

Business

Soft drink companies cash in on 'Coke in the Morning'

By FELISA NEURINGER
Assistant Managing Editor

Scrambled eggs, bacon, sausage biscuits, bagels with cream cheese, pancakes smothered in syrup and a Diet Coke. One item in this list may seem out of place. But if you pick Diet Coke, you may be wrong.

More and more Americans, especially Southerners, are choosing soft drinks rather than coffee for breakfast to get them going in the morning. Coca-Cola USA, wanting to cash in on this preference, launched a "Coke in the Morning" advertising campaign in 1986, said Ron Coleman, company spokesman in Atlanta.

Twelve percent of all soft drink sales are from morning consumption — a 9 percent increase from a decade ago, according to Coca-Cola statistics.

"Those numbers increased before the 'Coke in the Morning' promotion," Coleman said. "It was a consumer-driven proposition."

Coleman gave three reasons why soft drinks are becoming more popular for breakfast.

Soft drinks are convenient and people want immediate satisfaction, he said. "Our lifestyles are now more complicated, so we want quick, immediate refreshment."

Secondly, people are eating more breakfasts outside the home, using fast food restaurants or vending machines, he said.

Coleman also said the baby boom is coming of age, and these people clearly have made soft drinks their beverage choice. "They are drinking soft drinks throughout the day," he said.

As for why Southerners like to drink colas in the morning, Coleman simply said, "I guess it's the warm weather."

Richard Johnson, manager of the Hardee's on West Franklin Street, said the restaurant always has sold many soft drinks during the breakfast hours. When he came to the South in 1981, Johnson said he noticed people were eating heavy foods and sodas for breakfast.

"I couldn't understand it," he said. "I guess it's a Southern type of thing."

Johnson said one reason for Southerners' soda preference is that the South has been the last region to jump on the country's health kick.

"In the North, people seemed to be more health-conscious... and drank more juices," he said. "Also, soda pop is less expensive in the South."

But coffee still is the best-selling drink at Hardee's in the morning, followed by juice, iced tea and then sodas, he said.

Kenny Starnes, sales manager for Pepsi Cola Bottling Company of Durham, Inc., said North and South Carolina sell more soft drinks per capita than anywhere in the world. Because there are so many different soft drink companies in this region, people are encouraged to consume more.

People in the 18- to 45-year-old age group, blue collar workers and college students consume soft drinks in the morning, Starnes said. Pepsi's juice-added products, such as SunKist and Diet SunKist drinks, sell well during the breakfast hours.

Does the coffee industry feel threatened by soft drink companies closing in on the morning market?

In overall beverage consumption for 1984, coffee represented 57.3 percent while soft drinks made up 57.1 percent, said Dean Wood, president of the National Coffee Service Association based in Fairfax, Va. In just three years, coffee's

dominance faded as soft drinks represented 58.1 percent of overall consumption and coffee 52 percent in 1987, he said.

"But coffee is still a key item in the morning," he said. "We're far ahead in the morning market."

Steven Gregg is program coordinator for the Washington-based Coffee Development Group that promotes coffee drinking in the United States.

"The 'Coke in the Morning' campaign won't affect people currently drinking coffee," he said. "But we want to promote coffee as the beverage of young adults."

Gregg said his group is concerned about a decreasing trend in the amount of coffee young people consume. The group initiated a program to help universities set up coffee houses on campuses to introduce students to the beverage.

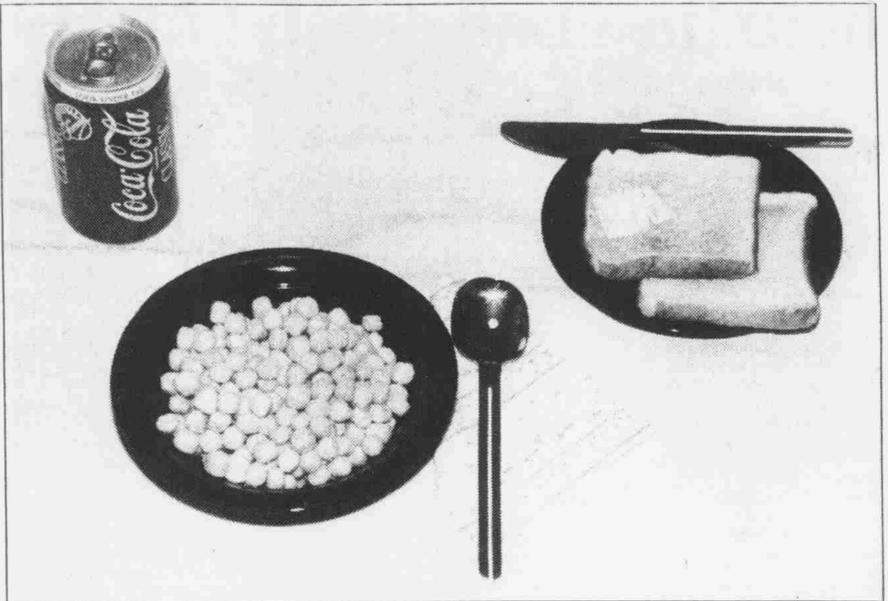
John Scott, owner of Capitol Coffee Systems, a Cary-based office beverage and supply company, said his company is not selling more soft drinks than coffee.

