

Local restaurants capture flavor of gourmet society

By LEE ANN NECESSARY
Staff Writer

Marketing foods is one of the most important aspects of the restaurant business.

Trends in marketing come and go just as quickly as the fads that start them, but occasionally they stay on for many years.

For example, Spanky's on Franklin Street was opened 10 years ago to appeal to a new type of craze — the preppy invasion.

"These types of students (preppies) wanted a nice bar to take their dates to — one that had a little atmosphere," said Mickey Ewell, owner of Spanky's and president of the North Carolina Restaurant Association.

Yet Spanky's, contrary to many beliefs, was not the first of its kind in Chapel Hill. It followed the model of a previous restaurant and bar also owned by Ewell, called Harrison's.

Harrison's, located beneath Town and Campus clothing store, was much like Spanky's. The restaurant and bar enforced a dress code, which during the 1970's was quite unusual, according to Ewell.

"It was still toward the end of the hippy era," Ewell said. "The dress code enforcement helped draw in the

fraternity and sorority students that were beginning to become numerous again with the preppies' invasion," Ewell said.

Ewell also attributed the success of Harrison's to the fact that the restaurant took on a new atmosphere, minus the pinball machines and jukeboxes — an atmosphere that Spanky's adopted when it opened its doors 10 years ago.

Ewell said Spanky's has not undergone any major changes in its marketing strategy in the past few years. "I don't believe the preppy era is dead yet," he said. "The fraternity and sorority people still want a nice bar to come to, although there has been more of an influx of the independents — people not associated with any particular groups."

Another popular restaurant which opened around the same time as Spanky's is Papagayo. Rick Suberman, owner of the restaurant, felt there was a need for a gourmet Mexican restaurant with a good atmosphere in Chapel Hill, said Lisa Townsend, Papagayo's general manager.

Townsend has been with the restaurant since it opened in NCNB Plaza in December, 1978.

"Our efforts are geared towards serving Mexican food prepared in this special way, yet making it as economic as possible for our customers," Townsend said.

Townsend said Papagayo, like other area restaurants, is beginning to gear its menu toward late-night diners. This technique, known as grazing, involves catering to people who like low-calorie foods, lighter meals, and more variety. The advantage of grazing is that people may get smaller amounts of food that have better nutritional value. Because the meals have smaller portions, prices are lower.

"The price factor should really appeal to the students who are on a budget, while appealing to other students who are conscientious about their health," Townsend said.

Breadman's on West Rosemary Street has maintained essentially the same menu for 13 years and has not found it necessary to have a separate late-night menu.

Co-owner Roy Piscitello said his customers are very diversified — ranging from college students to working class people. Although Breadman's stayed open until 3 a.m. at one time, closing is now 12



Jeff Strader, left, and Stan Belk, both first-year graduate students in accounting, "do lunch" at Spanky's

midnight.

Breadman's has remained a popular spot, with a menu that offers breakfast all day long, homemade hamburgers and 13 different vegetables served at lunch and supper.

For some restaurants, the strategy is to serve a special type of food instead of concentrating on the types of customers they acquire.

Pyewacket restaurant and bar, with a menu consisting of vegetarian and seafood entrees, was never

intended to pertain to any type of market or group of people, said Mitze Long, front manager at the West Franklin Street store.

"Pyewacket's menu fulfilled a type of gap in dining out for those people with vegetarian tastes," Long said.

Seven years ago Pyewacket moved into its present building. Long described the old restaurant, located across from today's Pyewacket, as very informal — much more like a cafe. Although the owners changed

the atmosphere somewhat with the move to the new building, Long said old customers still come back.

"I believe Pyewacket's unique menu and atmosphere is what our marketing strategy has been," Long said.

Pyewacket has also made a few changes in its late-night menu to include variety because of the late-night dining trend.

"You have to be a little unique to be successful," Long said.

Rosemary Square opponents denied extension of appeal date

By REBECCA NESBIT
Staff Writer

Residents opposing the construction of Rosemary Square have not received a 20-day extension to appeal the Dec. 3 dismissal of their lawsuit against the Chapel Hill Town Council, Mayor Jim Wallace and the project developer said.

The Raleigh News & Observer reported in its Feb. 14 issue that the residents' Feb. 13 deadline to appeal was extended by 20 days through an agreement with the Fraser Development Company.

"I don't know where people got that information, because neither we nor the city know anything about an extension. We never asked for even one day extra. We don't need it," said John Graham, one of the 16 residents who brought suit in

August against Fraser Development Co.

The N.C. Legislature passed a bill in 1984 permitting Chapel Hill to enter into a contract with the private developer to build Rosemary Square.

The developers and the town of Chapel Hill have planned the hotel/retail/parking project for the corner of Rosemary and Henderson streets, and Chapel Hill has agreed to provide \$3.5 million for part of the project's parking area.

