

**THE
MACARONI
JOURNAL**

**Volume 60
No. 12**

April, 1979

Macaroni Journal

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APRIL, 1979

60th Anniversary Issue

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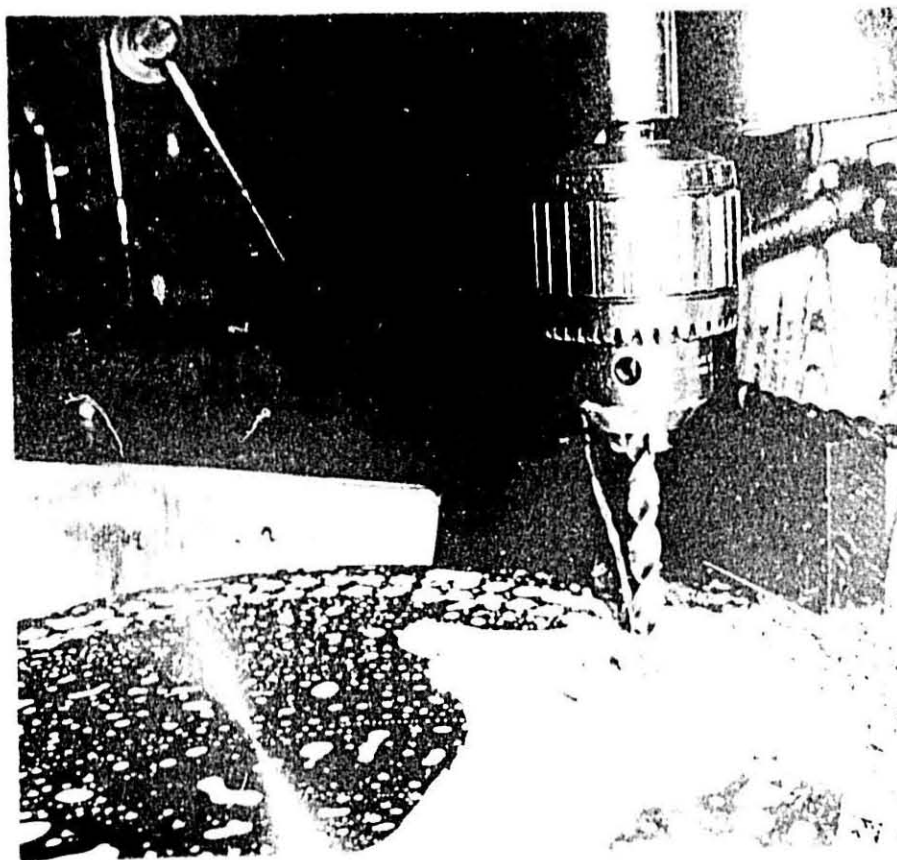
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The Macaroni Journal

Vol. 60
No. 12
April
1979

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regarding advertising or editorial materials to Robert M. Green, Editor,
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SIXTIETH ANNIVERSARY

Highlights of Macaroni History

Sixty years ago, Volume 1, Number
1 of the New Macaroni Journal
made its official bow. Editor M. J.
Donna wrote:

"It is presented as the official
mouth-piece of the National Association
of Macaroni and Noodle Manu-
facturers. As may be gathered from its
name, its columns are to be the
monthly forum of the members of this
great food industry. Its object will be

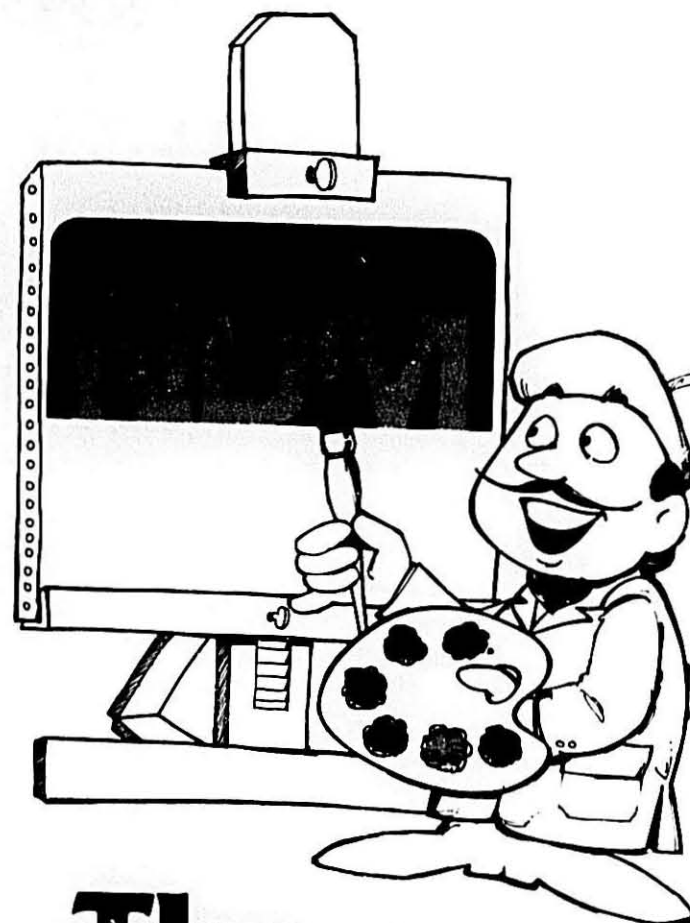
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the durum people



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SIXTIETH ANNIVERSARY



M. J. Donna

(Continued from page 4)

to collect and present to members of the Association whatever may be of interest to this vast trade.

"Every association of consequence finds it necessary to have some means of communication, some method of presenting new ideas and developments to its members between such times as the members may meet personally for an exchange of views and information, which is usually but annually at their conventions. This is sometimes accomplished by the use of mailings from the Secretary's office. But the official journal will be published at regular intervals.

"What better means of talking to each other and of advancing our ideas, of making inquiries, of registering objections, or of applauding well-directed efforts to advance the macaroni industry, could be imagined than an official publication such as this, whose columns are open to its subscribers and supporters!

History records that it was on March 1, 1919, that M. J. Donna was appointed as the first paid executive of the National Macaroni Manufacturers Association and by May, 1919, had assumed the more arduous duty as editor of the Macaroni Journal.

For a generation he served in the dual capacity as Journal editor and Association secretary, adding the third function in 1937 as director of the National Macaroni Institute. In 1948 when the National Macaroni Institute was incorporated as a separate organization, Robert M. Green, who had been trained in the firm of Glenn G. Hoskins Company, macaroni industry

consultants, was brought in to manage the program. Soon thereafter, he took over the secretarial duties of the Association, relieving Mr. Donna, in an expanding organization program. Finally, with Mr. Donna's retirement as editor of the Macaroni Journal in June, 1953, he assumed this responsibility as well.

Roaring Twenties

Following the impact of government regulation during World War I it was necessary for the voluntary officers of the National Macaroni Manufacturers Association to employ M. J. Donna as the first full-time executive. He offset some of his cost of operation by editing The Macaroni Journal.

Recouping lost consumption, combating imports, and promoting the product was of paramount importance during the Twenties.

Depression Thirties

Keeping the doors open and managing to stay in business was the prime activity of the Thirties when all business establishments were wrestling with the problems of The Depression. The industry became highly organized under the regional divisions of the National Recovery Act, and cooperative efforts got a strong shot in the arm during this period.

War Years

The early 1940's were the World War II years when the food industry was upset by shortages and regulations such as the War Food Administration, Office of Price Regulation, War Manpower Commission, etc., etc. Meat and many canned goods were rationed, but fortunately for macaroni it was not, so its popularity as a meat substitute soared.

Following World War II, the feeding of European civilians deprived of pasta production from bombed-out plants during the war produced the lush export market. This was abruptly cut off with the establishment of the Marshall Plan in mid-1948.

However, the exposure of millions of G.I.'s to Continental cuisine helped the popularity of things Italian including pizza and macaroni products.

Problems of the Fifties

During the Fifties, product promotion through the National Macaroni Institute crescendoed with accumu-



Robert M. Green

lating results and benefits. But then came the problems of 15-B rust attacking the previously disease-resistant durum supply and the reversing the upward trend of macaroni consumption.

Crash efforts by cereal technologists, plant breeders, aided by industry and Government, developed new strains of wheat that licked the rust problem after three years; but in the course of that time, many farmers abandoned durum for safer crops, such as spring wheat, barley and flax.

Even until 1961 there were problems of shortages of the main type of wheat used for macaroni products. In October of that year, the ill-fated meeting called to determine how short the crop was and why the Government's carryover figures were unchanged after a year's time, led to the Federal Trade Commission charge that the gathering was a conspiracy to fix prices of durum wheat.

Soaring Sixties

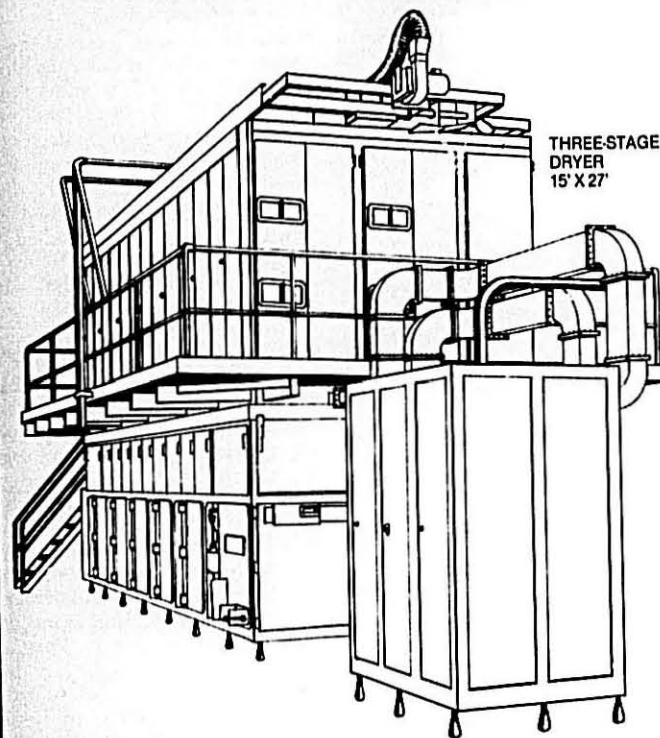
The Soaring Sixties saw a resumption of macaroni popularity favored by many related food item advertisers in combination promotions. Industry units got larger all the way from the macaroni manufacturer to the super-market operator. This was so in the milling industry as well, and as the number of durum millers declined, the most dramatic announcement came in 1965 when General Mills went out of the durum milling business, announcing that it would put more attention on consumer products. Their success in the casserole field with combination dinners was a marked success.

The Hoskins Company, industrial consultants to the macaroni industry,

(Continued on page 55)

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TODAY'S DRYER



THREE-STAGE DRYER 15' X 27'

THE PIONEERING IS OVER

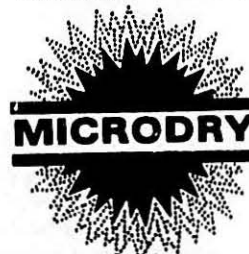
The microwave dryer is standard 24 hour, 7 day equipment for any size macaroni or noodle plant.

- Up to 4 times the production in the same feet of floor space (a bargain in itself with construction costs in the \$40 sq. ft. range).
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- Lowest downtime. "We keep an accurate record of all downtime and express it as a percentage of time down to time scheduled. Microdry leads our list at less than 2%" - Pit. Mgr., leading mid-west operation.
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Microwave dryer compared with conventional dryer

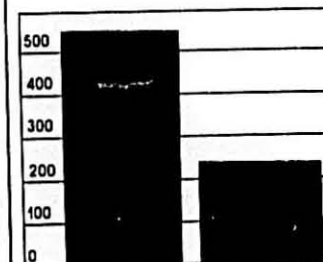
MICRODRY Corp. World leader in industrial microwave heating



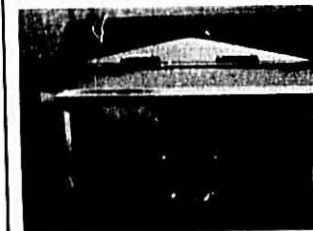
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- D'AMICO, Chicago, Illinois 1 unit
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- GOOCH, Lincoln, Nebraska 1 unit
- O.B., Fort Worth, Texas 1 unit
- LIPTON, Toronto, Canada 2 units
- GILSTER MARY LEE, Chester, Illinois 2 units
- WESTERN GLOBE, Los Angeles, California 1 unit
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Pasta drying operation from production line comparisons by two major processors



NEW! Dishwasher by Microdry. More compact; 2000 p.s.i. water nozzle pressures.

GREAT WINTER MEETING

Record breaking attendance, good weather, and good speakers made for a highly successful Winter Convention of the National Macaroni Manufacturers Association.

Good Year

President Paul A. Vermeylen reported 1978 had been a good year with 3.3 point gain in sales. He pointed to industry product promotion, hard working committees, and worthwhile meetings as contributing to make this possible. In outlining problems to be faced in 1979 he mentioned a stronger entry for pasta in the foodservice field with the development of an encyclopedia for basic handling and cooking; concern with weight regulation and moisture loss—a situation that has not been clarified; labeling hearings by FDA, FTC, and USDA will bring more regulation; customer bankruptcies and credit problems; defense of macaroni standards versus oriental noodles. He declared we cannot ignore these problems—we need industry support in meeting them.

Standards Activities

C. Mickey Skinner, chairman of the Standards Committee, outlined the activities of that group last year in contacts with the Food and Drug Administration concerning oriental noodles which contain no eggs and Suddenly Spaghetti which is not spaghetti according to the Standards of Identity. FDA has put the matter on a low priority listing, and in order to get action, the Board of Directors elected to hire Washington counsel Leighton, Conklin, and Lamov to represent NMMA. Initial step will be to put in a petition of advocacy with a time limit of 180 days for response.

Mr. Skinner stated that over the years exports have become a major problem, and inspection and standards must be upgraded to meet this problem. He noted that Handbook #67 has been set aside and that national legislation is needed to supersede state regulations in packaging. He observed that sprouted wheat is still in storage, and processors must be on guard against poor quality grain in manufacturing their products.



Paul A. Vermeylen

Director of Research James Winston cited a New York Times article that Americans demand better food labeling and that ingredients disclosure is coming probably for foods served in restaurants as well as packages sold in supermarkets. He emphasized the importance of maintaining good manufacturing practices as the notoriety of recall hurts the entire industry.

Durum Relations

Durum Committee chairman Lloyd E. Skinner reported Durum Show attendance had been good and highlighted a Crop Quality Council report on the durum outlook. He announced that the Wheat and Wheat Foods Research and Nutrition Education Act enacted in 1977 would be implemented by the Secretary of Agriculture after public hearings are held February 27 in St. Paul, March 6 in Atlanta, Georgia, and March 15 in Denver, Colorado. Based on an expected beginning assessment rate of 1¢ per cwt. of processed wheat purchased or transferred, USDA estimates \$2 million per year would be generated. For each additional 1¢ increased in the assessment rate, an additional \$2 million would be raised. The maximum assessment allowed by law is 5¢ per cwt. USDA estimates that about 200 million cwt. of the processed wheat used annually in domestic food production would be assessable. USDA figures show that a 1¢ assessment rate would be the equivalent of less than 1/100th of a

cent of each one-pound loaf of bread a consumer buys.

Mr. Skinner also reported that the spring technical seminar would be held at North Dakota State University, April 24, 25, 26, 27 and would concentrate on wheat matters.

Membership chairman Anthony H. Gioia noted that the industry is in a state of flux and that revised dues structures were being studied and called for increased efforts to get new members and additional allies' advertising in the Macaroni Journal.

National Affairs

Counselor Louis Marchese declared that Congress is taking a new look at Message "13". Inflation is the number one problem with government spending, taxation, and energy topping the list of concerns. There has been vacillation on back haul policy with Robinson-Patman prohibiting unlawful price discriminations, but all price variations are not unlawful. Trucking industry is against back haul; consumer groups are for it. Price and wage controls on a voluntary basis are not going to work, Mr. Marchese declared, though they could become mandatory this year setting up a new bureaucracy. Energy policy is dependent upon the world situation. A national health program would be enormously expensive. Labor reform bill will be up again. Business must be involved in the political process.

Product Promotion

Elinor Ehrman of Burson-Marsteller stated: "It's difficult to believe that when we started the publicity program for the pasta industry in the late 1940's, the average American family ate at least two meals a day a group around the same table. A mother spent four to six hours a day getting ready to feed them." Today instead of the traditional three square meals, we have as many as 20 "food contacts" and spend as little as 20 minutes eating together on the average. Woman's role has been the biggest mover and shaker in the revolution. Six of 10 women in the 25-54 age group are working. We spend about 35¢ of each food dollar away from home. Changing trends in conveni-

(Continued on page 10)

THE MACARONI JOURNAL

Eastman vs. overcooked macaroni products

Yuck! Let's face it, there's nothing more unappetizing to look at or try to sell than soggy spaghetti, macaroni or noodles.

Macaroni products which stay firmer longer offer canners, frozen food processors and mass-feeders many advantages. Advantages that will make you happy as well as your customers.

Here's where our Myvaplex® 600 glyceryl monostearate comes in. It's a starch-complexing agent of high purity which enables the macaroni to withstand lengthy cooking periods, retorting, flash-freezing and reheating while resisting becoming sticky or losing "al dente" firmness.

This means easier handling for people who cook macaroni products. And, the fact that our Myvaplex 600 comes in powder form means simpler and easier processing for macaroni manufacturers.

Ask your macaroni supplier to incorporate Myvaplex 600 in your product.

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Ask for Health and Nutrition Info. Center.

Send the coupon:

Eastman Chemical Products, Inc., Kingsport, Tenn. 37662

Please send me more information on Myvaplex 600.

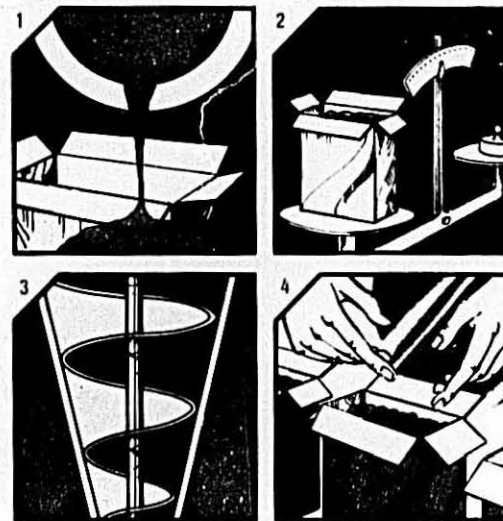
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Title _____

Company _____

Address _____

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CLYBOURN CARTONERS OFFER 4 BASIC PRODUCT FEEDING & FILLING SYSTEMS... and more

1 Volumetric filling: Ideal for most free-flowing products such as powders, granules, flakes, macaroni, rice, etc.

2 Net-weight scales: For free-flowing, multishaped products such as specialty pasta products, pet foods, wrapped candies, and products with frequent density change.

