

# WHAT'S THE GIMMICK?

## WHY THE BIG FREE SLICES?

**WELCOME TO GREAT HARVEST BREAD CO!** When you first visit our bakery, you may wonder why everybody gets a slice of bread for free. Most people assume these are "samples" so they can "try before they buy," except they've never seen samples that big.



Our breadboard is not a "sample" board. In fact, the only thing we like about the word sample is "**ample**." Our breadboard is a place where **ANYBODY CAN GET A BIG HUNK OF FRESH BREAD**, whenever they want, even if they never buy a thing.

Some people think a business is just to make money, so naturally our breadboard is confusing. But we are in the business for three reasons: to be part of this neighborhood, to make money, and to have fun. **We're in it for all three.** The day we stop making money, or it stops being fun, we quit.

**YUM!** The **BREADBOARD IS OUR FUN.** The cash register is our money. So you see, when you're at our breadboard, you're keeping this whole thing going, just as much as the people at the cash register. **People are happiest when they make other people happy.** As bakers, **WE'RE HAPPIEST WHEN WE SEE PEOPLE EATING OUR BREAD** right when it comes from the oven.

**Some people worry that we don't know what we're doing.** Trust us - we're far from going broke! In fact, every time a person runs in, grabs a big slice, and runs outside smacking their lips, **WE SEEM TO GET MORE CUSTOMERS.** The cash register takes care of the breadboard - but the breadboard also takes care of the cash register, and everything is going great for us, all around.

So just **RELAX ABOUT THE FREE BREAD** already! We're relaxed. Waltz right in, belly up to the breadboard, tell us what you want, **and help yourself to the butter & honey!**

