

Go ahead: Play with your food.

by Mary Ellen Donat

They just can't help themselves. Customers at Tess' Kitchen Store in Grass Valley, California linger at the Snapi™ display to play with the single-hand server. Over and over they use the Snapi to pick up colorful shreds of paper resembling lettuce salad from the display's large serving bowl.

"People see (the Snapis) and think they're novel," Tess' Kitchen Store owner Steve Rosenthal said, "so they pick them up and begin to play. People think it's fun."

And so do we. That's why we here at KitchenHappy™ have tagged the big bowl utensil "the fun way to serve food."

Rosenthal said the result of so much fun at the Snapi POP display results in sales at the register. "They're selling like crazy," he said.

Across the country in Ocean City, New Jersey sales of the Snapi are equally fervent. Kelly Donato, owner of Kitchen Connection, said a good example is that in mid May one woman bought seven Snapis after playing with one in the display placed near the check-out. Later that day, she returned wanting four more. Trouble was, Kitchen Connection didn't have four left.

"She said, 'I need it! I need it!'" Donato remembered. "So I sold her the sample."

It's true: people can't get enough of the Snapi. In Harrisville, Michigan, Maggie's on Main owner Deidre Gray said she had a similar experience.

"Memorial Day weekend one woman bought seven. The next day she bought six," Gray said, adding that the customer confided she was saving them to use as stocking stuffers.

Gray concurred that customers love to play with the display. And she joins in the fun, "I tell them, 'try that with pasta – that's the way I use it.'"

Demonstrating her enthusiasm for the Snapi's fun way to serve food, she said, "You have to try it!"