3 Auger filling: Recommended for hard-to-feed, semi-free-flowing products like ultrafine powders and mixes with shortenings.

4 Handloading: A standard 7' extension provides 14' of space around the machine for the handling of bagged candy, pouches, blister packages, cans, bottles, tubes and solid items. Ideal for operations where product changes are frequent and production volume varies widely.

+ Automatic bottle, can and pouch loading: Bottles and cans from single line conveyors are positioned accurately into cartons at high speed. Clybourn's tilt tray conveyor can tie form/fill/seal machine to vertical cartoners for products like macaroni and cheese dinners.

Whether you have a hard-to-feed product, frequent carton size changes, or require silt-proof sealing—there's a standard Clybourn cartoner right for your needs.

A comprehensive assortment of options and accessories makes it possible for us to satisfy a wide range of cartoning requirements.

For more information, write for brochure No. CMC-1015 and please specify the type of filling system required.



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Great Winter Meeting

(Continued from page 8)

ence foods, gourmet cooking, concern with health are setting the important guidelines which will gear product promotion support tools in the year ahead. The theme will be "Pasta Meets the Challenge."

In a report of the year's past accomplishments she had a dozen display boards with clippings from major magazines, newspaper syndicates, and syndicated supplements, showing the great degree with which macaroni publicity is accepted.

Foodservice Reference

On the second day's program Jo David of Burson-Marsteller's Foodservice Department described concept selling as linking the product with an exciting idea which is need oriented. Finding a way to promote quality pasta to foodservice operators requires concept selling as the field has been characterized by lack of end user knowledge and being price oriented. Strategy will be the development of a pasta primer showing the foodservice operator how to handle, hold, and serve quality pasta with information on nutrition, purchasing, and pricing, and a definition of what quality is. The book will be a basic reference source for sales people as well as foodservice operators and will be an excellent tool for making sales, trade show bonuses, etc. Institute members have been given first draft of copy for review, and anyone interested in using these books is asked to give us an indication of quantities needed so that initial run can be planned by spring or by summer. An estimated price of \$4.00 per copy is currently held.

Motivation

Dr. Jim Tunney, No. 32 among the National Football League referees, and head of the Institute for Study Motivation and Achievement gave an interesting presentation describing five factors to motivate individuals. First is trust—belief in other people and concepts—and accountability to the people with whom you work. Second is respect—self confidence, capability, feeling good about what you are doing. Third, cohesiveness or teamwork is vital. Everyone must do his job and give a little bit more for the team. Fourth is integrity. Being

honest is essential, and five—caring about people—rounds out the whole individual. Dr. Tunney observed: "Winners are here. People who want to improve themselves by attending meetings and taking training are bound to succeed."

Training

Bob Siler of Sales Force Companies, largest food brokerage organization in America, gave an interesting hour of illustrations and demonstrations of how selection, training, and motivation work. Mr. Siler observed that salesmanship is a very personal matter. Coaching is showing and teaching. Management must sit down and spell out objectives so that salesmen understand what is wanted and what they are to do. Customer profiles are important, but company profiles are equally important. Describing product, their needs, costs, and use. Ultimate user needs must be diagnosed so that benefits and values can be shown. Training and motivation is a one-on-one thing. Define and protect job descriptions. Let the salesman be himself. Don't expect your sales people to do more than reflect your image. Try to understand them.

Sales Data

On the final day's program Julius A. Perozzi, marketing specialist from Selling Areas Marketing, Inc (SAMI), gave a detailed background of statistics concerning the U.S. economy and pasta's performance in the last few years. This will be detailed in a later issue. It clearly demonstrated that in competition among other carbohydrate foods the pasta market surpasses rice, beans, processed potatoes, although the potato category has done exceptionally well in the foodservice area. He noted that there is very little seasonality in pasta sales, and 38 brands in the category do more than \$1 million worth of business making for a real opportunity for each manufacturer. He noted that pasta is an excellent buy for consumers and should do well this year in view of high meat prices.

Retail Grocer

Ronald D. Peterson, Executive Vice President and General Manager for Sales and Marketing, Jewel Food Stores, Chicago, had a series of slides ranging from Hypermarche in France to Box Stores such as Aldis illustrating

the wide range of retailing concepts being used to meet the market with more sophisticated customers, slow growth, rising costs, and negative consumer attitudes.

He also commented on the experiment with the generic label which is plain, stark, and less expensive with the basic premise that there are savings in advertising and packaging. It appeals to a certain segment of the market and demonstrates the retail environment with wide extremes.

Wholesale Grocer

Glenn Mealman of Fleming Foods Company, Topeka, Kansas, gave an audiovisual presentation on the growth of their company, one of the leading wholesales in the nation. After tracing the past, his look to the future saw some difficult challenges: growth is going to be harder to achieve, because of the lower rate of population gain; smaller families and more eating away from home. Taking out the effect of inflation, wholesale food sales have grown on an average annual rate of only 2½ percent during the past five years. Yet, total square footage of retail space continue to increase and the struggle for market share at retail intensifies. It is this struggle for market share that has caused the emergence of so many different types of retail outlets, but despite the fragmentation, the convention of supermarkets still represent 78 percent of industry sales.

In his suggestions for working together, Mr. Mealman said (1) service levels must be improved. (2) We must recognize the increasing demand for capital. (3) We must constantly search for ways to increase profitability at retail. Food distribution is fundamental and essential business with excellent growth potential despite the challenges on the horizon.

Suppliers' Socials

Suppliers' Socials preceded the dinner hour each evening and made for good fellowship and conviviality. Thanks to the hosts of the Suppliers' Socials:

A D M Milling Company
Shawnee Mission, Kansas
Amber Milling Division
St. Paul, Minnesota
Ballas Egg Products Corp.
Zanesville, Ohio

(Continued on page 12)

THE MACARONI JOURNAL



Gianna "Mama D" D'Agostino, of tv-cooking and cookbook fame, serves up proof-packed pasta at Minneapolis' popular Sammy D's restaurant.

**The proof
is in the
pasta!**

If it looks good and tastes good. That's good pasta! But good pasta requires good products. Like Amber's Venezia No. 1 Semolina, Imperia Durum Granular, or Crestal Fancy Durum Patent flour.

Thanks to uniform high quality, color and granulation, these ingredients make your pasta operations run more smoothly.

Amber works exclusively with the finest durum wheat grown by farmers of the northern plains. And Amber grinds this fine durum in its modern efficient mill.

And Amber serves you right...by matching your specs and by shipping when promised. And the consumer gets a break, too, because the proof is in the eating. Call Amber now for your own proof.



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Suppliers' Socials

(Continued from page 10)

Bender-Goodman Co., Inc.
New York, New York

Braibanti Corporation
New York, New York

Buhler-Mieg, Inc.
Minneapolis, Minnesota

Cooley Sales Inc.
Shawnee Mission, Kansas

De Francis Machine Corp.
Brooklyn, New York

Diamond Packaging Products Div.
New York, New York

Egg Corporation of America
Westwood, New Jersey

Faust Packaging Corporation
Central Islip, New York

Fold-Pak Corporation
Englewood Cliffs, New Jersey

General Foods
Pendleton, Oregon

Hayssen Manufacturing Co.
Sheboygan, Wisconsin

Henningsen Foods, Inc.
White Plains, New York

Hoskins Company
Libertyville, Illinois

International Multifoods Corp.
Minneapolis, Minnesota

D. Maldari Sons, Inc.
Brooklyn, New York

Marshall Foods
Marshall, Minnesota

Microdry Corporation
San Ramon, California

Mobil Chemical Company
Manchester, Missouri

Monark Egg Corporation
Kansas City, Missouri

North Dakota Mill and Elevator
Grand Forks, North Dakota

Peavey Company
Minneapolis, Minnesota

Rossotti Consultants Associates
Fort Lee, New Jersey

Schneider Brothers, Inc.
Chicago, Illinois

Seaboard Allied Milling Corporation
Kansas City, Missouri

Milton G. Waldbaum Company
Wakefield, Nebraska

Wright Machinery Division
Ridgefield, New Jersey

THE NEED FOR CREATIVE SELLING by Glenn Mealman, Executive Vice President, Fleming Foods Company, Topeka, Kansas

It is a pleasure to be with you today. There are many reasons why manufacturers like yourselves and wholesale distributors like Fleming must get to know each other better and work more closely together if they are to be successful in today's environment. Many of you have regular contact with one or more of our operating units; it has been suggested that an update on the overall scope of Fleming operations would be of interest. We have a slide presentation that we believe will give you a good understanding of our company.



Glenn Mealman

Slower Population Growth
As we look to the future, this industry of ours is going to face some very difficult challenges. Growth is going to be harder to achieve because of a lower rate of population gain, smaller families and more eating away from home. This trend is already apparent. Taking out the effect of inflation, total food sales have grown at an average annual rate of only 2 1/4% during the past five years. Yet despite this slower growth, the total square footage of retail food space continues to increase, and the struggle for market share at retail intensifies.

Tougher Competition
We recently took a close look at the competitive conditions facing one of our retailers in a major city. He is located on the southeast corner of a heavily travelled intersection. On the northeast corner is Safeway and on the southwest corner a new Winn-Dixie is under construction. Two miles to the north is Skaggs-Albertsons, and within a one-mile radius are three other independent supermarkets and many restaurants and fast-food outlets.

This kind of competitive situation is not uncommon. Some retailers have cut gross profit margins to the bone, and all have been hit by higher energy, labor, rent and advertising costs. The combination of competitive price cutting and skyrocketing operating costs can be deadly when accompanied by even a modest degree of credit tightening by supplier. This,

of course, is what caused both Food Fair and Allied to file for Chapter XI protection under the Federal Bankruptcy Laws.

The struggle for market share is also responsible for the emergence of so many different types of retail outlets—warehouse markets, combination stores, convenience stores and others. But despite this fragmentation of the market, the conventional super market still represents 76% of industry sales and nearly 90% of our company's wholesale transfers. There will be more experimentation with new ways of retailing food—but the super market will continue to be the dominant force in our industry.

Inflation
The third and overriding challenge is inflation. Due to inflation, money is getting harder to obtain and more expensive because of higher costs at every level and a resulting increased demand for investment capital. We used to build a distribution center for \$1 to \$1 1/2 million. We just recently completed the Oklahoma City warehouse at a cost of \$15 million. Sure there are differences in our modernization today, but a large part of it is inflation. That is one of the reasons the wholesale food business requires so much more capital than in the past. It is also one of the reasons there will

(Continued on page 14)

THE MACARONI JOURNAL

Spring: Seaboard Season

Success. A growing trend throughout the country with thousands of distributors participating in the Seaboard Super Service program. Winner of a World Cup for Super Service.

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Creative Selling

(Continued from page 12)

be further consolidation within the industry—and continued development of large regional distribution centers serving a wide variety of retail customers within a given market area.

So we are faced with the prospect of slower retail growth, more intense competition and continued inflationary pressures. We don't like these trends, but they are economic facts of life. Good managers must deal with reality. You and I must make decisions based on facts as they are, not as we would have them be. The question is how can we work together to achieve sound growth in this kind of environment? Let me offer some suggestions.

First, service levels must be improved. In the past we had a goal of 98% service to affiliated retailers. That means that out of every \$1,000 of merchandise ordered, only \$20 would be marked out. Today 95% is acceptable. And this decline has taken place in spite of improved systems and better people. Why? Primarily because of longer lead times and lower service levels from suppliers. There are many reasons for this, including the potential increase in inventories that may be necessary to provide better service. But there are offsetting rewards. Obviously, the companies which do the best job of keeping their products available on the retail shelf will be rewarded with higher sales. An additional reward, at least in our case, is extra consideration in an item selection for those with the best overall service levels. We are measuring this by company, and our people are anxious to work with you to do whatever is necessary to improve the service level of your product line if improvement is needed.

Secondly, we must recognize the increasing demand for capital. We've already mentioned how inflation has impacted construction costs. However, inventory is the largest single asset for most wholesalers. Inflation in the value of inventory soaks up tremendous amounts of working capital. This puts a premium on turnover. We are asking suppliers to consult with our merchandisers in establishing turnover goals by product line. We believe that if the sales people understand the importance of turn-

over and have a say in setting mutually acceptable goals, we can work together to attain them.

My third suggestion is to constantly search for ways to increase profitability at retail. The retailer is faced with all the same problems that we are faced with. He needs to find ways to improve his gross margins, but it can't be done at the expense of being non-competitive. We need good selling ideas other than just reducing the retail price of the product. Sales people with such ideas are always welcome; however, it's very seldom that our merchandisers talk to someone who has a genuine selling idea other than advertise at a reduced price. I don't know your business, but I know what Ragu did for it. This type of item helped the retailer and you, that makes it good for everyone. We urge you to hire innovative sales people, not order takers. After you have hired them, it is important that they be trained to be idea carriers, not just order takers.

The area of new items is fourth on my list. While new items are essential, only three out of ten are accepted. Often this is because certain characteristics are missing. In new items, we look for creativity—not duplication. We think test marketing is important. And we would like to believe there is enough advertising behind the product to motivate the consumer—not just sell the buyer. If these characteristics are present, you have a right to expect us to put the item into stock promptly, to get retail distribution, and to provide an appropriate amount of promotional push.

Your industry has been blessed. Many of you have done a good job with new items and capitalized on giving a highly nutritional meal at a value price. Most new items today are successful for either that reason or because of convenience.

Distribution Fundamental

In closing, let me say that we view the future with a great amount of optimism. Food distribution is a fundamental and essential business with excellent growth potential despite the challenges on the horizon. New technology is opening the door to tremendous improvements in efficiency. Our people are more proficient and our management concepts are more professional. Our retailers are strong and

aggressive, and on a broader scale, the trade associations are speaking with a more effective voice—and the entire food industry is working together as never before to increase the efficiency of the total system. We are convinced that the future holds great promise.

Kraft Promotes Eating-at-Home

"Good food and families belong together" is the theme of Kraft's 1979 Family Reunion promotion—described as Kraft's "biggest storewide yet" and aimed at promoting eating at home.

The big promotion was kicked off the week of January 28 with a Bob Hope one-hour CBS-TV Special.

A spectacular 5-page color ad in February Family Circle and February Redbook and Ebony, plus a 9-page spread in Reader's Digest, will feature Family Reunion recipes and will deliver 240 million store coupons for Kraft products.

In March, a one-hour Pearl Bailey CBS-TV Special will feature more recipes, and will alert viewers to a big Kraft 8-coupon newspaper ad.

Better Budget Meals

American Dairy Association launched a major consumer promotion January 15, using women's magazines, spot television and radio, newspaper ads in selected markets, and point-of-purchase display materials.

The new multi-product campaign is aimed at helping consumers plan and serve "Better Budget Meals" the dairy way.

A four-color, two-page, back-back ad appeared in February Family Circle, February 12 People and February Good Housekeeping, Redbook, and Southern Living. The ad includes clip-out recipes using dairy products in tasty and nutritious budget meals.

Spot television and radio aired February 5 to 25 in selected markets, supported by black-and-white newspaper ads.

Point-of-purchase materials, including "take one" recipes, were displayed in over 18,000 grocery stores January 15 through March 15.

PROBLEMS - EXPERIENCE

With more than half a century of experience in helping macaroni manufacturers, we believe we might be able to help you if you have any problems in our areas of experience.

PACKAGING

—we believe we have undoubtedly modernized more packages than any other sources. We constantly continue our updating processes.

PROMOTION

—we have not only conceived many promotional plans, but we have studied many that others have launched throughout the country. We believe we can help promote your products that you have by study, and recommend additional products that might be promoted in your trading areas.

MARKETING

—rather than depending entirely on advertising dollars, we can show you modern marketing methods which will help capture more of your market. We have done it for others.

MERCHANDISING

—We can point the way towards new profitable products and lay out merchandising methods.

AND . . .

confidentially advise on the buying and selling of macaroni plants in the United States. We have experience in these areas.

Charles C. Rossotti, President

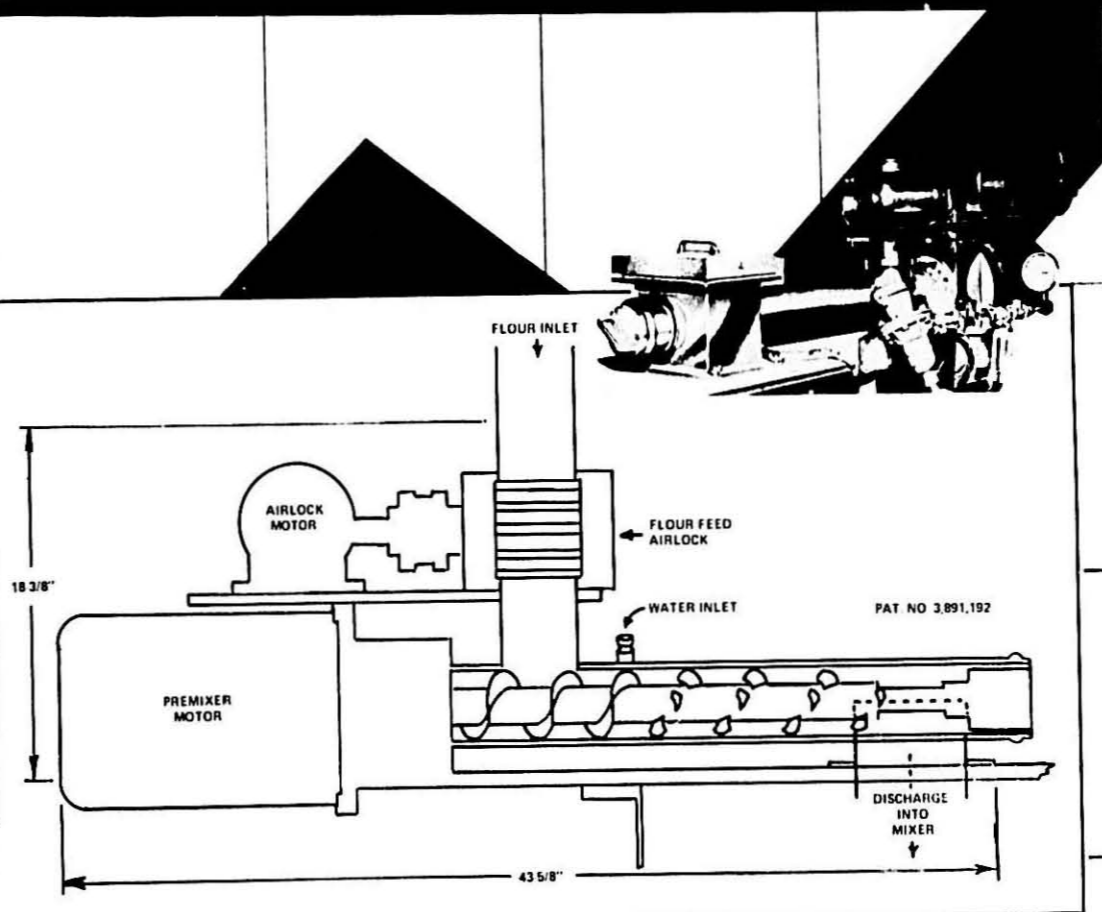
Jack E. Rossotti, Vice President

George Leroy, Vice President and Marketing Director

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Aseeco—The Tie that Binds

No one believes the pasta industry is getting smaller. Fewer companies, perhaps, but plant capacity and annual production continue to grow year after year. And—as production rates continue to climb, so do the problems of keeping these plants in efficient operation.

