



TRAINING TIPS: SPATULAS and TURNERS

Dexter-Russell is spreading the word about its complete line of the **finest quality foodservice tools available today**. In addition to its world famous ultimate sharp edges, Dexter-Russell is also known for an **extensive selection of spatulas and turners** which are mainstays in kitchens around the world. Spatulas and turners are critical to all operations involved in food preparation/serving and present a **golden opportunity for increased sales**.

Is Quality Really Important? Why would someone pay more for a Dexter-Russell spatula or turner? Fair question. The answer comes in the form of a question; Would a carpenter spend a little bit more for a quality tool? A tool that is to be used every day, all day? In order to perform many food preparation or serving tasks you need a tool made specifically for that purpose. If a task has a size, shape, or flexibility requirement, Dexter-Russell has the right product, in stock, and ready for shipment. Whether a job calls for a baker's spatula that conforms to a specific mixing bowl shape, a flexible spatula to evenly spread icing, or a server that flexes at the tip in order to remove a piece of pie from the tin without marring the presentation, Dexter-Russell has one.

What Makes A Quality Spatula or Turner? Simply making an item out of thin steel for flexibility doesn't create a

professional quality spatula or turner. Instead it takes quality stainless steel that has been consistently heat treated and precision ground on state-of-the-art machinery. Thin steel blades bend where they want to bend but this intricate process allows Dexter-Russell to control the flex point so the blade bends where the user wants it to bend. Spatulas and turners shouldn't flex near the handle, they should flex further down the blade where it is needed. Another key point to a quality flex is memory. After a professional tool is flexed it should return to a straight position and not retain the bend or "set". Improperly heat treated or paper thin blades will take a "set", not return to a straight position and therefore will not perform their given task.

How Do I Recommend The Right Tool For My Customer? With nearly 150 different SKU's to choose from, how do you select the right product for your customer? Education. Dexter-Russell's factory trained Area Sales Managers are the cutlery experts in the industry. They are available to guide you in the selection and use of the kitchen tool that meets your customers' specific needs. Through sales training, attendance at distributor trade shows, and sales person ride-withs, let our experts equip you to identify sales opportunities that can be used on each sales call.

BASIC USES OF SPATULAS AND TURNERS

Definitions: Many times the following terms are incorrectly interchanged, which causes much confusion when purchasing the correct kitchen tool. Education is the best remedy for this confusion.

A **SPATULA** usually has a long, narrow, flexible blade that is used to mix and spread material such as batter or icing. Spatulas may have flat or offset blades.

A **TURNER** has a wider, offset blade that has a specific flex point and is used for turning or serving food.

Baker's Spatulas come in various lengths and blades may be offset. These items are flexible to conform to standard mixing bowl shapes in order to remove contents quickly and completely. In addition to mixing, spatulas are also employed for the general spreading of frosting, condiments and other food materials. Smaller, offset spatulas are ideal for cake decorating.

Turners come in many sizes and are used to turn or flip food products. Distinctive food products have specific requirements. Whether it's cake, cookies, fish, hamburger, pancakes, or steak, Dexter-Russell has the right tool for the job. Blades are also available with perforations, rounded or square corners, beveled edges, and balanced blades to keep the handles off hot grills.

Servers for pizza, pie and cake are size appropriate and flex in such a way as to maximize efficiency and presentation.

Spreaders are essential for fast food preparation. Plain edge blades are ideal for spreading tuna fish, cream cheese or condiments. Scalloped blades provide the added ability to cut sandwiches, toast or bagels.

Griddle, Pan & Baker's Scrapers serve various functions including cleaning of grills and pans, and cutting and separating dough.

