

# BiRite JANUARY 2021 NEW ITEMS

## FEATURED ITEMS

### SecureIt™ Tamper-Evident Labels, Red

Featuring special cut marks that break if meddled with, SecureIt™ tamper-evident labels provide extra peace of mind for customers ordering delivery and takeout.



#813308 | 2.5 x 6" | 2/250 ct  
#813309 | 1.5 x 4" | 2/250 ct

#813308



#813309



## 2020 STAFF PICKS

The best new items of 2020, handpicked by our BiRite staff



### #314654 | Certified Meat Flat Iron Steak | 20/10 oz

*"This portion controlled steak has broad menu appeal. It's flavorful, well marbled and tender. It can be used in salads, specialty sandwiches, kebabs, and pastas. It is a high profit item with great labor and food cost savings."*



CHEF JIM BENSON  
CORPORATE CHEF

RICHARD DECRANE  
DIRECTOR OF EQUIPMENT,  
SUPPLY, AND CHEMICAL



### #752230 | MVP Touchless Wall Mount Sanitizing Dispenser | 1 each #752231 | MVP Touchless Floor Stand Sanitizing Dispenser Set | 1 each

*"MVP's floor stand and wall mount are a great addition to our PPE inventory for 2020. They meet local Health Department requirements for Hand Sanitizer Dispensers for both customers and staff and are more economical than cartridge dispensing systems. The Sanitizer Station holds 40 oz of product. The touchless system is battery operated and has a UV activated dispensing sensor Refill with BiRite's #965522 Alcohol Gel Hand Sanitizer 4/1 Gal."*



To Order, Please Contact Your BiRite Sales Rep

123 South Hill Drive | Brisbane, CA 94005 | [www.birite.com](http://www.birite.com) | 415-656-0187



## #590715 | Oku Farms Hydro Butter Lettuce | 1/24 ct

*"Hydroponic butter lettuce from Oku farms is my choice for best product of 2020! It has spectacular yield and is such a great value. Not only is it great for salads, but it works great too for burgers and wraps! It is locally grown in Pescadero, Ca. and the Oku family is in its 4th generation of farming. I guarantee you will love this product, it's the best butter lettuce in the market."*



KURT GLAZIER  
PRODUCE SPECIALIST

STEPHENIE ANDREWS  
DIRECTOR OF  
CATEGORY MANAGEMENT



## Rishi Ready To Use Sparkling Botanical Teas 12/12 oz

#304451 Grapefruit Quince  
#304450 Black Lemon  
#304455 Turmeric Saffron  
#304453 Dandelion Ginger  
#304452 Schisandra Berry

*"By far my favorite new product of 2020 are the Rishi Sparkling Botanical Beverages. Not only are they low sugar, restorative functional beverages featuring award-winning packaging design but they also make great mixers and stand alone mocktails. A winning combination for both off premise and on!"*



#10739 | Martin's 4" Potato Sandwich Roll | 4/12 ct  
#10745 | Martin's 5" Potato Sandwich Roll | 5/6 ct

*"During this pandemic, comfort foods win the day. Martin's Potato Rolls make the perfect sandwich carrier for both burgers and chicken sandwiches alike. Golden, squishy and well priced, the 4" and 5" sliced potato rolls enhance any hand-held offering."*



## #965544 | Proctor & Gamble Microban Disinfectant/Sanitizer Spray | 6/15 oz

*"This revolutionary ready-to-use sanitizing spray is an absolute no-brainer and the answer for gross bacteria that lives on commonly touched doorknobs and handrails. Microban 24 protects against bacteria growth for a full 24 hours, even after multiple touches. Use this spray on hard, non-porous, non-food-contact surfaces and let it remain wet for 60 seconds to kill SARS-CoV-2. Easy-peasy."*



JENNIFER WILDER-SMITH  
DIRECTOR OF MARKETING