Larger capacity presses and dryers, higher speed packaging and carton equipment, do not, in and of themselves, assure the delivery of more cases of salable product to the warehouse.

The built-in problems of product degradation, maintaining machine efficiencies, integration of essentially continuous (production) processes with discontinuous or intermittent (packaging) processes all increase in size and complexity as production rates are pushed up.

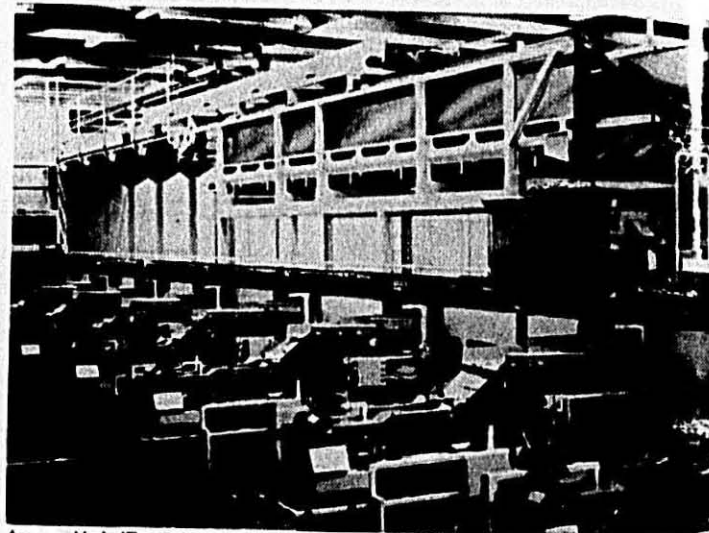
The degree to which the actual output of a plant approaches the theoretical machine capacity depends heavily on how well the processing and packaging operations are integrated. How effectively this tying together of continuous and discontinuous operations is accomplished finally determines how inefficiently or efficiently a particular plant operates.

Integration

It is to this critical matter of integration that the Aseeco Corporation addresses nearly three decades of experience in the pasta industry and provides, if you will, "the tie that binds."

In terms of sheer capacity, the state of the art in processing and packaging equipment has made impressive gains in recent years. However, as productive capacity increases, equipment tends to become less forgiving and less flexible. Operating above or below the optimum rate or range for which the equipment is designed generally brings on problems—product quality—inaccuracies—higher maintenance cost—and a whole host of related problems. If the manufacturer had his way, his equipment would be set to constantly operate at the optimum rate day after day.

However, we all recognize that flexibility is an absolute requirement in the modern pasta plant. Variety of product, variety of package size and material, necessary variation in pro-



Aseeco Modu/Tran distribution system feeding multiple packaging machines. Aseeco accumaveyor in background provides surge storage for Modu/Tran.

duction schedules, different work hours between processing and packaging, all must be accommodated. Consequently, there has to be an elastic member somewhere in the plant to meet the controllable, predictable variations in product and package needs and the uncontrolled interruptions which are inherent in any sophisticated, highly-mechanized plant.

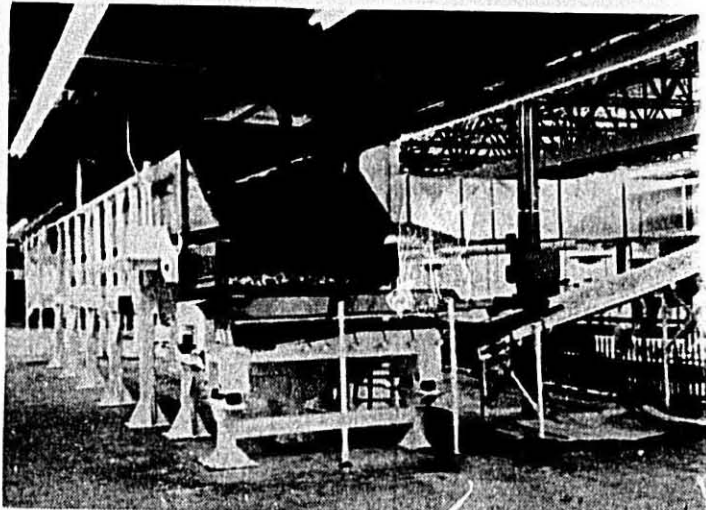
Aseeco equipment and engineered systems have successfully provided the tie that binds in many pasta plants around the world. Their selection of equipment components is always

based on individual tailoring which recognizes specific needs of each plant, both for the present and future situations.

Aseeco material handling equipment and systems provide:

- Maximum flexibility in production rate and product variety;
- Ability to recognize and react to varying production and packaging demands;
- Minimum product handling which equates to minimum product degradation;

(Continued on page 20)



Commercial installation of sanitary design Aseeco accumaveyor surge storage system.

ASEECO BIN STORAGE SYSTEMS

BIN STORAGE

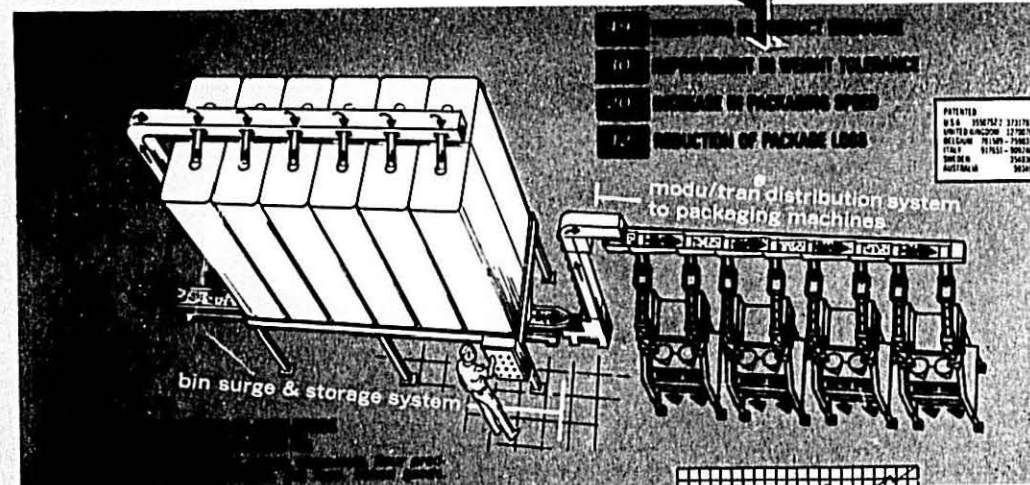
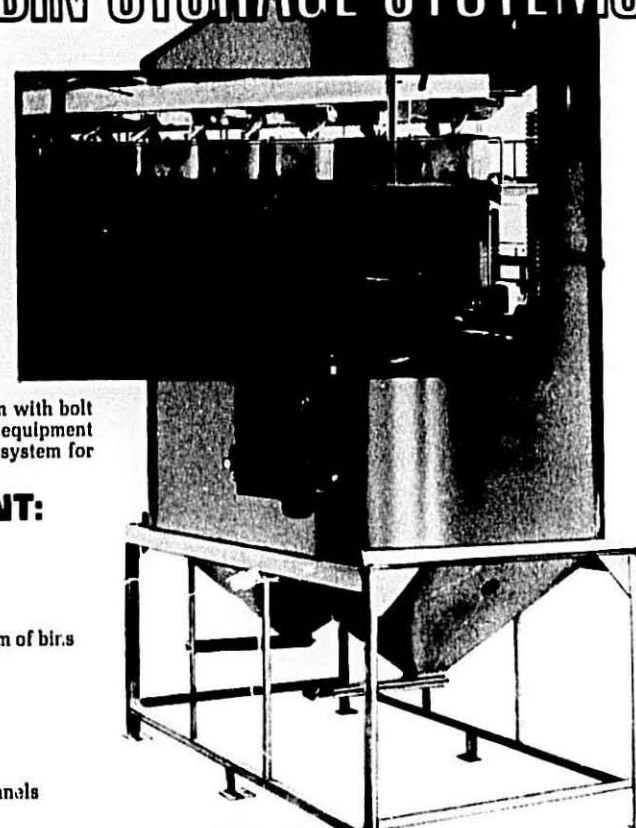
A fully automatic bin storage system for free flowing materials—Product is conveyed from processing into the Aseeco Bin Storage System by means of conveyors. The operator can fill any bin by operating a selector switch at floor level. In a few hours, when the bin is full and a signal is actuated, the next bin can be selected manually or automatically.

Material is discharged from bins on demand from packaging or processing machines. Automatic discharge gates at bottom of bins control material flow into belt or Vibra-Conveyors.

Bins are available in sanitary construction with bolt or weld on support structures. Optional equipment provides for a complete automated storage system for surge storage or overnight storage.

OPTIONAL EQUIPMENT:

- Bin Full Signal System
- Bin Empty Signal System
- Bin full light indicators
- Bin empty light indicators
- Lucite view ports on side and bottom of bins
- Y type multi discharge outlets
- Spiral lowerator chutes
- Multi-station Infeed conveyors
- Under bin collector conveyors
- Pneumatic control panels
- Electrical Control and indication panels



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Aseeco—The Tie that Binds

(Continued from page 18)

- Constantly controlling product on a first-in, first-out basis;
- Allowances for future changes in product and production rates.

The controlled, measured movement of pasta products in today's high capacity plants demands thorough knowledge of all operations involved. Aseeco's proven ability to correctly evaluate the variety of related factors in developing and designing product handling systems is based on such knowledge and experience. Aseeco knows that presses and dryers do break down, that sometimes packaging material simply won't run, that unexpected interruptions can and do occur, and that for maximum production efficiency, the tie that binds must accept these variables and still keep the overall system in operation until the interruption is corrected or change-over completed.

Constant Improvement

Most importantly, Aseeco has demonstrated over the years a continuous process of upgrading and improvement in its concepts and equipment. Changing demands imposed by up and down stream equipment, new industry standards or any meaningful opportunity to improve productivity, reduce cost, increase reliability are regularly incorporated into Aseeco designs.

Whether a single elevator or conveyor or storage unit or complete handling system is involved, Aseeco works to provide the optimum answer to the need.

Responding responsibly is Aseeco's primary interest in assisting the industry's continued growth and profitability.

Lo-Lo Stores

The nation's grocery chains are moving toward a new low-cost concept of retailing that falls partway between supermarkets and convenience stores—limited-line outlets that sell only nonperishable staples, and at discount prices. There is little advertising and no services such as providing bags or cashing checks. There are now 175 such units in operation in the U. S., estimates Lawrence Snyder, vice-president of merchandising for the Great Atlantic & Pacific Tea Co., and this number will swell to 500 by

the end of 1979. A & P is opening two experimental "Lo-Lo" stores in Gainesville and Leesburg, Fla.

The limited-line stores, if they live up to expectations, could provide a needed shot in the arm for the anemic supermarket industry. Run with a handful of personnel, the stores are expected to gross \$50,000 per week. None of the new units will carry frozen foods, meats, produce, or milk, and all are discount-oriented, offering reductions between 10% and 30% on such items as sugar, flour, and canned goods. For instance, a 1-lb. can of coffee at the Leesburg Lo-Lo will sell for \$2.09. At a nearby supermarket a 1-lb. can was going for \$2.59.

"Those who will feel our presence are the traditional supermarkets," says an A&P executive. "People will come to Lo-Lo to buy staples, and then they'll go to the supermarket for food like meats, produce, and dairy products." Credit cards or money-off coupons are not accepted.

Miami Supermarket—Italian Style

A strolling Italian guitarist roams through Lorenzo's Italian-American supermarket in Miami on weekend afternoons stirring up old world spirit among shoppers.

Some customers line up at the 24-table restaurant in the center of Lorenzo's to watch a cook pile up a plate of freshly made spaghetti. Others park their shopping carts to drink a cup of coffee and eat an Italian pastry baked in-store.

Most days, business at Lorenzo's meat counter and deli keeps 25 butchers working at a fast pace. Customers buy 600-1000 lbs. of homemade Italian sausage alone. There's even a demand for lamb's heads, \$1.39 each, and rabbit, \$1.99 a pound.

Although Lorenzo's expected to tally \$5 million in sales in 1978, the supermarket, at first glance, seems deceptively small. An in-store bakery and kitchen and the meat cutting room take up 12,000 sq. ft., leaving only 13,000 sq. ft. of selling space for the rest of the supermarket.

"Sales are starting to hit a peak because we are running out of space. We want to expand, but there is no room around us," said Ben Lorenzo. "We can't move, because of our cus-

tomers following. But we would like to have a 50,000-sq.-ft. store, because our customers would like it."

The Lorenzo's don't just sit back and wait for customers to find their store. Several times a year they promote Italian religious festivals. Once a year they throw a block party during the Festival of San Gennaro, which brings the store \$20,000-40,000 over one weekend.

"We are going back to the old world ways," Lorenzo said. "We sell products customers can't get elsewhere—items that are just like homemade. Every kind of pastry, bread and dinner is cooked right here. People expect this from us."

Laurenzo called the wine section his "pet department." It brings in \$500,000 a year. Customers can buy anything from a \$1.69 bottle of domestic to a \$500 import dated 1874. Wine is stored in a wine cellar in the back of the store. About 20% of the selling space is devoted to Italian, Japanese, Romanian, Swiss, German, French and American wines.

Meat and deli is the largest selection in the store. It takes up 35% of the selling space. Customers—75% of whom are Jewish—are attracted to Lorenzo's, in part, because its meat counter features everything from kosher food to homemade cheese ravioli (\$1.99 a dozen).

The bakery and the restaurant, wooden lattice-covered section that set apart from the rest of the store, take up about 25% of the space. Canned and packaged goods, heavily favoring imported Italian products occupy the remainder of the store.

The Lorenzo brothers started out with a 4,000-sq.-ft. store on the current site, and they were "lucky if they did \$9,000 a week," Lorenzo said.

The brothers were wholesalers of Italian food from the 1950s to the early 1960s. They are still licensed wholesale grocers and "sell" to themselves from time to time. However, the supermarket, today, relies on about 4,000 suppliers to furnish all its imported and domestic food.

"If this business weren't fun, it would kill you," said Lorenzo. "But my family works with me—my brother, nephew, daughter, son and brother-in-law. We are a family operation, and the community knows us. We like our customers to feel at home here and drop in for a cup of coffee.

You noodle-makers know everything about noodles, but Henningsen, the egg people, can tell you something new about eggs.



First, we can save you money on eggs you don't put in your egg noodles. We guarantee absolute uniformity, and tightly-controlled moisture content, which is something a hen can't do. Because we guarantee a minimum of 95% egg solids in our whole egg and egg yolk products, they have a built-in safety margin that keeps your egg noodles safely at or over the 5.5 per cent egg solid minimum content set by Federal regulations. So you don't have to pour in a lot of extra egg for good measure when you use Henningsen egg solids. And we pasteurize Henningsen egg solids. We also guarantee that they are 100 per cent salmonella-negative, by test. We homogenize our egg solids for uniformity. We can also tell you ways to save money on the eggs you put into your egg noodles by better methods of handling and blending and storing eggs in your plant. And we know all the ways. After all, we're the egg people. One more thing. You get fast, on-time, dependable delivery of egg solids from Henningsen. And we have local representatives all over the country to help you out on egg problems. After all this, we're afraid to suggest that you use your noodle and buy your egg solids from Henningsen, the egg people. But it is a good idea.

Henningsen Foods, Inc.

The egg people

2 Corporate Drive, White Plains, N.Y. (914) 694-1000



Elinor Ehrman

It's difficult to believe that when we started this publicity program for the pasta industry in the late forties, the average American family ate at least two meals a day as a group around the same table. And Mother spent four to six hours a day getting ready to feed them.

- Today, instead of the traditional three square meals, we have as many as 20 "food contacts" a day and spend as little time as 20 minutes eating together, on the average.
- The biggest mover and shaker of all has been the revolution in the woman's role. Six in ten women in the 25-54 age group are working.
- Nowadays 48% of the husbands shop for groceries, and 24% cook.
- We spend about 35¢ of each food dollar away from home. During 1978 consumers spent at the annual rate of \$53 billion in eating out, \$17 billion in fast-food places.
- Postwar babies, brought up on convenience foods, now head 7,500,000 of the nation's 73,000,000 households. This group tends to buy with more regard to what it wants than to cost, and doesn't want to spend more than half an hour preparing a meal.
- Millions of Americans are now into gourmet cooking and the accumulation of expensive implements for creating elegant meals at home. Seventy-six percent of American women are aware of the food processor, with 6% owning one and 33% considering buying one. Microwave ovens are

PASTA MEETS THE CHALLENGE

by Elinor Ehrman, Vice President, Burson-Marsteller

in 9% of American kitchens with 26% of women considering getting one.

- Ethnic eating is now bigger than ever, with Italian, Chinese, Kosher-style and Mexican foods served in from one-fourth to two-thirds American homes.
- Consumers today are concerned with health, and in a recent survey over half of the men and women interviewed said that they avoided some foods because they considered them "bad for the health."

These trends give us important guidelines to which to gear our storylines and product promotion support tools in the year ahead.

Pasta Meets the Challenge

We believe the phrase, "Pasta Meets the Challenge" is an excellent all-purpose theme for our Basic Release Program for 1979. It's adaptable to just about every subject and can be used to address the many segments of our Consumer Audience on a variety of topics:

- Inflation, with pasta the answer to families on a tight food budget
- Nutritious meals for the one- or two-person households, which make up more than 50% of our family profile today
- The need for on-the-go meals prepared in a hurry
- Meatless meals
- Low-calorie, low-cholesterol meals
- Menus for entertaining-at-home
- Gourmet meals, and pasta cooking tips for the new appliances
- Ethnic menus
- Health-oriented menus, combining pasta with natural foods, with high-fiber foods, with low-fat foods
- Pasta with recycled foods
- Pasta as an extender with poultry, low-cost meats, fish

We shall continue to build a "new foundation" of uses for pasta products adapted to today's segmented society. We must add new cooking techniques to reach the growing segment which we call the "new consumer." At the same time, we must also satisfy the

needs of the non-working woman, the traditional homemaker, who still makes up over 45% of our target audience.

We believe that pasta's intrinsic qualities can win any challenge. It is our charge to creatively merchandise pasta's natural qualities to a mobile consumer audience in an excitingly alive marketplace.

