



Call Your Mother Deli

3301 Georgia Ave NW
Washington DC 20010

Members of the Board,

The point of this letter is to discuss Call Your Mother operations if we have our variance approved compared to if we open by Matter of Right. The main difference in its simplest form is which way the toaster will face.

By Right, we will have the toaster facing the customer, so the customer will toast their own bagel. Customers will be able to purchase a type of bagel, flavored cream cheese/spread, and assorted toppings. With that, they will be able to take their bagel to the toaster, toast their own bagel and top it on their own. In addition to customers being able to make their own bagel, we will have pre-made bagel sandwiches that we make at our other location in Park View for purchase. These will be the same sandwiches on our menu in Park View. In order to ensure freshness, we propose to have a delivery every hour. Every hour we will drop off fresh, pre-made sandwiches that customers can buy in store.

Because of our plan to be able to serve pre-assembled sandwiches in addition to toast-your-own options, we do not expect a decrease in customer traffic. We do expect a decrease in order completion times and increase in wait times. At our existing location our best cooks can make up to 3 bagel sandwiches per minute. On a busy weekend we have 4 cooks working, and an output of 12 sandwiches per minute. If customers are toasting and topping their own bagel, we expect that to be much slower than if our cooks were allowed to make the sandwich. We think this could slow our throughput down from 12 sandwiches per minute to less than or about one sandwich per minute. This coupled with the fact that we do not expect a decrease in customer traffic means our wait time will increase by twelve times.

This will also take us from one delivery a day to up to eight deliveries a day to ensure quality and freshness of our sandwiches. We believe the concerns of the Georgetown residents are more likely in a Matter of Right situation verse a variance.

Based on this, we ask for the variance to please be approved. We want to be great neighbors and limit the impact on the neighborhood. We believe that an approved variance gives us the best opportunity to be great neighbors.

Thank you for your consideration,

Andrew Dana
Owner