The residents said the town's \$3.5 million contribution to the project is an unconstitutional public subsidy of a private developer.

"The statute which empowers the town to do what they're doing is unconstitutional," said Tom Erwin, the Raleigh attorney representing the

residents. Ralph Karpinos, the attorney representing the town, said the local bill was legal.

"There are many local bills passed and it is not uncommon," he said.

Walter Daniels, chief executive officer of Chapel Hill, said the contract between the town and the developer is valid.

"A few retired doctors at Chapel Hill who think they know everything and supposedly hold themselves out as responsible citizens are now openly advocating that the town breach its contract with the developing company," Daniels said.

"They fail to recognize that the town and the developing company have an obligation to each other to proceed toward conservation of development in good faith," he said.

Daniels said the development company has spent about \$2 million in construction planning for the project.

"When you have a situation where the parties have such substantial investment, the law will not allow one party to back out of an arrangement," he said.

"To openly advocate that is irresponsible, ill-informed, unwise and not in the best interest of the people of Chapel Hill," he said.

The residents gave formal notice in December that they would appeal, and they filed their appeal Feb. 13.

the 60-day deadline to act after the dismissal of their lawsuit, Karpinos said.

The Court of Appeals prints the record within one to two weeks, and both sides of the case must write briefs for the Court of Appeals, he said. No court date has been set.

Karpinos said the town and developers would try to bypass the Court of Appeals and take the case directly to the North Carolina Supreme Court.

Daniels said he disagreed with critics who said that the project would destroy downtown buildings,

create odor and increase crime.

"Contrary to the assertions of a few retired doctors at Chapel Hill who think they know everything, the Rosemary Square project is an excellent project and has been reviewed by many experts who know what they're talking about," Daniels said.

"Moreover, it takes the parking, which is defined as ugly, puts it underground and creates pedestrian spaces in the alley, the plaza, along Rosemary Street, and along Henderson Street where there are none today," he said.

Fast food delivery business booms

By FELISA NEURINGER
Business Editor

Rain, sleet and snow may have kept postmen from their appointed rounds, but most UNC on-campus students were still able to get their fast food deliveries this week.

"We've seen a 30 percent increase in business (due to the snow storm)," said Mark Vitali, manager of Roman Wings on West Franklin Street. Loretta Massey, manager of Time

Out at University Square, said the snow made it very difficult for delivery, but business was fine. "People walk right in from campus because sometimes we're the only ones open." Time Out did not operate its delivery service Monday or Tuesday but will be delivering again as soon as the roads clear up.

Although orders were backed up and some of the drivers were sliding on the icy roads, business at

Checkers Pizza on West Franklin Street was good, said Alfred Vitaro, manager.

Trent Turner, manager of Domino's Pizza on East Main Street, said the bad weather was definitely helping business.

Vitali said most of the students have been very understanding, but the best thing they could do is not to call back because it won't help.

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CHANCELLOR'S UNDERGRADUATE AWARDS CEREMONY

Wednesday, April 15, 1987
Morehead Building 3:00 p.m.

Nominations are now being accepted from all members of the University community for the following student activities awards:

Name of Award	Nature of Recipient	Primary Area of Achievement
Algernon Sydney Sullivan Award	Senior — one man, one woman	humanitarian contribution
John Johnston Parker, Jr., Medal	Senior — man or woman	student self-governance
Frank Porter Graham Award	Senior — man or woman	improving quality of life of University community through principles of equality, dignity, and peace among men
F. Lee Award	Senior woman	character, scholarship, leadership
Walter S. Spearman Award	Senior man	character, scholarship, leadership
Jane Craig Gray Memorial Award	Junior woman	character, scholarship, leadership
Robert B. House Distinguished Service Award	any undergraduate	unselfish commitment through service to the University and the surrounding community
International Leadership Award	any undergraduate	international awareness and understanding
Jim Tatum Memorial Award	any undergraduate	athletics plus extracurricular activities
Ernest H. Abernathy Award	any undergraduate	student publications
Ferebee Taylor Award	Senior — man or woman	recognizes the principle of honor as one of the University's most hallowed ideals
J. Maryon Saunders Award	Senior — man or woman	preservation and enhancement of loyalty and good will between the University, its students, alumni and friends
Cornelius O. Cathey Award	any undergraduate	greatest contribution to the quality of campus life or the efficacy of University programs for students
Albert and Gladys Hall Coates Award	any undergraduate	recognizing service through the Student Congress

Nomination forms are available at the Union Desk, Y Building and the Office of Student Affairs (01 Steele Building).

The deadline for nominations is Monday, March 2, 1987.

For further information contact Lee Marks, Dean of Students Office, 966-4041.

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