Because 1978 has been the Year of the Magazine Spectacular, we thought we'd present that segment of our annual review live, rather than on film, with display boards.

I think the marketing people in the audience will appreciate the media mix, and quickly evaluate the exposure we've won for pasta in print media alone.

We've had several editorial coups.

Board No. 1

Woman's Day—The March edition of Woman's Day featured Pasta Perfect, and included an 8-page "Pasta Cookbook" with 19 recipes and a special section on pasta preparation. This was the Easter issue which carried the feature announcement on its cover, and reached 20 million customers.

Also on this board:

Two breaks in Woman's Day—closest competitor—Family Circle—in January and February of this year, highlighting noodles and lasagne.

Both of these magazines reach women with Medium Household incomes of \$16,500+; and 50% of the "cut out recipes." Only 35+% of them work fulltime.

Southern Living—Cover Story February, 1978—Secrets of Good Pasta—is a regional home serving magazine with 1,600,000 circulation. Two full-color photos and six recipes plus text which describes pasta shapes and proper preparation.

Weight Watchers—March cover story, Pastas, Stews, Soups, reaches a circulation of 745,817 diet-conscious households.

Board No. 2

The October issue of Ladies Home Journal carried on its cover its blurb for "Our Great Pasta Cookbook" and

devoted its entire food section to pasta including seven color pages and 21 recipes. Pastal jumped out of eight follow-up pages.

Copyline: "Pasta cooks quickly (make it al dente, not mushy) and is a fast energy booster (full of carbohydrates).

Circulation is over 6 million. And space alone in this issue comes to almost \$500,000.

And again in January, 1979—

The Journal carries two pasta stories—one a "cover story" entitled Diet Deliciously: Main Course dishes—Low-Calorie and Low Cost. Here stuffed shells are 290 calories per serving.

Another 1979 break—Better Homes and Gardens, January—with a cover story on Health Eating Without Special Expensive Food—Spaghetti Toss Vinaigrette, with 8,000,000 circulation.

Board No. 3

Another major coup—Four issues of Good Housekeeping over the past 12 months featured pasta dishes in Cookbook round-ups announced on the covers. Total of 6 full-page color photos and 9 recipes. Circulation of each issue—over 5 million women in the 25-44 age group.

Board No. 4

Here again—Four issues of Redbook over the past 12 months, 3 of them diet features noted on the cover. Redbook reaches the 18-34 year-olds in the median household income range of \$16,500+. Circulation is 4,400,000.

Board No. 5

Here is a selection of magazines popular with the teenage-34 age bracket. Glamour, Cosmopolitan and Mademoiselle reach the woman who works—44 to 50% of their readers are employed fulltime, with a median household income of \$17,500 to \$18,500. Seventeen and American Girl reach the schoolgirl and college teenagers; and the Romance Magazines reach a composite of both of these groups.

A dozen examples are shown here, incorporating our color photos, our recipes, and pasta serving ideas.

Board No. 6

And finally, some specialty magazines—

Of all the magazines we're in, the most upscale is Bon Appetit, with 1,000,000 circulation. More than half of their women readers work full- or part-time and 46.2% have household income greater than \$25,000 a year. Also in this category is Sphere's Cuisine, which has a circulation of 350,000.

We were in two of Woman's Day Specialty Magazines this year, which are sold 100% on newsstands. Three of our color photos are included, along with recipes.

And two issues of Lady's Circle, appealing to lower-income families, also carried our photos and recipes to its circulation of 350,000 per issue.

Board No. 7

We thought we would give you a panoramic view of our work with newspaper syndicates over the year. Here are 50 placements, representing a circulation potential of 365,300,000 impressions. Our full-year tally comes to 152 placements with over 1 billion impressions.

On the board are:

Westchester-Rockland	3
NEA	6
Gannett	4
Copley News Service	4
UPI	1
Chicago Sun-Times	1
AP	1
Black Syndicates	3
Washington Post	1
LA Times	5
United Features	8
King Features	9
Family Weekly	2
NY Times	3
NY News	1

Board No. 8

Here are samples of this year's color:

- Dallas Times Herald—Spaghetti with Meat Sauce photo
Headline—15-Minute Menus Make Pasta Parties Easy on the Hostess
- St. Louis Post Dispatch—Baked Macaroni and Cheese photo
Headline—Macaroni in a Breeze
- Spokane Spokesman Review—Meatless Lasagne photo
Headline—Meatless Lasagne

Birmingham News—Macaroni Carbonara photo

Headline—Pasta Meals Takes Only 15 Minutes

Orlando Sentinel Star—Egg Noodles with Veal photo

Headline—Veal of Approval
Grit—Noodle Zucchini Bisque photo

Headline—Pasta-Based Entrees Makes Menus Fast, Easy

Spokane Spokesman Review—Linguine with Parsley Pesto Sauce
Headline—Entertain with Pasta

Grit—Slow Cooker Chicken Cacciatore photo

Headline—Choose Cooking Method for Chicken Pasta Dishes
Our total color breaks numbered

183, with a combined circulation of 38,832,878.

Board No. 9

This board represents several segments of the foodservice industry, and good placements we have achieved in the leading publications:

Cooking For Profit reaches 93,760 professionals in foodservice merchandising. Here are two stories which we placed, in the July and August issues, featuring pasta products as main dish casseroles and in dishes illustrating pasta's versatility and "extender" attributes

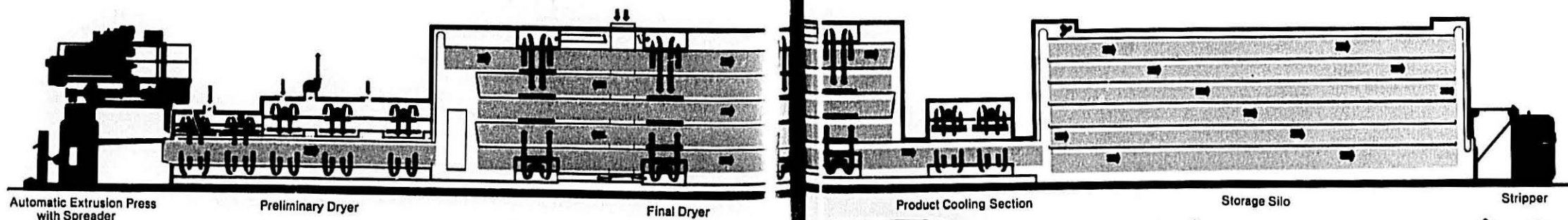
Foodservice Marketing November (circulation 105,000+) is one of the top three foodservice publications. Here pasta is featured in the "Specialty Meal" section. This major segment is a 3-page case history, with accompanying color photographs and recipes credited to the Durum Macaroni Foodservice program. The restaurant? Trattoria Di Meo, located in Roslyn, Long Island.

Pasta's visibility in the school foodservice market continues as "Pastitsio" is featured as a Type-A entree in the April School Foodservice Journal's International Menu (circulation 62,566). The quality 100-serving recipe with accompanying black and white photo is featured with credit to Durum Macaroni Foodservice Program.

Pasta is included on the pages of Fast Service (circulation 50,300), the top publication in the fast food mar-

(Continued on page 26)

ATR: The hotter, faster, cleaner dryer.



Automatic Extrusion Press
with Spreader

Preliminary Dryer

Final Dryer

Product Cooling Section

Storage Silo

Stripper

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Higher drying temperatures reduce plate counts to well below industry standards while enhancing product flavor and quality.

Electronic controls sequentially start and stop fans as the product moves by.

Pneumatic controls regulate relationship between time, temperature and relative humidity.

At the end of the final dryer, a power-driven cooling section reduces product temperature to a safe packaging point.

Braibanti ATR—newest in the long line of Braibanti pacesetter Pasta Dryers.

Braibanti, the world's foremost manufacturer of Pasta Equipment.



Plate Counts
Slashed.



Side Panels Open for
Easier Cleaning
Lock Tight to
Conserve Energy.



Cooking Qualities
Improved.
Stickiness Eliminated



Drying Time
Chopped.

Braibanti

DOTT. ING. M., G. BRAIBANTI & C. S. p. A. 20122 Milano-Largo Toscanini 1

Pasta Meets the Challenge

(Continued from page 23)

ket segment. Three new Durum Macaroni recipes are featured on the food pages along with our color photo. Pasta is promoted in the article as versatile with hot dogs, cheese, chili or fruit for a "varied selection of low-costing but highly saleable luncheon entrees." Credit to Durum Macaroni Foodservice Program on the Table of Contents page.

As a result of the Durum Macaroni Program's "Pasta Pointers," the editor of *Cirascopie* (circulation 4,300) included a full-page article on pasta. The full-page story is followed by a credit to Durum Macaroni Foodservice Program for its contribution to the magazine. *Cirascopie* is a regional restaurant association publication for Illinois, including the important restaurant city of Chicago.

Pasta graces the food pages of three consecutive issues of *Club & Food Service* magazine (circulation 10,203), which is the key publication that targets on the important military foodservice market segment. Credit is given to Durum Macaroni Foodservice Program.

Board No. 10

Pasta's versatility on the restaurant menu is demonstrated in pasta's appearance in five of the last nine issues of *Restaurant Business* magazine (circulation 67,503). The recipes and photographs were developed and taken in the Restaurant Business test kitchens with product and information supplied by the Durum Macaroni Foodservice Program. Lasagna, tuna tetrazzini, cheese ravioli, manicotti, minestrone soup and pasta shells with chopped clams appear on the food pages.

Restaurant Hospitality (circulation 76,500) features pasta in two consecutive issues—July and August. Healthy "Sprout and Noodle Salad" opens the July "Foodtalk" section on salads. Medium egg noodles are the star ingredient.

The August issue features pasta with tilefish in a new color photograph developed in the 1977-78 program year. In this one placement, corkscrew macaroni, elbow macaroni, spinach noodles, egg noodles and spaghetti are all featured. Credits to Durum Macaroni Foodservice Program.

"America Entertains at Home... with Pasta"

A year ago we identified as a major concern of the pasta industry the burgeoning number of consumers everywhere who were dining out. We noted that approximately 35¢ of each food dollar was spent away from home, mostly in restaurants, cafeterias and fast-food places. We recommended that we meet this trend "head-on" with a full-media program for 1978 built around the theme of "America Entertains at Home... with Pasta." We highlighted pasta cookery with the new appliances of microwave, food processor, crockpot and stressed "Quarter-of-an-Hour" Menus.

We launched the 1978 campaign with a release describing the promotion and alerting the grocery trade to the pasta industry's intent to make the entertaining at home a preferable alternative to eating out. Here are some results in: IGA Grocerman, American Grocer, Intermountain Food Retailer.

Our new color/black/white exclusives to major dailies throughout the country stressed the convenience and speed of pasta cookery, and incorporated pasta recipes with dual directions... How-to's for the new appliances as well as the conventional methods.

We garnered such headlines as:

You can Convert Kitchen Into a Fast Food Place
Microwave Macaroni in Fast Food Meal

And the burst reads, "Kitchen appliances like microwave ovens and food processors are changing our cooking methods. Favorites like lasagna are ready to serve in 15 minutes. The filling is made with the processor while the noodles cook. The ingredients are assembled and microwaved for about 12 minutes.

Here are some more headlines, many of them 6- and 8-column wide, heralding the convenience of pasta

Markets represented: Columbus, Houston, Baltimore, Mobile, Duluth, Baton Rouge, Augusta, Bakersfield.

We worked with newspaper syndicate editors as well as syndicated Sunday Supplements. On September 10, Marilyn Hansen of *Family Weekly* came out with this story "Be Your

Own Master Chef with the New Appliances", and incorporated our recipe for Noodles au Natural with microwave directions. *Family Weekly* is carried by 328 newspapers for over 10 million circulation.

Meantime, we had our cook booklet "America Entertains At Home... With Pasta" in development and announced its availability to the grocery trades in time for National Macaroni Week October 5-14. We pictured a menu reminding retailers how pasta products sell related items.

Publications featuring the story: Chain Merchandiser and a variety of state books.

We featured the cook booklet again along with the announcement of the new officers of the National Macaroni Manufacturers Association. Supermarket News carried an article on the booklet and its description.

Press Luncheon

Other grocery trade papers: Rocky Mountain Food Dealer, Grocers Journal and a slew of state publications.

On September 13, we celebrated our Twelfth Annual Macaroni Family Reunion at our press luncheon at Tiro a Segno. For that event we launched the booklet to the consumer press and incorporated into our luncheon a Quarter of an Hour recipe.

At the same time the booklet was launched to the New York Press, we introduced it to television audiences nationwide. Television personality on 100 shows, received our kit, including script, booklet, kitchen clock tie in with the Quarter-of-an-Hour Recipe series discussed in the script and illustrated with color slides.

The 8-minute TV script featured Linguine with Parsley Pesto Sauce Entree, with Melon and Prosciutto the Appetizer, a Salad of Roma and Assorted Cheese for Dessert.

Macaroni and Cheese Casserole with Parsley Garnish, the clock emphasizing the fact that the entree is ready in 15 minutes utilizing food processor and microwave.

Noodle/Zucchini Bisque, a 15-minute Main Course Soup.

Macaroni Carbonara as the entree, with Appetizers of Tomato juice, a Salad of Spinach and Mushrooms.

Slow Cooker Chicken Cacciatore made in a Crock Pot, along with a

(Continued on page 28)

You won't see the biggest name in cereal in any kitchen.



Because the biggest name in cereal packaging is Triangle. With a whopping 96% of the bag 'n box lines that have revolutionized cereal packaging in the past five years calling for Triangle equipment.

These custom engineered, high-speed systems run 'round the clock by themselves. Delivering exceptional accuracies. Requiring less crewing.

We put plenty of engineering and technical resources to work with cereal and cartoner engineers to develop these smooth bag 'n box lines. Engineering that keeps product out of seals and controls bag deflation to make packages easy to load in cartons. And easy to open later on. A special jaw drive to provide proper settling time. And lots, lots more.



All this is in addition to our advanced solid-state Flexitron net weighers, those Wonderful Wizards of Oz. And our equally automatic solid-state Pulsomatic bag machines.

Find out why Triangle is big in ready-to-eat cereal packaging. Big in other industries, too. Write or call for our free Packaging Performance Kit. Triangle Package Machinery Company, 6655 West Diversy Avenue, Chicago, Illinois 60635. (312) 889-0200.

TRIANGLE

You're always ahead when you start with the very best.

Pasta Meets the Challenge

(Continued from page 26)

Green Salad as entree accompaniment.

Since the availability of the booklet in September, we have distributed it to newspaper food editors nationwide in the major markets. Here are two of the color photos, which have been incorporated into releases built around the theme, and some editors in key markets have requested permission to offer the booklet to their readers.

Here Linguine with Parsley Pesto Sauce appears in the Spokane Spokesman Review of January 14. This same photo/story will run on February 7 in the Denver Post—that's today—with an offer of the booklet to readers—35¢ for handling charges.

The January issue of Personal Romances—headlined Cooking With Pasta, and incorporating our copy-lines of dining "in" instead of "out," carried 10 recipes from the booklet to a circulation of 250,000.

You might be interested in knowing that our total booklet order for the industry, representing quantities from all of your individually, came to 250,000. Of that number, we as your agency, have a total of only 50,000 to distribute to editors and opinion leaders.

In addition to our distribution to the magazine and newspaper press, we also sent out 1,700 to Extension Home Economists nationwide who are particularly strong in the rural communities and C & D counties of the land. All of these women have either newspaper columns, radio or TV programs in which to discuss pasta and the Quarter of an Hour Menus.

And finally, we have distributed the booklet to Supermarket Consumer Specialists, giving them maximum order opportunities of 1,000 copies. We have distributed that quantity to the chains listed.

Future Placements

Here is a list of futures—stories which we have placed and are scheduled for upcoming issues:

- Family Weekly—April Easter Story—Our photograph of lasagne and recipe
- Glamour—March—Low calorie pasta story
- Lady's Choice—March—"Pasta & Bean"—using our full-page color photo and recipe

Forecast—April—"Pasta"—including our photo of pasta shapes

Seventeen—July—Spaghetti Primavera Color Feature. September—Pastito color feature

Woman's Day—Special Magazine—Simply Delicious Meals in Minutes—will be using color materials from our "Quarter of an Hour" menu series—Out in the Summer, 1979.

Food Dollar Costs

Food prices are spiraling consistently upward, but a recent comparison study by the U.S. Department of Agriculture reveals that no one area of the economy is to blame for this unpopular trend. Allocation of costs for food today is no different than it was a decade ago.

According to The Packaging Institute U.S.A. (PI/USA), allocation of costs for the food dollar in 1977 was "marked similar to percentages allocated behind food costs in 1967." PI/USA is the professional society representing the packaging industry, including suppliers and users.

American consumers spent \$186.4 billion on domestically grown food products in 1977, \$7.6 billion or 4.3 per cent more than in 1976, according to the U.S. Department of Agriculture in its most recent reports.

In 1977, 67.4 per cent of consumer expenditures for food was made in retail food stores. This represents \$125.6 billion, or 2.5 per cent more than the \$178.8 billion spent in 1976. At the same time, the away-from-home eating market posted a 7.9 per cent gain with \$60.8 billion spent, compared with \$56.3 billion in 1976. This represents an overall share of 32.6 per cent of the food dollar, a significant contributor to escalating food costs.

Since 1970, the retail grocery trade has accounted for between 68 and 71 per cent of consumer food dollars. Away-from-home eating has accounted for 29 to 32 per cent of the consumer food dollars—with the trend decidedly on the upside—between 18 and 19 per cent of food volume.

How is the food dollar allocated? In 1977, farmers received \$57.5 billion, or 30.8 per cent of the total. This compares with 32 per cent 10 years ago. Labor's share of the 1977 marketing bill totaled 32.2 per cent, amounting to \$59.8 billion, compared with 28.7 per cent in 1967.

According to PI/USA, packaging and advertising costs are often accused of adding excessively to total cost of the food market basket. PI/USA contends the facts in no way support this claim.

Packaging materials for foods in 1977 totaled \$16.2 billion or 8.7 per cent of the consumer bill. Ten years ago, packaging accounted for eight per cent of the marketing bill. Advertising in 1977 accounted for 1.5 per cent of consumer expenditures—10 years ago advertising equaled 1.6 per cent.

There are many other "pass-through" items involved in food marketing and distribution, according to PI/USA, such as transportation, business taxes, depreciation, rent and insurance. Despite these expense items, all corporations in the food system—from packers and manufacturers, wholesalers and retailers—earn only 2.4 per cent of the total food dollar spent by American consumers in 1977. Corporate net profits in 1977 totaled two per cent of the total spent.

