

## **Rein's NY Style Deli-Restaurant**

### **Testimony on SB 270 An Act Concerning the Establishment of a Regional Policy on the Prohibition of Certain Gifts from Pharmaceutical and Medical Device Manufacturing Companies to Health Care Providers**

Senator Harris, Representative Ritter and Members of the Public Health Committee, my name is Steven Kassman and I am the General Manager and Partner at Rein's NY Style Deli-Restaurant in Vernon. We are opposed to SB 270. While well intentioned, it goes too far. We certainly agree that health care providers should not be swayed or coerced by extravagant gifts; however, providing modest lunches in the normal course of business activities is justifiable.

- Often, lunch-time is the only opportunity for a sales rep to present new products or procedures to a busy health-care office.
- At Rein's NY Style Deli, our catered Business Lunches are \$10.79 per person. This is not a "three-martini" lunch. We may average 3-5 Business Lunch orders per week; providing an annual revenue of \$30,000 to \$50,000 plus the accompanying sales tax.
- And providing this catered lunch provides us with the opportunity to introduce our foods to potential new customers. Good for business; good for the state.
- This revenue stream is essential for us to maintain the level of our workforce. In fact, because these lunches are usually pre-ordered, we typically increase some employee man-hours during the slower mornings to produce the catered lunch.
- The difficult economy in our state makes it imperative that we do not lose any potential sales.

Thank you for considering my perspective.

Steven Kassman  
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