at least three years of constant use and knocks in busy commercial kitchens with minimal maintenance. That saves around 33% in annual ownership cost versus competing models. Imagine the savings in money, productivity, and reduced waste.

### Key Features and Benefits to Focus On

#### 1. Precise & Targeted Toasting

Imagine programmed, precision set-and-forget toasting that slashes waste, boosts productivity, and puts smiles on customers' faces. Staff simply press a backlit, color-coded button for **Medium** (normal), or **Light** or **Dark** for special orders. You get reliable, consistent quality, and can save up to 100 slices of bread a day—more than \$1,500 a year—otherwise lost from delivering wrongly cooked toast. This represents higher productivity in your kitchen and customer satisfaction, boosting repeat business.

#### 2. Heavy-duty Design

Appliances in busy kitchens get knocked about, so toughness is crucial. This conveyor toaster and its legs are sturdy stainless steel. It's heavier and uses metal moving parts and mountings where most competitors use plastic. That means it stays put when bumped during busy brunchtime, eliminating lost time for resets. It also lasts up to three years on average, providing longer service and less maintenance than competitors for a **33% lower** annual ownership cost.

### Responses to Objections

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



**Response:**

The price might be higher up front. However, it's been independently verified by PD Diamond & Associates to run properly for least three years on average without needing replacement. That's 50% longer than most competitors. And it comes with a two-year parts and labor warranty. This means significantly lower long-term maintenance and replacement costs compared to other toasters. Loan toasters are available free if yours is out of action during a warranty repair.

2. "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:**

Though a dial gives a wider range of adjustability, this increases the risk of over- or under-toasting an order if staff are in a rush. But our precision settings enable busy staff to quickly select a backlit color-coded button to suit the order, minimising the chance of an error and wasted toast. That means no fiddling with imprecise dials and the resulting risk of wasted bread, which impacts productivity and your bottom line.

3. "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:**

The heavy-duty design and sturdy adjustable legs prevent movement and damage from bumps during busy operations, eliminating downtime to move it back into place or for repairs. Also, whereas competing toasters use cheap plastic components to save weight and cost, we use long-lasting metal parts that resist damage and keep the toaster in action when you need it most. Consequently, the toaster works when you need it to during its longer service life.