WHERE THE FOOD DOLLAR GOES
(Billion Dollars)

	1977	% of Total	1976	% of Total	1967	% of Total
Farmers	\$ 57.5	30.8	\$ 57.6	32.2	\$28.8	32.0
Labor	59.8	32.2	54.0	30.2	25.9	28.7
Packaging materials	16.2	8.7	15.0	8.4	7.2	8.0
Transportation	10.0	5.4	9.5	5.3	4.3	4.7
Business Taxes	5.1	2.7	4.8	2.7	2.4	2.7
Depreciation	3.7	1.9	3.5	2.0	1.8	2.0
Rent	3.5	1.8	3.2	1.8	1.5	1.6
Advertising	2.3	1.2	2.7	1.5	1.5	1.6
Repairs, Bad Debts, Contributions	2.1	1.2	2.0	1.1	0.9	1.0
Interest	1.6	0.9	1.5	0.8	0.4	0.4
Residual (Food Service, etc.)	15.6	8.4	17.1	9.6	12.4	13.7
Corporate income tax	4.0	2.1	3.7	2.1	1.6	1.6
Corporate net profit	4.5	2.4	4.2	2.3	1.8	2.0
Total Consumer Expenditures	\$186.4	100.0%	\$178.8	100.0%	\$89.9	100.0%

Source: U.S. Department of Agriculture

JACOBS-WINSTON LABORATORIES, INC.

P.O. Box 361 — 25 Mt. Vernon Street
Ridgefield Park, New Jersey 07660
Phone: 201-440-0022

It is with pride that we call your attention to the fact that our organization established in 1920, has throughout its 59 years in operation concerned itself primarily with macaroni and noodle products.

The objective of our organization, has been to render better service to our clients by specializing in all matters involving the examination, production, labeling of macaroni, noodle and egg products, and the farinaceous ingredients that enter into their manufacture. As specialists in this field, solutions are more readily available to the many problems affecting our clients.

We are happy to say that, after 59 years of serving this industry, we shall continue to explore ways and means of improving our types of activities to meet your requirements, and help you progress with your business.

James J. Winston
Marvin E. Winston

EVALUATING AN AD AGENCY: SOME PRACTICAL ADVICE

by Herbert D. Fried,
Chairman of the Board, W. B. Doner and Company

CEOs and their marketing specialists in the food and beverage industry will be looking at their overall advertising plans more cautiously this year, especially with economic conditions still uncertain for 1979. Continuation of client-agency relations will depend as much as ever upon the success of past campaigns, but now the element of cost-effectiveness will be moving to the top of the list as a major consideration for retaining, or hiring, an advertising agency. Food and beverage advertisers will be more careful than they've been in the past, and will probably be looking for a three-fold return for every advertising dollar spent.

In order to justify the advertising investment, advertisers will be more demanding, and will expect even more from their agencies. In turn, the agencies will have to be more innovative, and more creative, to stretch every dollar. It also means agencies will have to research more thoroughly their targets, methods and messages.

If you're looking for a new agency you already know enough to look warily at promises which cannot be fulfilled, or at showy presentations which, when analyzed, offer little more than puffery.

What to Look For

But what should you look for? We can start with the "intangibles", those factors which come from your own feelings and reactions. Does the agency care about your product or message? How quickly can they get into your own thinking and feeling? These are, of course, subjective questions, and ones which cannot be answered with a precise degree of measurement.

When it comes down to the hard facts, however, there are many qualities to look for when selecting an advertising agency. There is no one method to weigh the factors, because each advertiser needs different strengths. But by combining the various strengths of the agency the CEO or marketing vice president can develop a solid, rational basis upon which to make his important decision. But whether continuing with a successful campaign, or launching a new

product or service, by taking out time to examine and evaluate the following criteria, the decision-maker will have a head start on creating a successful marketing program.

Creativity

First, look at the agency's creativity, its track record. After you've seen its commercial reel, look at the print advertising the agency has produced for both consumer press and trade publications. Give yourself a chance to evaluate the creative depth of the agency. Try to understand the creative objectives. Assume they are right based on all the available information, and then, and only then measure the executions against those objectives.

Allowing for normal staff turnover, ask if the agency is stable, if the creative directors have been with the agency for some time. Try to learn if there's similar stability in the creative and account staffs.

Does the prospective agency have experience in your product category, and has it demonstrated continued success with parity products?

Does the agency have full marketing and research capabilities? Your company may need services in these areas, and if the agency has qualified departments, it will make your work that much easier. Does the agency's research department believe in working towards stated goals? If it doesn't, it may just be doing research for its own sake, a waste of your time and money.

Budget

Does the agency understand that the quality of an advertising campaign does not depend upon its budget? If your advertising investment is to be modest, will the agency treat your account, and you, with as much respect as they would the biggest spender in your category? One way to find out is to ask to see concrete marketing results for its clients who may have started in your economic and marketing position. If the agency is creative and innovative, it will be able to stretch your advertising dollar, to make it work harder for you.

If the agency specializes in one area (say television), is its work just as strong in other media? If the answer is no, go somewhere else. You want your agency to be versatile enough to be creative in many areas. Creative limitations should never inhibit or dictate media selection.

Availability

Finally, learn whether you will see the agency's management team after the initial presentation. If they do a disappearing act, are too busy to talk with you on the phone, or won't see you, you'll get a pretty good idea of how they'll supervise your account.

These are just some of the elements to be aware of when looking for an agency. If you weigh them up and it comes out "yes, you're on the right track."

American Beauty Advertising Agency

Donald J. Heineman, vice president and manager of the American Beauty Macaroni Company, recently acquired by the Pillsbury Company, has announced the appointment of W. B. Doner and Company as the advertising agency for all American Beauty products. Mr. Heineman also announced the appointment of Bennet S. White as director of marketing for American Beauty.

American Beauty, with plants in Los Angeles, Denver and Kansas City, Missouri, is a major regional marketer of macaroni, spaghetti, and noodle products.

W. B. Doner and Company is also the Pillsbury agency for Applesauce, a new 5-minute apple dessert, and for The Speas Company, a major marketer of apple juice and vinegar products.

Stanley T. Burkoff, president of W. B. Doner and Company, announced that William J. Case, senior vice president, would be the management supervisor, Richard J. Friday the account supervisor, and Stephanie A. Conway the assistant account executive on the American Beauty account.

RAGU' SELLS MORE ZITI, MORE LASAGNE, MORE SHELLS THAN ANY OTHER SPAGHETTI SAUCE.



We're America's best selling spaghetti sauce. But nobody serves just spaghetti sauce—even if it is RAGU!® So for every jar of RAGU' that moves off your shelves, you move a lot more than just spaghetti sauce.

Like spaghetti.

And manicotti. And ravioli. And vermicelli. All the things that make up RAGU' pasta dinners. We at RAGU' know you don't live by spaghetti sauce alone. So our advertising continues to sell more than just sauce—it sells pasta meals. That's Italian.

Ragu' is a registered trademark of Ragu' Foods, Inc.



In Semolina and Durum flour, quality has a color. Pure, flawless gold. The color of King Midas Semolina and Durum flour.

It's the color we get in Semolina and Durum flour because we begin with the North Country's finest Durum wheat, and mill it in facilities designed specifically for the production of Semolina and Durum flour.

It's the color you get in pasta when you begin with King Midas Semolina or Durum flour, and it's your assurance that you've got the right start toward pasta with fine eating characteristics.

And from the time our golden King Midas Semolina and Durum flour start on their way to becoming your golden pasta, Peavey is following through with the fastest, most reliable service possible. And we're working to be better. Our modern King Midas Semolina and Durum flour mill at Hastings, Minnesota, rounds out a distribution network second to none.

It still comes down to this. We want you to keep putting Peavey in your pasta ... right along with your pride.

the Pure, Golden Color of Quality.

King Midas Semolina and Durum Flour from Peavey, for Pasta with "The Golden Touch." Pure Golden Color. Great Eating Characteristics.



At the modern Peavey mill in Hastings, Minn., as in all the King Midas Semolina and Durum flour mills, Durum wheat receives all the extra milling, cleaning, purifying



and filtering processes that make Durum run on a Semolina mill something special ... processes that mean pure, golden pasta with fine eating characteristics. And at



the Peavey mills, automation of virtually all processes means that quality levels are maintained — all the way. We wouldn't have it any other way.

Sales Offices Minneapolis, MN 612/370-7850 • White Plains, NY 914/428-7750 • Chicago, IL 312/640-7122 • Denver, CO 303/289-6141
San Mateo, CA 415/349-2361 • Oakland, CA 415/763-5055 • Salt Lake City, UT 801/355-2981

Peavey Industrial Foods Group

Decade of Growth

"The last year of the decade of the 1970's reflects a world of change for the pasta industry," said Sal Maritato, vice president for the durum products division of International Multifoods. "More people are eating pasta products than ever before."

"Since 1970, the demand for pasta products has increased yearly. The soaring cost of meat, for example, has encouraged many consumers to try pasta as a main dish rather than a side dish. They have yet to find another food as nutritious and good-tasting, still as inexpensive, as pasta."

"Besides looking at the price, consumers also are considering the nutritive value and the ingredients that go into the products they buy," Maritato said, "and this is in the industry's favor."

He pointed out that in recent years grain products had been given a boost by the U.S. Senate Select Committee on Nutrition and Human Needs. Recommendations by that committee called for Americans to increase individual consumption of grain products by 69 percent in order to meet specific recommended dietary goals.

"In January of this year, the Agricultural Stabilization and Conservation Service issued one of the largest pasta requests ever for use in the school lunch program. In deciding what foods to offer, the service considered preference sheets submitted by buyers for the school districts. Pasta ranked uniformly high as a preferred food."

Demand Pushes Mills

The demand for pasta products has pushed Multifoods' three durum mills to their production limits. To assure high quality products, the company also has upgraded some of its older milling equipment, he said. They are continually replacing and adding machinery to make the mills more efficient.

Multifoods also has been concerned with promoting efficiency within the industry during the past few years. A prime example was the company's introduction of its innovative product — Duregg™ noodle mix.

Duregg, which is a blend of top quality durum flour and egg solids, not only simplifies the manufacturing process, but it also eliminates some of



Sal Maritato

the problems which the noodle manufacturer faces. Among these are spoilage, high cost of labor, time and space. All a manufacturer has to do is add water to the Duregg mix and he will produce a high quality noodle.

"We've compared costs for ingredients, time, space and labor — not to mention spoilage — between Duregg and conventional production methods. Duregg costs are competitive right down the line. And when you add convenience to the list, the scale is definitely tipped in our favor," said Maritato.

Multifoods felt there was a strong demand for a product like Duregg, "and we responded," he said.

Demand for Convenience

Convenience is high on the new consumer's list of priorities. With more than 50 percent of today's work force made up of women, more time is being spent away from home which means time spent out of the kitchen.

"Our industry's response to this demand has resulted in the bombardment of the market with dozens of pasta-based quick dinner mixes. Frozen pasta-based products have gained an easy popularity as well," explained Maritato.

"I see these dinners as providing a number of benefits to the industry as well as to the woman looking for convenience," said Maritato. "They open our eyes to the potential of new pasta markets."

Multifoods Grows

The 1970s represent a decade of growth for International Multifoods. Since 1968, when William G. Phillips became president, the company has

changed its markets, its products — and eventually its name in January, 1970, to more accurately describe the variety of food products resulting from the company's rapid expansion.

In that time, the firm has made more than 40 acquisitions which last year accounted for 30 percent of the company's total sales. In addition, the company has put together a group of 750 retail outlets compared with zero in 1969.

In addition, Multifoods opened its first of three T. Butcherblock steak and spirits restaurants in the Twin Cities in 1973. The first Boston Sea Party specialty seafood restaurant was opened in 1975 and Multifoods now owns and operates five of these restaurants with four more planned for 1979.

Recently, Multifoods introduced its first ready-to-eat cereal into test markets. Estimates are that Cracked Wheat Crunch will begin distribution late in 1980, assuming success in test markets. Initial reaction by the grocery trade has been very favorable.

Today, Multifoods is a broadly based food company with sales approaching one billion dollars. Headquartered in Minneapolis, the company has operations throughout the United States, Canada, Mexico and Venezuela. In addition, it has franchising activities in the United States, Canada, Japan and Thailand, and exports to more than 100 countries.

IM Enters Brazilian Pasta Market

International Multifoods Corp. announced that it has expanded its Brazilian operations through the acquisition of a majority interest in a pasta producer headquartered in Rio de Janeiro.

The company, PATY S.A., produces and sells a complete line of pasta products to retail outlets in great Rio de Janeiro and is one of the leading producers in this market.

PATY, founded 25 years ago, had sales for the year ended December 31, 1978, in excess of \$5 million. Terms of the purchase were not disclosed.

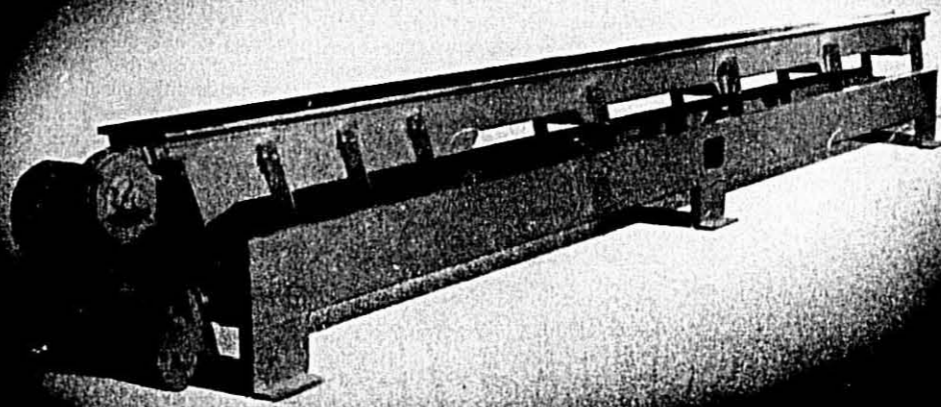
While the majority of its sales are derived from pasta products, the company also produces and markets

(Continued on page 36)

THE MACARONI JOURNAL

Do You Need ... A Simple, Sanitary, Gentle, Quiet & Economical Way To Move Bulk Products?

*Sound Impossible?—Well It's Not! The Meyer
Vibra-Flex Conveyor Is The Answer.*



Your product is moved through a smooth, clean, stainless steel trough by controlled vibration. And outside the trough? Well, the frame has been designed with a minimum of obstructions and ledges for dirt and dust to lay on.

And with very few moving parts to wear out, maintenance is a snap. So call or write us for further information. We've been building equipment for the Food Industry since 1921.

**MEYER
MACHINE COMPANY**

IM in Brazil

(Continued from page 34)

mandioc flour, a staple of the Brazilian diet, cornmeal and cookies.

Andre Gillet, vice president and general manager of Multifoods' International Division, said the acquisition of PATY gives Multifoods a major position in this regional pasta market and utilizes the company's marketing and production knowledge in the pasta area.

"We have been looking for a sound company in the Brazilian consumer market and we believe PATY fully meets this criteria," Gillet said. "We feel the growth potential for this company is excellent."

The acquisition of PATY further extends Multifoods' involvement in the Brazilian consumer market. In March 1977, Multifoods purchased a substantial minority interest in Pommerening, a small specialty vegetable and fruit canning company in southern Brazil.

Multifoods is a broadly-based food company with annual sales approaching \$1 billion. The Minneapolis-based company has operations throughout the United States, Canada, Mexico and Venezuela. It has franchising activities in the United States, Canada, Japan, Hong Kong and Malaysia and exports to over 90 countries.

Durum Buyer

From *International Multifoods Impact*

Doug Haberman calls himself a durum buyer.

It sounds simple enough, being the guy who buys wheat for Multifoods' durum mills in St. Paul and Baldwinville, N.Y., as well as occasional shipments for the Wabasha and New Ulm, Minn., plants. You just stroll down to the Minneapolis Grain Exchange, not four blocks from the office, and place your order and that's that, right?

Wrong.

It might be simple if Haberman's mission was simply to buy wheat. But there's a hitch. His job is to buy the best possible quality at the best possible price. Therein lies the crux of a myriad of complications that makes Haberman's job a mental juggling act of grand proportion.

Countless forces in the marketplace are constantly acting on the supply



Doug Haberman

of and demand for durum — and thus are continuously pushing the price up or pulling it down. In order to get the grain he wants at a price he considers right, Haberman must stay constantly alert to both the domestic and worldwide markets: How much durum was grown, how much is coming to market, how much has been sold overseas, what quantities are other buyers purchasing, what quality of durum is being sold and at what price.

In addition, Haberman must be up to date on what amounts of durum Multifoods' mills already have on hand and what quantities and qualities of the wheat they're going to need in the future.

Every Friday afternoon the U.S. Industrial Foods division scheduling department provides Haberman with the weekly schedule of when each mill will run. "I know what each will grind bushel-wise and I know what quality of durum each will grind," Haberman explained. "So I know every Monday morning what I'm going to need that week."

Daily Routine

When the Minneapolis Grain Exchange opens at 9:30 a.m. each Monday through Friday, Haberman is there, examining the samples of durum displayed in a series of tin pans. Each pan contains a sample of durum taken from loaded hopper cars that remain near the country elevator at which they were loaded until some-

one buys them. Haberman's selection — or the cars that are for sale on a given day — can vary from 30 to over 200. When he sees a sample of durum that meets the company's needs, he places a bid. His bid may be accepted or rejected on the spot — or he may have to wait to learn if he has purchased a particular hopper.

"Everyday I have some idea of the price I want to pay," Haberman said. But he knows he can't be too stubborn on price. During the four hours that the Exchange is open each day, Haberman is watching the other buyers, keeping his ears and eyes tuned to news of changes in the market that he might be able to take advantage of in getting the best price for the wheat the company needs.

"The most exciting part of the job is the excitement of the durum market — taking into consideration the changing stocks, yields, world production and domestic consumption," Haberman said.

"You have to be someone who can analyze and put together data and make judgments," Haberman said. "You have to be able to work with logistics to make sure the durum gets to the mills on time." Haberman's job also includes the detail work of making sure the company gets the quality of grain he brought and that the durum is shipped to its proper destination.

Being Successful

Being a successful buyer "takes someone who can get along with other people," Haberman said. "If seller doesn't like you, he won't sell to you at even money. You've got to have a working relationship. Sometimes he bends with you. Other times you bend with him. You never try to take advantage of anyone," he said. "You can't favor one over another."

One does not study books to learn Haberman's job. It is one of the tasks that cannot be learned without doing. Haberman said he had a good teacher in Morrie Ainsworth who retired last winter. And he believes his experience in grain merchandising helped prepare him for the job of durum buyer by giving him a perspective of the worldwide market.

Haberman's grain merchandising experience was gained as a merchandising trainee in Moorhead, Minn.

(Continued on page 38)

THE MACARONI JOURNAL

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Durum Buyer

(Continued from page 36)

and later as office manager of Multi-foods' grain office there. In 1976, he moved to Minneapolis and continued working in merchandising as manager for grain offices in Moorhead, Minot, N.D., and Aberdeen, S.D.