"I think that younger people in particular are in a soft drink mode," he said. "Once they get over 25, a lot of them will try coffee."

Brew Systems Coffee Co. in Carr Mill Mall is another local office coffee service that sells both beverages.

"I don't see (soft drinks) as a problem, and if anything, it's an addition to our service," said Susan Kleckley, a customer service representative. "Coffee is still selling better."

Coleman said "Coke in the Morning" is not a campaign to replace other breakfast drinks. Coca-Cola also owns Minute Maid, which produces fruit juices.



DTH/David Minton

Will Coke replace coffee as the best breakfast beverage?

"So we're not trying to compete with them," he said.

Bill Getzelmann, vice president and director of marketing for Durham

Coca-Cola Bottling Co. Inc., said the company is promoting Coke as a complement to breakfast, not as a substitute.

"I think there's a place for each beverage we consume, and Coke won't be replacing coffee or orange juice," he said.

Not just junk food anymore: adding nutritional value to snacks

By PATRICIA BROWN
Staff Writer

For many students at UNC, meals consist of anything from crackers and potato chips to cookies from local vending machines. While these snack foods were once thought of as unhealthy and saturated with fats, they have become more nutritious and are taking on a new image.

"Even though our products come in packages and can be eaten on the run, we don't feel they can be classified as junk food anymore," said C.D. Barrineau, Southern Regional Sales Manager of Lance Inc.

As of Dec. 28, 1987, Lance removed all animal fats from its products and is currently using all-vegetable oils, Barrineau said. An excess of animal fat may cause a person's cholesterol level to increase.

"By changing the formula of our foods, we felt this was a way of getting ahead and making our products healthier for our consumers," he said.

Although it will cost more to make, consumers will not see a price increase, he said.

This is the largest single change Lance has made to its products in the history of the company, Barrineau said.

"The change didn't happen overnight; we've been working on it for two and a half years," Barrineau said. Jean Burge, assistant professor of

nutrition, believes the changes will be good for UNC students.

"Many students eat these foods so we believe the consequences will be positive," Burge said. "These modifications will encourage people to follow better health patterns."

Most Americans' daily diets consist of 40 percent or more fat, compared to the ideal of 30 percent a day, Burge said.

According to Barrineau, the new products taste the same.

"I survived on Lance crackers during Spring Break and didn't notice any taste difference," said Lisa Caldwell, a senior criminal justice major from Davidson.

Lance has seen much success from the new products, Barrineau said.

"When they first came out a lot of hospitals and schools called in to say how satisfied they were with the

product. Now we have many consumers calling in to say how happy they are with the taste," Barrineau said.

Bill Smith, vice president of sales of Tom's Inc. in Charlotte, said the change in Lance Inc. will affect their business.

"We've always been healthy, and always had the real stuff," Smith said. "We don't think Lance will sell any less and doubt we'll sell any less, we just don't think this will make much change in anything."

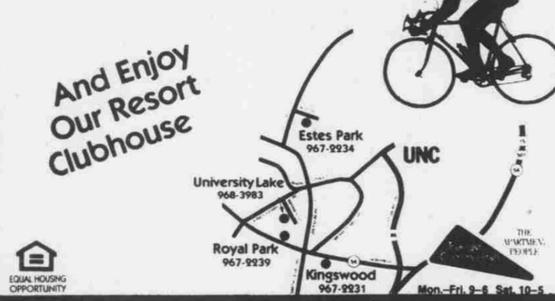
Paul Higgins, a senior interdisciplinary studies major from Washington, D.C., thinks the change is an added bonus.

"I fell in love with oatmeal cakes when I was younger and have eaten them ever since," Higgins said. "I never ate them for nutrition before, but now I'll continue to eat them and maybe I'll even eat more since I know they're good for me, too."

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10:00 am-5:00 pm

Carmichael Auditorium

Sponsored by: Medical Allied Health Professions and Career Planning and Placement Services, Division of Student Affairs. Free Pizza and Yogurt!

