



Scotch-Brite™ Quick Clean Griddle Cleaning System

3M Solution

A safer and simpler system for **cleaning a hot flat top griddle in only 3 to 5 minutes**. Includes a powerful ready-to-use cleaning liquid that is safe for use on food contact surfaces, a heat resistant scouring pad and easy-to-use tools designed to prevent burns.

Key Features

Scotch-Brite™ Quick Clean Griddle Liquid 700-40 and 701

- Ready-to-use glycerin based liquid designed to loosen and lift carbonized grease and food soil upon contact with the hot griddle (optimum performance at griddle temperature of 300°F to 350°F (149°C to 176°C).
- Safe for use on food contact surfaces and does not require a water rinse after use.
- Ingredients in Scotch-Brite™ Quick Clean Griddle Liquid are considered “Generally Recognized as Safe” (GRAS) in food by the US FDA.
- Does not contain caustic soda.
- Does not give off a strong chemical odor.
- Green Seal™ Certified: the only GS-53 certified griddle liquid on the market to date.

Scotch-Brite™ Quick Clean Heavy Duty Griddle Pad 746

- Durable, heat resistant and reusable scouring pad.
- Certified as "Food Safe" and "Fit for Purpose" by HACCP International.
- Does not breakdown or leave residue behind during use.

Scotch-Brite™ Multi-Purpose Pad Holder 405-R

- Long-handled (16”) scouring pad holder to reach the back of the griddle.
- Helps prevent burns by keeping user's hands away from the hot griddle surface.

Scotch-Brite™ Squeegee 410

- Features a flexible, heat-resistant rubber blade and long handle (16”) to safely remove liquid residue from griddle.
- Helps prevent burns by keeping user's hands away from the hot griddle surface.

Target Audience & Competition

Target Markets	<ul style="list-style-type: none"> • Food Service providers such as: Quick, Full and Limited service restaurants as well as hospital, school, college and hotel cafeterias
Target Departments for Chains	<ul style="list-style-type: none"> • Food & Beverage Purchasing, Culinary, Executive Chef, Food & Beverage operations, Food service operations
Target Decision Makers for Independents	<ul style="list-style-type: none"> • Kitchen Manager, Restaurant Manager, Head Cook/Chef, Restaurant owner
Competition	<ul style="list-style-type: none"> • GRILL-BRICK™ • Kay Chemical - Ecolab • Olive oil, vinegar, lemon juice • Spatula, ice/water, caustic chemicals and griddle screens



Kitchen Manager Problems We Can Solve

Rising labor cost is a top concern for the kitchen manager, thus they are always looking for ways to save time and labor costs. Cleaning a flat top griddle with traditional methods like screens and caustic chemicals can take up to 20 minutes.

- Our solution can help increase operational efficiency by reducing the time it takes to clean the griddle by up to 40%.

Food contamination by foreign objects is a top concern for kitchen managers thus certified products provide peace of mind.

- Our solution can help address Food Safety concerns because:
 - An easy 3 step process can lead to more frequent cleaning during the day preventing fat build up on the griddle which may prevent food being cooked at the specified temperature.
 - Prevent risk of contaminating food with metal, fiber glass or glass particles left on the griddle surface from alternative cleaning methods.

Providing a safer and healthier environment for employees is a growing concern for kitchen managers.

- Our solution can help prevent burns and exposure to strong chemical fumes
- Our solution promotes responsible water use as it does not require a water rinse after use.

Sales Guide for 3M Sales Team

Scotch-Brite™ Quick Clean Griddle Cleaning System

Making the sales call

STEP 1: Ask the following questions to help assess the current situation in terms of what equipment they use and the existing cleaning processes and products used:

1. Do you have flat top griddles in your kitchen? If so, how many?
 2. How often do you clean the flat top griddles?
 3. How do you clean the flat top griddles? Specifically ask what products and tools are being used.
 4. Is the griddle still hot when you clean it or do you need to wait for it to cool down? If so, how long do you have to wait to get to the right temperature?
 5. How long does it take to clean each griddle (in minutes)?
 6. What do you like about the existing process and products you use to clean the griddle?
 7. What do you dislike about the existing process and products you use to clean the griddle?
 8. Have your employees suffered burns while cleaning the griddle?
 9. Have you had complaints about foreign objects found in customers food?
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STEP 2: Ask to do a demo of the Quick Clean System in their kitchen.

For conducting the demo you will need:

1. A Scotch-Brite™ Quick Clean Griddle Cleaning System Starter Kit 710
2. A timer

Before conducting the demo:

1. Take out a packet of the griddle cleaner and set it some where close to the area where you will be cleaning the griddle
2. Take out 1 Scotch-Brite™ Quick Clean Heavy Duty Griddle Pad 746 and attach it to the Scotch-Brite™ Multi-Purpose Pad Holder 405-R
3. Take out the Scotch-Brite™ Squeegee No. 410 and set it next to the pad holder.
4. Paper towels or any towel available in the kitchen

To conduct the demo:

1. Make sure griddle temperature is 300°F to 350°F (149°C to 176°C).
 2. Keep in mind you want to demo our solution on one half of the griddle and leave the other half to clean with the existing process and products. This will allow you to do a more real comparison.
 3. Start a timer so that you can document how long it takes to clean one half of the griddle.
 4. Open the Griddle Liquid packet and squirt onto half of the griddle (leaving the other half of the griddle dirty).
 5. Grab the pad holder with the pad on it and start scouring the griddle surface so that you are spreading the liquid over the area you are cleaning. Apply light pressure and gently scour the surface. You do not need to scrub too hard or apply too much pressure as the liquid is doing the job.
 6. Set the pad holder to the side and use the squeegee to push excess dirty liquid towards the grease trays which should be at the front or side of the griddle.
 7. Wipe off excess grease from squeegee with a towel.
 8. Stop the timer and document the time it took to clean the griddle.
 9. Start the timer again and ask the customer to clean the other half of the griddle with their existing process and products.
 10. Document this time.
 11. Use the Quick Clean Cost Calculator to input the times recorded and show savings.
 12. For maximum impact, have the customer clean the griddle themselves to know that even they can get great results.
 13. Be sure to show the customer how the pad can be removed from the holder without touching it by knocking it off the handle into the sink.
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Sales Tools:

1. Quick Clean testimonial video – Compass
 2. Quick Clean Demo video – 3 steps
 3. Quick Clean cost calculator
 4. Quick Clean FAQ documents
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Common Objections/Questions:

1. The liquid takes away the “seasoning” from the griddle and food is sticking too much : Suggest they add cooking oil before starting to cook again.
 2. The liquid is generating too much smoke: this indicates the griddle is too hot, suggest they make sure the griddle is at the suggested temperature before squirting the liquid on the griddle.
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Commercial Solutions
3M Center, Building 220-12E-04 St.
Paul, MN 55144 USA
1-800-852-9722
3M.com/foodservice

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