North Dakota Mill Construction

North Dakota Mill & Elevator Association has broken ground and has begun construction on a new 6000-cwt semolina mill, costing approximately nine million dollars, adjacent to its existing two units at Grand Forks. Sam Kuhl, general manager, made the announcement.

In addition to the new semolina mill, the North Dakota Mill project includes enlargement of the "A" mill to 7,500 cwts from 5,000 cwts. This mill is a "swing" unit, grinding durum flour or spring wheat flour as needed. The "B" mill is a 5,000 cwt semolina unit.

On completion of the project, targeted for June 1980, capacity of the North Dakota Mill will be 18,500 cwts semolina and 7,500 cwts durum flour or spring wheat flour.

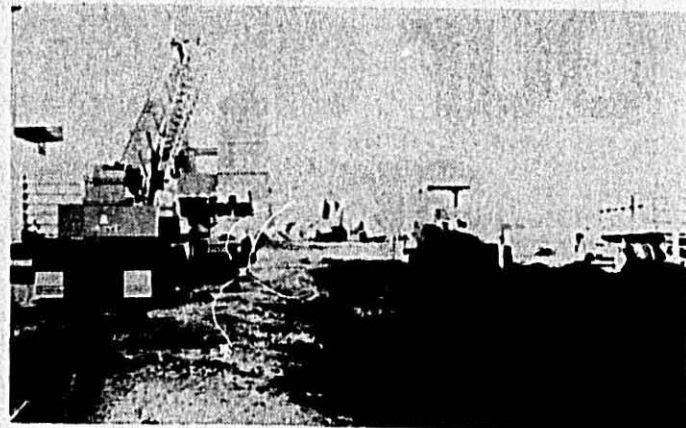
The new mill, to be designated the "K" mill, is being constructed on the site of a recently-raised feed plant. Ben Hennessy, assistant general manager, is project manager on the new construction, Kuhl announced.

Contract for the milling equipment has been awarded to Ocrim Milling Equipment Distributors Corp., Wichita, Kansas, and a representative of Ocrim will supervise the machinery installation. The Ocrim contract is for \$3.4 million.

Peterson Construction Company, Grand Forks, was awarded the building contract in the amount of \$2.9 million, and the mechanical contract in the amount of \$175,000 went to Gibbs & Sons, Fargo. The electrical contract in the amount of \$610,000 was awarded to Como Electric Company, Grand Forks.

North Dakota Mill will continue to supply its customers with semolina, durum flour and wheat flour during the construction process, Kuhl said.

Conference on Durum
North Dakota State University
Fargo
April 25-27, 1979



Ground is broken for new semolina mill.

North Dakota Miller

Franz Rudolph Wicker has been named Milling Director of the North Dakota mill, according to Sam Kuhl, general manager.

Prior to joining the North Dakota Mill, Wicker was vice president of technical operations for the Continental Milling Corporation in Puerto Rico.

Wicker has extensive experience in the milling industry, much of it from practical training in Europe. He attended the German School for Milling and Milling Technology in West Germany, earning a major in cereal chemistry.

He later received his Master of Science degree in chemical engineering in food processing and technology from Illinois Institute of Technology, Chicago.



Franz Rudolph Wicker

Wicker's family tree reveals he and his ancestors have had a long link with milling and agriculture. His family owned and operated a flour mill and farm that can be traced back to 1420.

Wicker is married and has three children.

ADM Shows Increase

Archer Daniels Midland Co. recorded net earnings of \$17,615,464, equal to 53¢ per share on the common stock, for the second quarter ended December 31, compared with \$14,253,533, or 43¢ per share, in the same period a year earlier.

Per-share earnings for the quarter are based on an average of 32,924,200 shares outstanding, against 32,836,800 in the previous year, and adjusted for a 5% stock dividend effected in September.

For the first six months of the current fiscal year, net earnings of ADM were \$27,687,836, or 84¢ per share compared with \$28,072,734, or 85¢ per share, a year earlier.

Provisions for federal and state income taxes for the first six months were \$13,549,451, compared with \$14,485,000 in the same period of the previous fiscal year.

Directors of Archer Daniels Midland Co. declared a dividend of 5¢ per share on the common stock, payable March 1 to shareholders of record on February 8. The dividend is ADM's 189th consecutive quarterly payment; there are 32,924,482 shares outstanding.

Introducing Hoskins Company



Charles M. Hoskins

Glenn G. Hoskins Company was launched in 1941 as a business and technical consulting service to the Macaroni Industry. Over half the industry in North America subscribed to the Hoskins service. During the consulting years substantial contributions were made to the technology and operation of the industry.

Temperature and humidity controls of macaroni dryers were first introduced by Hoskins and then disseminated throughout the world.

Plant operations Forums were held for 13 years. Members of the industry and suppliers discussed technology and theory of macaroni manufacture. The most valuable contribution of these meetings was a free exchange of information which substantially increased the technological competence of the industry.

One of the proudest contributions to the industry was Bob Green, the Secretary of the NMMA, who originally entered the industry through our organization.

We acted as consultants in designing a number of new factories and expanding old factories. This included the Creamette Company, American Beauty, A. Zerega's Sons and Ronco.

In the 1960's the name was changed to Hoskins Company and the nature of the business was changed to a Manufacturers Sales Representative for:

DEMACO, the principal domestic manufacturer of complete pasta production lines.

ASECO, a manufacturer of storage systems and mechanical conveyors for noodles and short cut macaroni products.

SEMCO, a manufacturer of systems for pneumatically conveying and storing semolina and flour.

RICCIARELLI, an Italian manufacturer of pasta packaging machines, systems for conveying long spaghetti from saw to packaging machine and specialty machines for making bowties and twisted vermicelli.

CLERMONT, a manufacturer of noodle cutters, noodle sheeters, Chinese noodle production lines, crepe manufacturing lines and related equipment.

Durum Stocks Eight Percent Above Year Ago

Durum stocks included in the all wheat aggregate as of January 1 made up 117,589,000 bus, 8% more than 108,415,000 bus a year earlier but 8% less than 127,630,000 bus held on January 1, 1977.

Durum holdings at the start of 1979 included 98,694,000 bus on farms and 18,895,000 in off-farm positions, against 81,891,000 and 26,524,000 in 1978.

Durum Exports Approach Record

Durum stocks on January 1 totaled 118 million bushels, slightly above a year ago. Although the large 1978 Durum crop pushed beginning supplies to a record level, a 25-percent surge in June-December disappearance has cut into the inventory. Most of the increased disappearance came from expanded early season exports. Over three-fourths of January 1 stocks were held on the farm, with about 10 million bushels in the 3-year reserve program.

Modest Mill Upturn

Milling activity during June-December showed only a modest upturn, reflecting a tendency to delay advance buying while relatively large supplies remain available. More Hard Spring wheat than usual may be spilling into the pasta flour market because of reduced protein premiums. Nevertheless, Durum domestic use is projected to grow during 1978/79.

June-December exports were over 58 million bushels, compared with 62 million for all of 1977/78. Most of this flurry was the result of a strong world demand for Durum because of last year's very small world crop. This left the United States as the major source of supply for the first six months of the 1978/79 marketing year. This year, major Durum producers (Italy and Canada) had larger crops, suggesting reduced imports by Italy and increased foreign market competition for the remainder of the year. However, total U.S. Durum exports should still top last year's record.

Prices Weaken

January prices of No. 1 Hard Amber Durum at Minneapolis have

weakened from November highs of \$3.75 per bushel. In months ahead, prices, influenced by the sizable supply overhanging the market, will hold steady or weaken depending on the pace of producer selling and recovery of the export season in April.

Planting Intentions

On January 1 growers indicated their intentions to plant 4.3 million acres, a 3-percent increase from a year ago. Growers are expected to adjust to weakening prices and will likely again participate heavily in the set-aside program. If the record high 1978 yield is not repeated, the 1979 Durum crop should be down slightly.

ICC Endorses Cost Oriented Rates

Dramatic changes in the costs of shipping grain and grain products by rail may occur as a result of an Interstate Commerce Commission decision on rail rates, according to Mel Maier, administrator for the North Dakota Wheat Commission.

Maier said the most dramatic finding in the five year long rate investigation centers on cost-oriented pricing. "This means that rates must be based on actual costs and a reasonable profit, rather than simply what the market will bear," he explained.

Selective rate adjustments are also advocated in the ICC report. Maier said this means the railroads will no longer be justified in making across-the-board increases or in discrimination between shipment for export and domestic use. "North Dakota's rates are higher than any place in the United States," Maier said. He explained that any percentage rate increase initiated by the railroads thus causes a greater increase here than anywhere else in the country.

Increased Costs

The cost of moving North Dakota crops to market has increased from \$84.5 million to \$90.0 million since this investigation was ordered. "The cost of getting our grain to market is high, and getting higher every year for export. The westbound export rate has increased 158 percent in the past ten years," Maier said. "This report should encourage North Dakota producers."

Maier cautioned that not all segments of the grain marketing and processing industry would echo his feelings and predicted lengthy hearings on the ICC findings. He promised that the North Dakota Wheat Commission would actively go on record in support of North Dakota producers.

Sprout Damage Test

A compact portable testing unit to detect sprout damage in wheat before it can be located by visible inspection has been developed at the U.S. Grain Marketing Research Laboratory in Manhattan, Kansas, according to the Department of Agriculture's Science and Education Administration.

The device detects enzyme alpha amylase produced in sprouting. Mature, sound wheat contains no alpha amylase, the laboratory pointed out. Alpha amylase is considered extremely undesirable in ordinary wheat and flour because alpha amylase results in subsequent problems in baking production.

The unit was built by Paul P. Mathewson of the laboratory and Robert Rousser, an engineering technician.

It measures 15½ by 15½ by 12¼ inches and weighs 40 lbs. The device requires a 12-volt power supply from a vehicle battery for field tests or other 12-volt source for tests at a grain elevator.

A paper on the new device was presented at the Sixth International Cereal and Bread Congress in Winnipeg.

Mr. Mathewson and Dr. Yeshaj Pomeranz, director of the Manhattan laboratory, point out that alpha amylase damage may occur in wheat before sprouts are visible. In addition, sprouts may be broken off in handling grain and not be detected by visible inspection.

The test, it is maintained, can detect alpha amylase amounts too low to affect value of wheat for many uses. Ability to monitor the condition of the wheat prior to harvest could result in the identification and segregation of sprout-damaged wheat before it could enter marketing channels. The test may also prove valuable to country elevator grain buyers who do not have laboratory facilities.

(Continued on page 42)

Buon Giorno! Pasta Manufacturers

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Sprout Damage Test

(Continued from page 40)

Test Involves Five Steps

The test involves five steps: grinding grain, extracting alpha amylase, filtering, reacting with dye-labeled amylose and visually comparing the resulting solution with a set of 10 colored standard solutions representing 1 to 8% sprout damage.

Grain is ground in a cyclone mill pattered after one used in grain laboratories.

About 200 milligrams of ground wheat, measured in specially designed spoon, is then transferred to a test tube containing 10 milliliters of buffer. Any alpha amylase in grain is extracted by manually rocking the tube end to end five minutes.

The extraction mixture is next filtered into a test tube with the aid of a hand vacuum pump. The filtration assembly is a modification of a more complex unit used to filter water samples.

The tube of clear filtered extract is transferred to a Thermos with a specially designed top and containing water maintained at 140°F. A timer is set to spin the tube automatically two minutes in the hot water, raising the temperature of the extract to 140°F. After adding a 60 milligram tablet of dye-labeled amylose, the operator sets the timer to spin the tube an additional five minutes and he then filters the solution.

Sprout damage has occurred if the solution shows blue color. Amount of damage is determined by comparison with the reference solutions.

The self-contained compact unit could have wide application in determining alpha amylase in a variety of commodities and foods, Mr. Mathewson points out. Basic components of the unit might be incorporated in other portable units for evaluating composition, quality and end-use properties of agricultural products and foods.

Hazards of Grain Dusts

A new brochure describing the hazards of grain dusts as explosion fuels and ultra fast detection and suppression systems to extinguish these explosions is available from Fenwal Incorporated, Ashland, MA 01721.

The 8 page brochure entitled, "Food for Thought," describes the



conditions under which grain dusts will explode and instances of such explosions which have caused extensive damage and many deaths.

The brochure further describes Fenwal explosion protection systems which react to the first spark of an incipient explosion and discharge extinguishants to suppress the explosion before it can generate damaging pressures.

Copies of the brochure, MC-397, are available from Publication Dept., Fenwal Incorporated, 400 Main Street, Ashland, MA 01721.

Fenwal Incorporated, a Division of Walter Kidde & Co., Inc. is a leading manufacturer of fire and explosion suppression and detection systems, industrial temperature controls and electronic gas ignition systems.

Spaghetti For School Lunch

The request issued Jan. 5 by Agricultural Stabilization and Conservation Service for offers of 3,678,980 lbs of spaghetti for use in the school lunch program is one of the largest pasta requests ever issued under the program. It also is the first involving long goods, that is spaghetti, where for the past several years, the agency has been buying elbow macaroni.

The initial spaghetti request was separate from the agency's routine monthly buying for various domestic food programs, but the product had been added to the list of commodities available and will be included with regular purchasing in the future. Offers will be received Jan. 22 for award Jan. 23, shipment Feb. 18-March 15.

A.S.C.S. began buying enriched elbow macaroni for the school lunch

program in fiscal 1976, purchasing total of 1,082,000 lbs. Purchases in fiscal 1977 slipped to 1,032,000 lbs, but fiscal 1978 buying rose to 5,727,000 lbs. Pace of fiscal 1979 buying has been stepped up substantially, including 5,023,000 lbs in October alone.

Spaghetti Ranks High

Food and Nutrition Service of U.S.D.A. issues requisitions for food commodities to A.S.C.S., based on requests from school districts. In deciding what commodities to offer, F.N.S. considers preference sheets submitted by buyers for the school districts. Pasta ranks uniformly high on those sheets, and spaghetti ranks ahead of macaroni, stated Marvin Eskin of F.N.S. Mr. Eskin ventured that the addition of spaghetti to the list of available foods would not lead to a reduction in purchases of macaroni, but would be in addition to that business. He said F.N.S. has also considered adding lasagna to the list of available foods, but that the problem of breakage prevents it. Concern over breakage also bars buying of taco shells, he said.

The fact that spaghetti was added late in the school year is evidence of the importance attributed to demand from schools for the product, Mr. Eskins said. Also in the area of Italian foods, he pointed out that a considerable amount of the wheat flour purchased under the processing contract program is used to make pizza crust. F.N.S. recently made its first request for mozzarella cheese, also for pizza.

Processor Contracts

A.S.C.S. buys bread flour on semolina under processor contracting arrangements, and this practice will continue, Mr. Eskins said. These flours are in turn used by local processors, including pasta manufacturer to produce products for use in the school feeding programs. At the same time, many schools would prefer to obtain spaghetti without participating in contracting with processors, he said.

Spaghetti is included among products covered by Section 416 of the Agricultural Adjustment Act of 1949, as amended, which allows sales in excess of entitlement as a "bonus." No restrictions are placed on quantity because wheat, including durum, is in surplus supply.



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Twenty-five years ago this year, GATX introduced the Airslide Car.

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GATX

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**Industry Echoes:
Checking of Pasta**

by Charles M. Hoskins

Bob Green has asked me to write a series of monthly columns on the basic technology of macaroni production. Initially these will be based on the papers presented at the Glenn C. Hoskins Company Plant Operation Forums which were two day seminars attended by plant managers and technical people from the U. S. and Canadian macaroni industry.

Perhaps the most basic problem in our industry is checking of pasta.

Checking is caused by stresses set up by uneven expansion or contraction of the dough caused by uneven distribution of moisture.

Compression Check

If spaghetti with 12% moisture is placed in a very humid atmosphere moisture will be absorbed on the surface which will expand. In a piece of spaghetti the diameter of the surface tends to increase and the length tends to increase while the diameter and length of the interior tend to stay the same. In a non-vacuum product there are small bubbles which focus the stress on single points and the cracks begin usually at the surface at a bubble. This check is boat shaped coming in at about a 30° angle from the surface of the spaghetti. In a vacuum product there are very few points where stress concentrates and the tendency is for the interior of the spaghetti to increase in length and crack at uniform intervals at right angles to the axis of the spaghetti.

I call this "compression check" because the surface is under compression. It is the most serious kind of check because it often causes the product to fall apart during cooking.

Tension Check

If pasta at 12% moisture is put in a very hot dry atmosphere the surface will dry and try to shrink and this will cause a very fine network of surface cracks. This makes the product look white. It usually does not harm the cooking quality substantially.

Damage In Preliminary Dryer

Between 40 and 50% of the moisture in pasta is removed in the preliminary dryer in 30 to 45 minutes. Because of the high drying rate the surface is drier than the interior. It contracts toward the center of the strand of spaghetti. Instead of contracting lengthwise and around the circumference it stretches in those two directions and becomes thinner in the radial direction. This can be done because the dough is soft and flows.

If the preliminary drying is continued too fast and too long the surface dough becomes too hard to flow. The interior contracts and pulls apart in the same way as discussed under tension check. However the dough is soft and it does not crack, it tears. This is called "preliminary dryer burn", "measles" etc. It usually does not affect the cooking quality substantially but it harms the appearance of the product.

If the initial rate of drying is very fast and then moisture is removed from the strand of spaghetti slowly thereafter a case hardening will occur. As the interior dough contracts it causes the outside surface to collapse. Sometimes this causes spaghetti to come out of the dryer flat as in linguine. In the case of elbow macaroni it might cause the product to have ridges from end to end or to wrinkle like a prune.

Trapped Stresses

The most common and dangerous type of check is delayed check. In this case the preliminary drying is done properly and then finished drying is done at too high a rate at some point in the process while the dough is still soft. This causes the moisture content in the surface to be lower than that in the interior. Putting this another way the solids content is higher on the surface than in the interior. While it is in this condition the dough be-

comes too hard to flow. When the spaghetti is removed from the dryer the moisture tries to redistribute itself. This causes the very dense solids on the surface to try to expand and the less dense solids in the center of the strand to contract. This creates a continuing stress which in time will cause compression checks to occur.

Sometimes the stress is not high enough to cause checking in itself but it makes the pasta more sensitive to increases in humidity which cause adsorption of moisture on the surface.

A Simple Experiment

Support the two ends of a piece of dry spaghetti. Suspend a weight from the center of the strand (a paper clip and a hex nut are satisfactory.) This weight should be slightly less than the weight needed to break the spaghetti.

Leave this weight on the strand of spaghetti. It will immediately bend under the weight and will gradually deform more until it breaks.

Take a second strand of spaghetti and put the same weight on it but remove it before the strand breaks. The strand will remain curved slightly. Over a period of about a week it will gradually straighten out until it is almost straight.

