



## ADVANTAGES OF AUTOMATIC SIFTING BREADING AND BATTER TABLES

This information is provided to customers as a way to explain the advantages gained by our automatic sifting breading table versus a manual breading table. This information is of particular interest to multiple store operators and chain operators who cannot possibly oversee every single deli operation on a daily basis.

There are three primary reasons we have chosen to recommend the use an automatic sifting breading table whenever operating a retail fresh chicken outlet:

1. **Quality and consistency** must be the foundation of any quality program. This automatic sifting table makes it simple for employees to sift the breading thus it gets done on regular intervals. In the retail foodservice industry we deal with a very tight labor market and we need to make procedures and operations as simple and systematic as possible. When breading is sifted it removes dough balls and creates a more consistent coating on your products.
2. **Dollar savings.** Since the sifting process is so easy it gets done more often. When dough balls are removed it allows you to reuse a large portion of your breading. Further, with many manual tables employees refuse to sift at all and often throughout the day throw away breading that has accumulated a large amount of dough balls. This happens far more than most operators realize.
3. **Sanitation.** The unit is easy to clean. Further, health departments and employees will appreciate the unit.



We estimate average breading savings of 50 – 200 pounds per week depending on the account volume. Using these numbers along with average breading costs this would equate to \$1,820 to \$7,280 annually in breading savings for each store. This illustrates that the median breading value produces a **savings of \$4,550 annually** for an individual store owner. If you own multiple stores it is easy to do the math. Example: \$4,550 x 30 stores equals a breading **savings of \$136,500 annually**. This does not include the intangible benefits of quality, consistency, sanitation, and employee morale.

The national companies that are most successful in the fried chicken business are using automatic sifting breading tables. Many companies that sell breading are not recommending the automatic sifting table because it significantly decreases the amount of breading a retailer needs to purchase. However, our business philosophy and the reason for our superior reputation in this market, is due to the fact that we educate our customers to help them maximize their profits with their retail operations.

Give us a call today if you want to **maximize your profits!**



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