

Product Brief – Monaco Wide Rim

Collection: Distinction
Pattern Name: Monaco F
Pattern Code: 9001
Lead Time: 5 Days
Available From: September 2012

Introduction

A range of stylish shapes with the inner strength of Steelite International's Distinction formula to provide a remarkably versatile range that will compliment any dining occasion.

The Wide Rim plates offer the chef a dramatic platform for food presentation. The generous framing of the food suggests that what you are about to enjoy is going to be something very special. The smaller sized well focuses the eye on the food and allows the dish to be the star of the show. The look is at once contemporary and timeless.

Product Brief

Probing to understand customer needs is key to a successful sales call. The goal of probing is to gain a clear, complete, mutual understanding of your customers needs – resulting in appropriate recommendations.

During the probing try and establish the circumstance

1. **Circumstances:**
 - facts, conditions and events in the customers environment, (e.g. *we are moving into high-end fine dining and pushing our pricing up to reflect a better quality*).

Then listen for their expression of needs

2. **Needs:**
 - specific requirements that the customer has (e.g. *we need a new fine dining range with a high quality feel although cant afford to change out the whole of our existing crockery*).

Then listen for the need behind the need

3. **Need behind the need:**
 - usually a larger goal the customer wants to achieve and is often related to 3 general areas.
 - a. finance
 - b. performance or productivity
 - c. image

(e.g. *to maintain a cost control (finance) whilst improving the presentation to justify the increased price point (image)*).



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Below are the features and benefits of Monaco which can help you when supporting the identified needs:

Finance

- Greater strength – long lasting and better lifetime cost
- Life-time edge chip warranty – less replenishment and associated costs
- Flexible range – mix and match with current Monaco ranges so less cost outlay

Performance or Productivity


- Stackable shapes – space saving in small kitchen spaces
- Heat and/or chill retention – provide flexibility in banqueting operations
- Life-time edge chip warranty – less product out of service
- Microwave/freezer safe and thermal shock resistance – flexible use in the kitchen
- 4 plate sizes including 32cm – wide selection to cover many serving needs
- Designed to compliment existing Monaco Vogue and Monaco Fine

Design

- Exciting new shapes – create interest on the tabletop
- Flexible range – mix and match with existing Monaco white
- Framing of the food suggests something very special
- Smaller sized well focuses the eye on the food

FINE
DINING

BANQUETING

	Item Code	Description	Pieces per carton
	C1061	Wide Rim Plate 32.0cm (12½")	6
	C1060	Wide Rim Plate 29.0cm (11½")	12
	C1062	Wide Rim Plate 25.5cm (10")	24
	C1063	Wide Rim Plate 16.0cm (6")	36