The spaghetti acts as though it had a rigid skeleton with a very high viscosity dough attached to it. If the weight is left on for a long period of time the dough flows to relieve the stress and puts the entire stress on the "skeleton". The skeleton then fails and puts the stress on the "dough" and it breaks. This mechanism is what causes delayed check when a small stress is applied to the spaghetti for a long period of time as in delayed check.

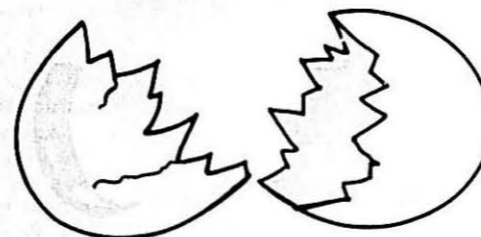
Next Month: Practical application of check theory.

NMMA Conference on Durum Variety and Quality Improvement North Dakota State University Fargo, North Dakota

- April 24 Welcoming Reception
- April 25 Agronomy, Cereal Technology, Grain Standards
- April 26 Tours of Laboratory Facilities, Grocery Distributor
- April 27 Good Manufacturing Practices

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Record Corrugated Shipments in 1978

Shipments of corrugated boxes to American businesses set new records in 1978. Preliminary figures released by the Fibre Box Association indicate a total of 244.9 billion square feet of corrugated and solid fibre products shipped last year. The figure is 7.8% higher than the 1977 total, and 7.4% higher than the previous record, set in 1973.

The industry trade group points out that a typical corrugated box uses about 9 or 10 square feet of corrugated board. The shipment total translates to about 25 billion containers. On a per capita basis, more than 100 corrugated boxes were used per person to deliver food, clothing, appliances, parts and other goods to factories and retail outlets. Approximately one-third of all used boxes and box scrap was recycled—the highest rate for any paper or packaging material.

French Interested in Diamond International Corp.

Diamond International Corp. said it has been notified that Generale Occidentale S.A., a French holding company controlled by British financier Sir James Goldsmith, intends to acquire more than \$15 million of Diamond's common stock.

On the basis of Diamond's closing price of \$33.625 in New York Stock Exchange composite trading yesterday, the proposed acquisition could involve about 446,096 shares. According to Diamond's 1977 annual report, the lumber, paper, packaging and printing concern had more than 11.6 million common shares outstanding.

"We haven't any way of knowing how much stock Generale Occidentale intends to buy nor the method by which it may seek to acquire the shares," William Koslo, Diamond's president and chief executive officer, said. "We will continue to examine this situation closely and, in the best interests of all our shareholders, will endeavor to keep them promptly informed of further developments."

Diamond said Generale Occidentale's proposed purchase of Diamond common "became known to Diamond

(Continued on page 50)

INCREASE PACKAGING EFFICIENCY WITH CENTRALIZED RESPONSIBILITY

by Martin D. Ciccheli, V.P.,

Wright Machinery Division, Rexham Corp.

Centralized responsibility is a proven step towards increasing the efficiency of a packaging department. For example, a pasta or egg noodle manufacturer benefits by looking to one supplier for all his packaging machinery and its installation and service. Is that possible? Not always, but it's worth seeking.

Perhaps the supplier who can come closest to meeting this requirement is Wright Machinery Division of Rexham Corporation. Wright manufacturers, installs, and services equipment for packaging macaroni, noodles, spaghetti and pasta mix products in cartons, cans, jars, and bags.

To accomplish this, Wright has developed a broad line of three major types of packaging machinery: rotary and in-line machines for packaging in cartons, cans and jars; and form/fill/seal machines for packaging in bags. See illustrations Nos. 1, 2, and 3.

These machines can handle a variety of package sizes. For example, Wright form/fill/seal systems produce pouches ranging from small individual serving size up to large pound-or-more bags. The filling method for pasta products can be by net weight, auger or volumetric.

As important as the filling method is product handling. Noodle products, for example, have characteristics which can cause them to bridge or clump during the packaging operation.

Wright solved this particular handling problem with a device called "the picker wheel" that helps smooth the flow of product before it reaches the filling station. See illustration No. 4.

"Convenience Foods"

Today, a relatively new entry is making marketing news. "Convenience foods" are best sellers in supermarkets coast-to-coast. They include soup mix, dressings, sauces, and product-with-seasoning.

Actually, the pasta industry was a pioneer in so-called "convenience foods." Cartons and bags of macaroni and noodles with an insert packet of

cheese and seasoning mix have been on the market for years. If the product is packaged in cartons, a Wright form/fill/seal machine that produces the accompanying packet is interfaced with an automatic cartoning line. If the product is packaged in bags, one Wright form/fill/seal machine produces the cheese and seasoning packet and transfers the packet into the second Wright form/fill/seal unit that is packaging the product.

Care must be taken when a variety of different ingredients are filled into a package. The "pre-blend method" whereby the ingredients are fed into a product flow and then filled into the package is not satisfactory in most instances. The desired portion of each ingredient may go into the flow but because the ingredients differ in weight, the exact portions will not remain consistent at discharge.

A more satisfactory method of maintaining consistency has been developed by our engineers. See illustrations Nos. 5 and 6. A "blending turret" measures and accumulates the exact portions for each package and discharges that exact blend directly into the package being formed.

When all the ingredients are consistent in weight and other major characteristics, Wright uses a less sophisticated shuttle volumetric blending system. See illustration No. 7.

In some applications both the shuttle volumetric blender and the turret blender are used.

And in all events, as was stressed at the recent Macaroni Institute's annual convention, the package should be adequately labeled.

If we can be of any assistance in helping you select the proper machinery for your particular requirements, please contact your nearest Wright representative or call me collect at Wright Machinery in Durham, N.C., area code 919-682-8161.

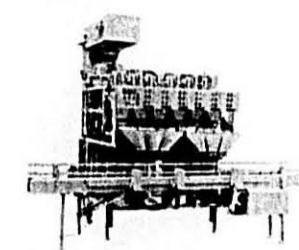
75th Annual Meeting
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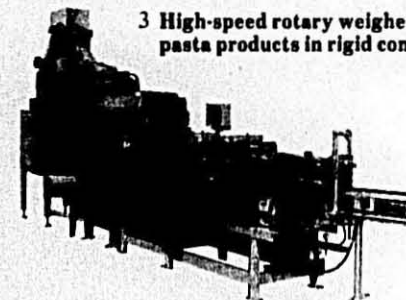
Wright Machinery Packaging Systems



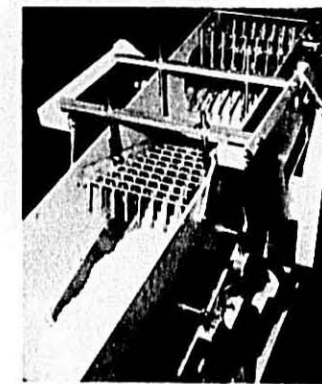
1 Wright Mon-O-Bag with net weighers.



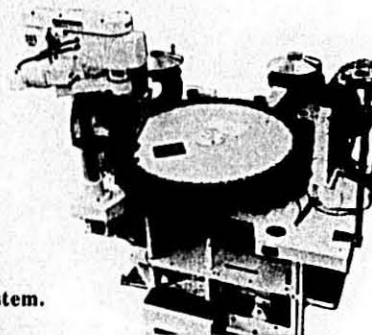
2 Wright In-Line net weigher for packaging cartons, jars, and cans.



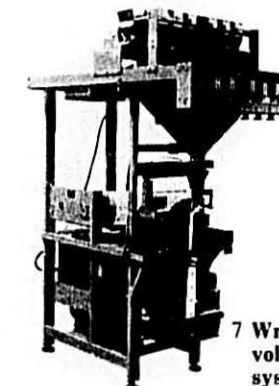
3 High-speed rotary weigher for packaging pasta products in rigid containers.



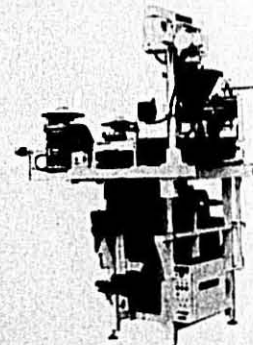
4 Picker wheel device used to distribute product evenly before it reaches filling station.



5 Blending turret mounted on top of Wright form-fill-seal system.



7 Wright shuttle volumetric blending system.



6 Upright view of blending turret and vertical form-fill-seal system.



PROFII

In many ways, a Chimney Sweep's job is the same for as poets, playwrights and historians have portrayed it in centuries. The same kinds of brushes and elbow grease are needed to clean the same kinds of chimneys — the same time-honored superstitions associated with the job are observed, such as wearing second-hand top hats and v for good luck.

But for all the legend and romance surrounding his profession, the Chimney Sweep performs a very necessary modern-day function — a function which makes him as popular in 20th Century Yellow Pages as he is in 17th century plays.

He's a Breadwinner

While the summer is a time when most people think about lawn care, the main reason for the Chimney Sweep. When temperatures go up, so does the heat in chimneys which won't be cleaned for several winter months.

The Chimney Sweep's job is to clean out more than just people who are old and replaces. And the department is doing its best efforts because most homeowners are unaware that heat up inside of the chimney in winter. The result is a chimney that is an old brick mortar and brick that is done the tightest job of the year.

Most Chimney Sweeps are also in the additions and operations of the chimney sweep trade. Second-hand top hats and v for good luck are worth to read that is, the historical heritage of the chimney sweep.

Learning to be a chimney sweep is a long and hard job. It is a job that is not for everyone. It is a job that is not for everyone. It is a job that is not for everyone. It is a job that is not for everyone.

ADM is a leading supplier of baking ingredients. We have a long history of providing high-quality products to the baking industry. Our products are made from the finest ingredients and are available in a variety of forms to meet your needs.

ADM is a leading supplier of baking ingredients. We have a long history of providing high-quality products to the baking industry. Our products are made from the finest ingredients and are available in a variety of forms to meet your needs.

Breadwinners supplying Breadwinners since 1907



ADM

Baker's shortening, corn sweeteners, soy protein for the baking industry

Diamond International

(Continued from page 46)

through notice of a filing with the Federal Trade Commission." Diamond also said it has been informed that Generale Occidentale or its affiliated interests may have previously purchased Diamond shares. The company declined to elaborate on its announcement.

Grand Union Co., the U.S. supermarket chain, is controlled by Generale Occidentale. Last year, Grand Union acquired Colonial Stores Inc., another supermarket chain.

Principles of Checkweighing

A new 56 page booklet entitled "The Principles of Checkweighing" is available from Hi-Speed Checkweigher Co., Inc. The book provides a comprehensive, easy to understand explanation of the principles of checkweighing and package weight control.

Major subjects covered in the book include:

- What does a checkweigher do
- What the legal package weight regulations are
- How a checkweigher works
- How to apply proven weight control techniques and determine optimum checkweigher settings
- How to calculate the cost of overfilling
- How to find a missing item in a carton or a case
- How to properly apply servo feedback control.

All this and more is completely covered in this revised, updated and expanded Second Edition of "The Principles of Checkweighing". Over 85 illustrations.

Free copies of "The Principles of Checkweighing" are available from Hi-Speed Checkweigher Co., Inc., P. O. Box 314-MJ, Ithaca, New York 14850.

Data Processing Manager

Colin M. Willoughby has joined Marshall Foods, Inc. as corporate data processing manager.

Mr. Willoughby formerly was manager of systems and programming for Data 100 Corporation and, previously, served in a like capacity for Control Data Corporation in Australia.

As head of data processing operations at Marshall Foods, Mr. Wil-

loughby's responsibilities will encompass helping to develop improved operating and financial controls as well as budgeting for the company's and turkey growing operations.

Frozen Foods Heat Up

Frozen-food sales heat up, due partly to a rise in use of microwave ovens.

Retail sales of frozen foods totaled nearly \$8 billion last year, up more than 12% from 1978; a gain of at least 12% is forecast for this year. Industry sources are quick to give much of the credit for the gains to microwave ovens, which cook regular foods much quicker than the usual methods and appear to be particularly suited to defrosting and cooking most frozen foods. A spokesman for Frozen Food Age, a trade publication, terms the ovens "the biggest impetus the industry has had in many years."

Jeno's Frozen Italian Entrees

Jeno's, Inc., is beginning national introduction of a complete new line of frozen Italian entrees in single-serve packages, formulated for heat-and-serve preparation in microwave or conventional ovens.

Jeno's, a leading packer of pizza products, offers six popular varieties of Italian entrees: Lasagna with Meat Sauce, Veal Parmigiana, Manicotti, Cheese Ravioli, Meat Ravioli, and Capalletti. Each entree is flash frozen in its own special sauce, packed in dual-oven paperboard trays. Bright billboard packaging features full-color serving suggestions, menu sug-



gestions, and complete instruction for preparation in microwave or conventional ovens.

John W. Parr, Executive Vice President-Marketing for Jeno's, Inc., says Jeno's Italian entrees were developed "to meet the needs of consumers who are looking for meals that are quick to prepare and cook, tasty, easy to serve, and require minimal clean-up."

"This market is growing rapidly," Parr said, "as is evidenced by increased microwave oven purchases. By 1981 it is anticipated that one home in four will have a microwave oven. Therefore, to meet the growing needs of this increasing market segment, we developed a convenient, high-quality line of single-serving entrees which can be heated quickly in either conventional or microwave ovens."

Suggested retail price for Jeno's entrees ranges from 89 cents to \$1.09 for the Lasagna, Meat Ravioli, Cheese Ravioli, and Capalletti items and \$1.29 to \$1.39 for the Veal Parmigiana and Manicotti.

New Name for Die Firm

Tanz, Inc. is the new name for the firm of Bert Fania and Frank Blatnick, manufacturers of extrusion dies for the food industry in Niles, Illinois, carrying on the die business of the late Guido Tanzi.

Guido Tanzi, a long-time die maker and innovator of creative designs and fancy cuts such as Yolanda and Fusilli, passed away in 1976. The business is being continued by Bert Fania, his stepson, and Frank Blatnick, his grandson, as co-owners and managers, maintaining the family tradition of service and craftsmanship.

They specialize in no-check teflon and standard dies, which guarantee a uniform macaroni product. The use of forged materials in their dies that are engineered for higher tensile strength, allowing a die to increase its production by adding up to 50% more holes in the surface area. This process also prevents a die from bending or cracking under extreme pressures.

Tanzi developed the filter equalizer for equalized extrusion approved by reputable machinery manufacturers.

The new owners and managers of the firm are anxious to be of service and invite your inquiries for custom requirements or creative designs.

DESIGNING

MANUFACTURING

SERVICING

EXTRUSION DIES

FOR THE

MACARONI INDUSTRY

TANZ INC,
6917 N. Milwaukee
Niles, IL 60648
(312) 647-9630

BUYERS' GUIDE

The following firms support the industry's trade association as associate members and/or as advertisers in the Macaroni Journal:

DURUM PRODUCTS

ADM MILLING CO., Box 7007, Shawnee Mission, Kansas 66207. Manufacturers of Comet No. 1 Semolina, Romagna Durum Granular, Goldenglo Fancy Durum Patent Flour, Palermo Durum Patent Flour. See ad pages 48-49.

AMBER MILLING, St. Paul, Minnesota 55164. Telephone: (612) 646-9433. Manufacturers of Venezia No. 1 Semolina, Imperia Durum Granular, Crestal Durum Fancy Patent Flour, and Kubanka Durum Flour. See ad, page 11.

GENERAL FOODS, Igleheart Operation. P.O. Box 1128, Pendleton, Ore. 97801; Phone: (503) 276-6511. Durum products. Mr. Dan Breland.

GENERAL MILLS, INC., Sperry Division, Bakery Flour Sales, Western Region, P.O. Box 10-730, Palo Alto, California 94303. Manufacturers and distributors of Royal and Golden Durum Granulars; Sperry Macaroni Flour; Gold Medal Semolina No. 1; Exalto Durum Clears; Gold Medal Durum Flour. Northern California and Pacific Northwest call: Jean Hassell, Marketing Manager (415) 327-0372; Southern California call: Don Anderson (213) 583-4335.

INTERNATIONAL MULTIFOODS CORP., Durum Product Division, 1200 Multifoods Building, Minneapolis, Minnesota 55402. Manufacturers of Duregg Egg Noodle Mix, Como No. 1 Semolina, Capital Durum Granular, Capital Fancy Durum Patent, Ravenna Durum Patent, Bemo Durum First Clear and Naples Durum Second Clear, Duregg (TM). General offices in Minneapolis; sales offices in New York. Principal durum mills in Baldwinville, New York, and St. Paul, Minnesota. See ad on Back Cover.

NORTH DAKOTA MILL AND ELEVATOR, Grand Forks, North Dakota 58201. Manufacturers of Durakota No. 1 Semolina, Perfecto Durum Granular, Excello Fancy Durum Patent Flour, Nodak Durum Patent Flour, Red River Durum Flour, and Tomahawk Durum Flour. General Sales Office: Mr. V. M. Peterson, Grand Forks (701) 772-4841; District Office in Stillwater, Minnesota; Ray Wentzel (612) 439-5662; in Hawthorn, New Jersey: John Tobla (201) 384-3862. See page 5.

PEAVEY COMPANY INDUSTRIAL FOODS GROUP, Peavey Building, 730-2nd Avenue South, Minneapolis, Minnesota 55402. Manufacturers of King Midas No. 1 Semolina, King Midas Durum Granular, King Midas Durum Fancy Patent Flour, Kubo Durum Fancy Patent Flour, Uno Durum Patent Flour. General Sales Office: Minneapolis. William H. Grady, Sales Manager, (612) 370-7837; K. Charles Kolkjen, District Sales Manager, (612) 370-7836; District office in New York: Gerald P. Marron (914) 428-1250. District office in Elk Grove, Village, Illinois. (312) 640-7122. See ad pages 32-33.

SEABOARD ALLIED MILLING CORP., P.O. Box 19148, 1550 West 29th Street, Kansas City, Missouri 64141. Telephone: Area Code 816, 561-9200. R. G. Myers, Lin L. Lundgaard, Henry L. Sumpter, John LaSpina. Complete line of durum products milled in Albany, N.Y. See ad page 13.

EGGS

BALLAS EGG PRODUCTS CORPORATION, 40 North Second Street, P.O. Box 2217, Zanesville, Ohio 43701. Sales office in New York City. Packers of pasteurized frozen and spray dried high color yolks for the noodle trade.

BENDER GOODMAN CO., INC., Worth Street, New York, New York 10013. Top Hat Frozen Dark Yolk, Top Hat Frozen Whole Eggs; Sonstegard Foods Dried Yolk; Sonstegard Foods Dried Whole Eggs. Talcott Vice President (212) 435-5700.

BROWN PRODUCE CO., INC., Chicago, Illinois 60638, (616) 245-3000. has been servicing the macaroni industry for over two and a half years with a full line of cold egg yolk and whole eggs; special blends made on request. Products are marketed under the brand name of Bake-Rite and distributed coast to coast. The company is fully integrated with its own feed mill, egg production, and storage facilities and able to quote your short long term needs.

