

TRIPODI'S II

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pies, strudel, cream horns and
Patti's popular sour cream chocolate squares

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|----------------------|-----------------|
| 36 Deli Sandwiches | Stromboli |
| Croissant Sandwiches | Italian Sausage |
| Potato Burger | Meatball Bounce |
| Muffeletta | Omelettes |
| Reuben | Bagel Melt |
| Turkey Reuben | Pizza Bagel |
| Italian Sub | German Band |
| Hot Roast Beef | Deli Plate |
| Knockwurst | Kielbassa |
| Blintzes | Bagel Eggel |
| Knishes | Latke |

"new added attraction-the boboli"

Franklin Centre
Lower Level
942-4616
Mon.-Sat. 11-8

Feature

Making light of their beer — women are drafted in the ads

By JOANNE GORDON
Staff Writer

Beer has become co-ed. Well, sort of. A few years ago, beer advertisements featured the male bowler, the woodsman opening a can on a mountain top and the male athlete.

Now, every once in awhile, female body builders are popping up.

In the midst of a market that still generally appeals to the male drinking population, some beer advertisers are beginning appeals to the women's beer market.

The women's beer market? According to advertisers, the number of women purchasing beer has increased since the introduction of light, low-calorie beers in the 1970s.

In fact, salespeople say that women make up more of the beer market than men. "Although there is not an exact trend, it is safe to say that more light beers are consumed by women than men. Women tend to shy away from heavier beers, like dark beer and heavier imports," says Bill Hardy, manager at Top of the Hill convenience store on South Columbia Street.

Greg Midgette, assistant front end manager of Food Lion at Eastgate Plaza, has noticed an increase in women who purchase beer. He says approximately 45 to 50 percent of female college students who are Food Lion customers buy alcohol and 20 percent of those buy beer.

Both Midgette and Hardy say that Natural Light, Miller Lite, Michelob Light and Coors Light, which all have fewer than 135 calories, are the most popular brands among women.

So advertisers are beginning to focus on women beer consumers?

Yes. And no. Miller Brewing Co., the producers of Miller, Miller Lite, Lowenbrau and Miller High Life, target women in their advertising audience, according to marketing spokesman Bob Rotini.

Rotini says the movement of the market towards women reflects societal changes. Last year, Miller recognized what they call the "generational shift," especially the shift towards co-ed competitive sports. They conducted a national study, the Miller Lite Report on Women In Sports, which collected data on women athletes who participated in co-ed sports such as running, snow-skiing and bowling.

Miller has changed its advertising direction to mirror this shift, according to Rotini. Two years ago, the company added a female athlete to its commercials. Miller featured Lori Bowen Rice, a mother and a body builder, defeating Oakland defensive end Ben Davidson in an arm wrestling match.

Miller also tries to appeal to the women's beer market with its Lowenbrau and Miller High Life commercials, according to Rotini. The pieces feature couples in a picturesque setting and the Miller Lite "Great taste. Less filling" slogan.

Because light beers are lower in calories, the advertising has implications as a "diet" beer that also appeal to women. Yet, according to Rotini, light beer is not really considered dietetic. "While light beer has fewer calories, it has never been positioned as a 'diet' beer."

As part of its advertising campaign, Miller also sponsors recreational sporting activities for both males and females.

Anheuser-Busch Co., Inc. also makes its appeal to women through sporting events. According to Randy Meyers, advertising executive for Michelob light, Anheuser-Busch advertising includes sport promotions for the women's pro-ski racing tour.

However, Anheuser-Busch has limited the amount of its advertising that appeals to women to the skiing promotion, because although many women do prefer light beers, both males and females comprise the

market, according to Meyers.

Similarly, the Stroh Brewing company's marketers do not cater to women beer drinkers and have no advertising to appeal to women, said Karen Witcha, marketing executive.

Eighty-five percent of all alcohol drinkers are men who prefer beer, according to Witcha. Therefore only 15 percent are women who drink alcohol, and of that, only 5 percent drink beer. Women, therefore, are not a strong target audience for Strohs, according to Witcha. "Women are too small a market to gear advertising to... the money is in the men," she says.

Adolph Coors, Co. also targets the beer drinking consumer from age 21 to 34 and focuses primarily on the male consumer, according to a spokesman from the company's consumer hotline. Its advertising perhaps reflects this bias. In September of 1985, Adolph Coors began a series of commercials which feature four "unconventional" characters in the "Silver Bullet" bar. The Silver Bullet campaign "recognizes that people no longer live to work but now work to live and enjoy life more fully," a spokesman from the hotline said.

According to the spokesman, the target age group wants a beer that has "great taste but won't slow them down," a quality that appeals to both male and female consumers.

Coors Light advertisements also feature an Indy Car driver, a silver jet, the "Beer Wolf" at Halloween and Elvira. All of the ads have a masculine appeal, according to the spokesman.

Perhaps it will still be awhile until women beer drinkers appear as a serious market. Nevertheless, they are getting noticed.

Are you a hopeless junk food junkie? Learn a little about your favorites

By BOWEN VANDERBERRY
Staff Writer

It's 3:35 p.m. and you still have that dreaded Geology lab at 4 p.m. left on your Monday agenda.

That means you have approximately 23 minutes to hang out in the Pit. What to do? The Pit Stop's calling your name. How 'bout some fresh hot popcorn or a bag of those ever-popular Cheetos? Or maybe some ice cream from the bottom of Lenoir sounds more tantalizing. Whatever your fancy, there is a junk food to satisfy your cravings.

But where did all of this junk food come from? Who came up with the idea for a hot dog anyway? Here's the history of some of America's favorite junk foods:

Pretzels got their start in America in the late 1600s, when German immigrants brought them over from

their homeland. But pretzels have been around since the time of the Crusades in Europe. They were believed to represent a worshipper's arms crossed in prayer.

Chewing gum also had early beginnings: the ancient Greeks chewed the resin from the mastic tree and the Mayan Indians chewed chicle, a gummy juice from the sapodilla tree, which grows in Mexico and parts of South America.

But the potato chip is 100 percent American in origin. A chef in Saratoga Springs, N.Y., created potato chips in 1853 to satisfy a guest who wanted to have his french fries a little thinner. These crisp, randomly curled slices were dubbed "Saratoga Chips." The fragile chips later posed a problem for packagers. It wasn't until the 1970s that the packaging process took a radical turn from the traditional tin and occasional plastic bag to the metal cylinder, which resembles a tennis ball can. This was

Procter & Gamble Co.'s solution to the packaging problem. In their new-fangled canister they offered the Pringle.

The traditional hot dog is also an example of American ingenuity. Germans introduced the first hot dog to Americans, but they served it with sauerkraut, potatoes and bread on the side. It wasn't until Charles Feltman, a Coney Island, N.Y., beer-garden owner, decided to try the hot dog in a bun that the idea really caught on. In 1916 Nathan Handwerker, a former employer at Feltman's place, gave the hot dog true "fast-food" status. The customers at his beachfront stand would line up for miles to grab a "Coney Island," as the creation came to be known in the Midwest and Southwest.

So whether you're studying history or eating junk food, or studying history while eating junk food, you can think of the stories behind some of America's favorite junk foods.

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