Campus Calendar

The DTH Campus Calendar is a daily listing of University-related activities sponsored by academic departments, student services and student organizations officially recognized by the Division of Student Affairs. To appear in Campus Calendar, announcements must be submitted on the Campus Calendar form by NOON one business day before the announcement is to run. Saturday and Sunday events are printed in Friday's calendar and must be submitted on the Wednesday before the announcement is to run. Forms and a drop box are located outside the DTH office, Union 104. Items of interest lists on-going events from the same campus organizations and follows the same deadline schedule as Campus Calendar. Please use the same form.

Tuesday

- 12:30 p.m. The Department of City and Regional Planning will sponsor a lecture by Ellen Wratton, member of the Department of Land Economy at Cambridge University and candidate for appointment in Planning in Developing Areas, who will speak on "An Evaluation of World Bank Housing Projects in Kenya" in Davie 112. There will be a question and answer period. All interested persons are invited to attend. Association of Business Students members can come and have lunch with their professors. Meet Shapiro, Armstrong and others in the Lenoir Hall dining room.
- 3 p.m. The Carolina Symposium will present a student-faculty panel discussion on cross-cultural, peer, living-learning education in Room 224 Union.
- 3:30 p.m. Career Planning and Placement Services will hold a

- meeting for persons interested in on-campus internships as career peers in 208 F Hanes Hall. Applications are available in 211 Hanes. If unable to attend, please contact Robin Joseph at Career Planning and Placement Services in 211 Hanes.
- 4 p.m. Career Planning and Placement Services will hold a Career Ahead Workshop for freshmen-juniors in 210 Hanes Hall. Learn how you can get a job with your major.
- 5 p.m. Student Television's Off The Cuff writers will meet in Room 224 Union.
- 6 p.m. Carolina Speech Communication Club will have a general meeting in Bingham 101. All Speech majors and prospectives are urged to attend. Student Television's General College will meet in Room 218 Union.
- 6:30 p.m. Campus Women's Network will meet in the Frank Porter Graham Lounge of the Union to discuss the Take Back the Night Mardi and wrap up Women's Awareness Week.
- 7 p.m. The North Carolina Student Legislation will meet in the Career Planning

- and Placement Services will hold a presentation by the Peace Corps in 209 Hanes Hall.
- 7:30 p.m. Carolina Critic Society and Intercollegiate Studies Institute will present Dr. Dwight Lee, professor of economics at the University of Georgia, who will speak on "Politics, Ideology and the Proper Economic Role of Government," in Room 211 Union.
- National Student Movement will hold a meeting in 111 Murphy Hall to discuss its N.C. Childcare and Neglect Project.
- The Dialectic and Philanthropic Societies will present the Willie Person Mangum Oratorical Contest in Gerrard Hall. The public is welcome.
- The Carolina Water Ski Club will meet in Room 208 Union. Members must attend. All interested persons are invited.
- The Carolina Indian Circle and The American Indian Law Students Association will present Julian Pierce, former director of Lumbree River Legal Services, who will speak on "Treatment of North Carolina Indians by the Criminal Justice System" in the Union Film Auditorium.
- 8 p.m. The Carolina Symposium will present a talk by Dr. Ernest Boyer, President of the Carnegie Foundation for the Advancement of Teaching, on "College: The Undergradu-

ate Experience" in Hill Hall Auditorium. UNC Young Democrats will host Merle Black, UNC political science professor and co-author of "Politics and Society in the South," who will speak on "After Super Tuesday" in Room 224 Union. All are invited.

Items of Interest

Campus Y is now taking applications for co-chair positions. Pick up applications at the Union desk or at the Y. For more information, call the Y at 962-2333.

Career Planning and Placement Services needs all proposals for academic credit from SPCL 91 Internships by March 31. Submit to Experiential Learning Coordinator at 221 Hanes.

Student Part-Time Employment Service is a volunteer, free service available to students to help locate part-time jobs. Please stop by 217 E (Suite C) at the Student Union or call 962-0545.

The Carolina Population Center Library will be closed the week of March 28th because they are moving to the third floor.

Career Planning and Placement Services will hold its annual EDUCATION JOB FAIR Tuesday, March 22 in Carmichael Auditorium from 9 a.m. to 4 p.m. Representatives from 109 school systems will be available to talk about educational opportunities in their areas. All interested individuals are welcome.

UNC Six-Week French Immersion Program will have an information meeting Wednesday, March 23, 4 p.m. in Dey Hall 301, for persons interested in living with a French family in Chicoutimi, Quebec. Earn six hours of credit. Prerequisite: French 2.

Delta Phi Epsilon and Greek Week are sponsoring a balloon lift-off in the pit. Come out and help a good cause!