CUTLER EGG PRODUCTS INC., 612-30 Sedgley Avenue, Philadelphia, Pa. 19140. Mr. Harold M. Cutler—Sales Telephone: Area Code 215, 585-2268. Packers and distributors of frozen eggs and egg solids. Processing plant: Industrial Park Road, Abbeville, Alabama 36311.

HENNINGSEN FOODS, INC., 200 Corporate Park Drive, White Plains, New York 10604. (914) 694-1000. Manufacturers of Free Flowing Whole Egg Solids, Free Flowing Whole Egg Solids, Dehydrated Chicken, Beef, Ham and Turkey products. Sales offices in each of the major cities in the United States, Western Europe, Japan, Mexico and South America. Technical assistance available. Samples sent on request. Information, contact: Vito J. D'Agostino, Michael H. Cruger, Kit Henningesen, David Theis at White Plains; Mid West—Frederick Hartfelder at (800) 228-2769; West Coast—Mike Nolan at (714) 501-1016. See ad page 21.

ULIUS GOLDMAN'S EGG CITY, 8843 Shekell Road, Moorpark, California 93021.

MARSHALL FOODS, INC., Egg Products Division, P.O. Box 1088, Marshall, Minnesota 56258, (507) 537-1451. Spray dried egg yolk, whole eggs and egg whites. Free flowing or standard egg yolks and whole eggs. Color range available for custom drying NEPA 2 to Actual 3. Frozen yolks and whole eggs. Full NEPA range available.

MONARK EGG CORPORATION, 601 East Third Street, Kansas City, Missouri 64106. (816) 421-1970. Manufacturers of all Dried and Frozen Egg Products, including Whole Egg Solids, Egg Yolk Solids, and Egg White Solids. Dark color available. Main office in Kansas City. Facilities located in Missouri and Kansas.

NATIONAL EGG CORPORATION, P.O. Box 608, Social Circle, Georgia 30279. Telephone: (404) 464-2852. Egg Yolk Solids, Free Flow. Whole Egg Solids, Free Flow. See page 37.

WILLIAM H. OLDACH, INC., P.O. Box 337, Flourtown, Pennsylvania 19031. Specializing in egg products sale and distribution to discriminating food manufacturers with strict adherence to quality specifications. Liquid-Frozen-Dried.

SCHNEIDER BROS., INC. 315 North Carpenter Street, Chicago, Illinois 60607. Mr. Morris Schneider, president; Clifford Schneider, V.P. Sales & Marketing, Chicago, IL; Sandy Seidner, V.P. National Sales, Phoenix, AZ; Don Potts, Sales Manager, Atlanta, GA. Liquid frozen and dried egg products.

MILTON G. WALDBAUM COMPANY, Wakefield, Nebraska 68784. Phone: (402) 278-2211. Egg Processor. Fresh shell eggs, fresh liquid egg, frozen whole eggs or egg yolks, spray dried whole eggs or egg yolks. Special package size available. Dark color whole eggs and egg yolks available on contact. See page 21.

MANUFACTURING EQUIPMENT

ASECO CORPORATION, 8857 West Olympic Boulevard, Beverly Hills, California 90211. Engineers and manufacturers of complete storage systems for noodles, cut goods and specialty items. Product Lines: Aseco overlapping bucket lifts (elevators), belt conveyors-sanitary, accumaveyors, vibratory conveyors and scalping screens, modular distribution systems—vibratory and belt, selectomatic bin storage systems, automatic continuous blending systems. Services: Engineering and plant layout for complete macaroni plants from storage to warehouse. Supervision and installation of all equipment. See ad page 19.

DOTT, INGG. M., G. BRAIBANTI & COMPANY, Largo Toscanini 1, 20122 Milano, Italy. U.S. and Canada Office: Braibanti Corporation, 60 East 42nd Street, New York, New York 10017. Phone (212) 682-6407, Telex 12-6797 BRANY NYK. Manufacturers of completely automatic lines for producing long, twisted and short goods. Production lines from 5,000 to more than 200,000 pounds of finished product per day. Pneumatic flour handling systems. All types of specialty machines, including ravioli and tortellini. Free consulting service for factory layouts and engineering. See ad pages 24-25.

ZAMBONI, Via G. Verga, 3 40033 Casalecchio de Reno, Bologna, Italy. U.S.A. and Canada Office: Braibanti Corporation, 60 East 42nd Street, New York, New York 10017. Phone: (212) 682-6407, Telex 12-6797 BRANY NYK. Manufacturers of coiling machines, ravioli machines, nesting machines. Carton-ing, weighing and bag packing machines.

BUHLER-MIAG, INC., 1100 Xenium Lane, Minneapolis, Minnesota 55440; Telephone (612) 545-1401. Planning and engineering of complete macaroni factories: consulting service. Manufacturers of macaroni presses, spreaders, continuous dryers for short goods, noodles, long

goods and twisted goods, automatic accumulators for short, long goods and noodles, die cleaners, laboratory equipment. Complete flour and semolina bulk handling systems. Sales offices at 580 Sylvan Avenue, Englewood Cliffs, New Jersey 07632; phone (201) 871-0010, and Buhler-Miag Canada Ltd., 1925 Leslie Street, Don Mills, Ontario, Canada. Phone (416) 445-6910. See ad on pages 48-49.

CLERMONT FOOD MACHINE COMPANY, 280 Wallabout Street, Brooklyn, NY 11206. Manufacturers of automatic continuous lines short and long cut pasta; entirely automatic noodle, next and coil lines (no trays); conventional and fast drying cycles with pre-dryer and finish dryers including bucket and cleat conveyors and many other food processing machinery.

DEFRANCISCI MACHINE CORPORATION, 46-45 Metropolitan Avenue, Brooklyn, N.Y. 11237. Full range of automatic lines of machinery for both short cuts and long goods including lasagna, from 500 to 5,000 lbs. Automatic long goods cutters, automatic sheet formers and noodle cutters. Drying rooms. Die washers, dry egg feeders, hydraulic tube cleaners, and conveyors. Direct canning spreaders for filling spaghetti at a pre-determined quantity directly into cans. Sanitary, hose down, presses. Concentric extrusion dies. Twenty-five pounds per hour Laboratory Extruders. Pilot and production extruders for snack foods and cereals. See ad pages 16-17.

FOOD ENGINEERING CORPORATION, 2722 Fernbrook Lane, Minneapolis, MN 55441. Phone: (612) 544-5055. Design and build custom made machines, coolers, dryers, storage and accumulating systems and diverse equipment. Mr. Ralph Burgess, president.

HOSKINS COMPANY, P.O. Box F, Libertyville, Illinois 60048, (312) 382-1031; TWX 910-684-3278 (Hoskins Liby). Western sales representative for DeFrancisci Machine Corp., manufacturer of pasta pro-

(Continued on page 54)

duction lines. Western sales representative for Clermont Food Machinery Co., manufacturer of noodle cutters, Chinese noodle equipment, crepe manufacturing equipment. Sales representative for Semco, manufacturer of bulk flour handling systems; Aseeco, manufacturer of finished goods conveying and storage systems; Ricciarelli, manufacturer of packaging machines, long spaghetti conveying systems, bowtie machines, twisted vermicelli machines. See ad on page 39.

MICRODRY CORP., 3111 Fostoria Way, San Ramon, California 94583. Multistage drying-pasteurizing using microwave techniques now proven with nearly all types of pasta. Enormous savings in energy, space and time. Also noodle cutters, die washers. See ad on page 7.

NISSHO-IWAI AMERICAN CORP., 1211 Avenue of the Americas, New York, N.Y. 10036, (212) 730-2249. Uni-Carrier is the new system designed to streamline spaghetti plants, both new and existing. Developed by Fuji Electric Co., it features fully automatic operation in every step, from raw material to packaged spaghetti. Uni-Carrier is also completely hygienic, with no need for human hands ever to touch the spaghetti. Other features include greatly improved weighing accuracy; flexible configurations to maximize use of plant space (does not require straight line); low initial and operational costs; simple maintenance; quieter than other systems.

DIES

D. MALDARI & SONS, INC., 557 Third Avenue, Brooklyn, N.Y. 11215. Phone: (212) 499-3555. Extrusion dies for pasta, cereals, snacks, pretzels, R & D in non-related food fields. See ad page 3.

TANZ, INC., 6917 N. Milwaukee Avenue, Niles, Illinois 60648, (312) 647-9630. Manufacturer of extrusion dies for the food industry. See ad on page 51.

PACKAGING EQUIPMENT

AMACO, INCORPORATED, 2601 West Peterson Avenue, Chicago, Illinois. Bag forming, filling and sealing equipment for long and short cut macaroni. Low, medium and high speed cartoning equipment for long cut spaghetti and other pasta goods.

CLYBOURN MACHINE DIVISION, a division of Paxall, Inc., 7515 North Linder Avenue, Skokie, Ill. 60076. Phone (312) 677-7800. Vertical cartoning equipment with volumetric or net weight filling. Horizontal cartoners for long macaroni products. See ad page 9.

HAYSSON MANUFACTURING COMPANY, Hwy. 42 North, Sheboygan, Wisconsin 53801. Horizontal and Vertical form, fill, seal for all your flexible packaging needs; available with Omni-Tare or Digi-tron® net weight scales for noodles, volumetric fillers for short goods or auger fillers for seasoning. Horizontal machines for packaging long cut spaghetti in all packaging materials, available with LCM feeder for automatic measuring and feeding of spaghetti. Eastern Regional Office: 130 W. Lancaster Ave., Wayne, PA. 19087; (215) 688-3044. Midwest Regional Office: O'Hare Office Center, 3166 Des Plaines Ave., Des Plaines, IL 60018 (312) 298-7220. Western Regional Office: 520 E. El Camino Real, San Mateo, CA C4402; (415) 342-1454.

TRIANGLE PACKAGE MACHINERY CO., 6855 W. Diversey Avenue, Chicago, Illinois 60635. Phone: (312) 889-0200. Pulsamatic Vertical Form, Fill, Seal Bag Machines, Flexitron 1600 net weight systems, and CBH vibratory conveyor systems. Pulsamatic Bag Machines may be equipped with auger fillers for seasonings or soft pouch mixes, with volumetric fillers for short cuts or with Flexitron scales for short cuts and noodles. CBH conveyors utilized for distribution of products to packaging lines. Sales offices: 361 Franklin Avenue, Nutley, New Jersey 07110. Phone: (201)

661-0829; 2172 DuPont Drive, Suite No. 24, Irvine, California 92715. Phone: (714) 955-2653; 202 Calcutt Drive, Santa Cruz, California 95061. Phone: (408) 426-5161. See ad on page 27.

WRIGHT MACHINERY COMPANY, INC., P.O. Box 3811, Durham, North Carolina 27702. Telephone: (919) 682-8161. Form-fill systems for your flexible package needs. A four page bulletin describing Wright's complete line of packaging machinery for the macaroni industry now available. See ad on page 37.

PACKAGING SUPPLIES

COOLEY SALES, INC., P.O. Box 157, Shawnee Mission, Kansas 66201. Cooley Sales, Inc. represents converters in the printed films industry. We offer up to six colors in flexographic printing (line and/or screen) on single film or laminated structure. We offer new films development and research, complete art department facilities for new graphic design and/or changes, inventory reorder and prompting systems, warehouse inventory program and raw stock inventory program. We like to become involved with your success.

DIAMOND PACKAGING PRODUCTS DIVISION, Diamond International Corporation, 733 Third Avenue, New York, N.Y. 10017.

DIAMOND INTERNATIONAL CORPORATION, Diamond Packaging Products Division, 407 Charles Street, Middletown, Ohio 45041. Creators and producers of multi-color labels, folding cartons, and Di-Na-Cal heat transfer labels. Sales offices in 17 principal cities offer nationwide package design service and marketing consultation. Two Divisional General Sales Offices for inquiry convenience: Midwestern Area—Middletown, Ohio and Eastern Area—New York, New York. Six manufacturing plants are strategically located coast to coast. See ad inside back cover.

FAUST PACKAGING CORPORATION, 145 Oval Drive, Central Islip, N.Y. 11722. Creators and manufacturers of multi-color cartons and promotional material for macaroni-noodle products and frozen foods.

FOLD-PAK CORPORATION, Van Buren Street, Newark, New York 14513. Eastern Sales Office: 110 Charlotte Place, Englewood Cliffs, New Jersey 07632. Fold-Pak Corporation specializes in the manufacturing of folding cartons for the macaroni and frozen food industry. Manufacturing Capabilities: Offset Printing from 2 to 6 colors, Rotogravure and Flexographic Printing, Die-Cutting, windowing machines and special finishes back up major printing equipment. Mechanical Packaging Systems: In-depth engineering analysis to help assure you of the most efficient packaging system in your plant. This is followed up by continuing service by our engineers. Packaging Design: Professional designers experienced in the pasta and related industries are available for your packaging needs. See inside front cover.

PARAMOUNT PACKAGING CORPORATION, Oak Avenue, Chalfont, Pa. 18914, Telephone: (214) 882-2911. Manufacturers of flexible packaging materials for noodles, macaroni, and spaghetti products, including a new economical series of all plastic laminations. Also, flexographic printing, gravure printing, extruded and co-extruded plastics. Plants: Chalfont, Pa., Murfreesboro, Tenn., Philadelphia, Pa., Fredericksburg, Va., Stamford, Conn. Sales Offices: New York, N.Y., Philadelphia, Pa., Chalfont, Pa., Cincinnati, Ohio, Murfreesboro, Tenn., Chicago, Ill., Dallas, Texas, Los Altos, Cal., Atlanta, Ga., Baltimore, Md., Stamford, Conn.

ROSSOTTI CONSULTANTS ASSOCIATES, INC., 158 Linwood Plaza, Fort Lee, New Jersey 07024; (201) 944-7972. For folding paper board cartons and flexible packaging, representing St. Regis Paper Company. Established in 1898. See ad on page 15.

SERVICE

JACOBS-WINSTON LABORATORIES, INC., 25 Mount Vernon Street, P.O. Box 361, Ridgefield Park, New Jersey 07660. Phone: (201) 440-0022. Consulting and analytical chemists; bacteriologists; sanitation consultants; new product development; labeling new packaging advisors; pesticide, bacteriological and nutritional analysis. See ad page 29.

FORTIFICATION

EASTMAN CHEMICAL PRODUCTS, INC., P.O. Box 431, Kingsport TN 37662. MYVAPLEX 600 Concentrated Glycerol Monostearate. A powdered starch-complexing agent to improve firmness and reduce stickiness and clumping in macaroni, spaghetti and noodles during processing and in use. Representatives located in all principal marketing centers. Call (800) 251-0351 toll free. See ad on page 9.

VITAMINS, INC., 200 East Randolph, Suite 5580, Chicago, Illinois 60601. Phone: (312) 861-0700. Manufacturers of enrichment ingredients used by macaroni manufacturers and flour millers. Also manufacturers of protein supplements including defatted wheat germ and milk proteins of high biological value. Sales representatives: East, Louis A. Viviano, Jr., P.O. Box 374, Plainfield NJ 07061 (201) 754-9031; Midwest, Jack W. Rogers, Chicago, Illinois 60601; (312) 861-0700.

ACCOMPANIMENTS

RAGU' FOODS, INC., 33 Benedict Place, Greenwich, Conn. 06830; (203) 661-2000. J. Howard Campbell, Vice President Trade Relations, spaghetti sauce.

TRANSPORTATION

GENERAL AMERICAN TRANSPORTATION CORPORATION, 120 South Riverside Plaza, Chicago, Illinois 60606; (312) 621-6200. Manufacturer of the Airslide® bulk railroad car for the transport of finely divided powder type materials such as flour, sugar, starch, including semolina and durum flour. See ad on page 43.

Sixtieth Anniversary

(Continued from page 6)

conducted a series of plant operations forums from 1949 to 1963. At the 1961 meeting, Charles M. Hoskins pointed to the principal trends of the coming decade:

- (1) The trend toward larger companies and fewer of them.
- (2) The trend toward more science and less art in the food industry.
- (3) The trend toward convenience foods.
- (4) The great interest of large food companies in the extrusion and drying processes as a means of producing and preserving foods.

Staggering Seventies

As a consequence of the 1969 White House Conference on Food, General Foods came out with a corn meal-soy product called Golden Elbow. This was challenged as an assault on the industry's Standards of Identity and it failed in the market-place.

The second assault came in the form of Oriental noodles which are not noodles at all if the Standards are observed. They have no egg content and they are deep-fat fried. They are sold as "instant soup," "instant noodles," or "Suddenly Spaghetti." Neither soup nor pasta, they do not want to be Oriental but their convenience definitely appeals to a segment of the market.

In 1973 there was a consumer boycott of meat in the Spring, protesting high prices. Pasta sales flourished. Then came price controls and durum wheat in the Minneapolis market went from \$1.90 per bushel to \$9 in six weeks. There weren't many sales at \$9 but it was in the \$7-\$8 range when the dust settled.

Inflation became the prime national problem and this in turn made it simpler to buy an existing market share than to start from scratch. Acquisitions and mergers made news. This was chronicled in the February issue of the Macaroni Journal. It heralds a new chapter in the history of macaroni products in the United States and its unfolding will be interesting to see.

**75th Annual Meeting
National Macaroni
Manufacturers Association
Broadmoor Hotel, Colorado Springs
July 8-12, 1979**

BUHLER-MIAG SHORT GOODS LINES...

Performance You Can Depend On!



Models TRBB and TTBB Capacity: up to 10,000 lbs/hr

MODEL		CAPACITY, LBS/HR
PRE-DRYER	FINAL DRYER	
TRT	TTT	500- 2,000
TRNA	TTNA	1,000- 4,000
TRNC	TTNC	2,000- 6,000
TRBB	TTBB	4,000-10,000

*Integrity...
in design
in construction.*

Efficient Energy-Saving Design

High temperature and high humidity drying, requiring a minimum volume of fresh air. The most energy-efficient design!

Panels 1 1/2" thick with polyurethane foam core. Aluminum lining on inside for heat reflection and absolute vapor barrier. No heat bridges.

Smaller, high-efficiency units require less floor space.

Circulating air fan motors are mounted inside dryers, utilizing 100% of electrical energy. (New type of energy-efficient motor is available).

Built-in heat recovery system (optional) utilizes exhaust air heat.

Bacteria and Sanitation Control

High temperature drying controls bacteria. Dry bulb temperature adjustable from 100°F to 180°F.

Doors are in front panel for product control during operation. They also give easy accessibility for weekly cleanouts. Swing-out side panels extend entire dryer length, allowing fast cleanout and service.

Dryer is absolutely tight, yet easy to clean, maintain and supervise.

Top Quality Product

Each dryer is equipped with a patented, U.S.-built BUHLER-MIAG Delta-T Control System that allows the product to adjust its own drying climate. The result is a stress-free, nice yellow-colored final product.

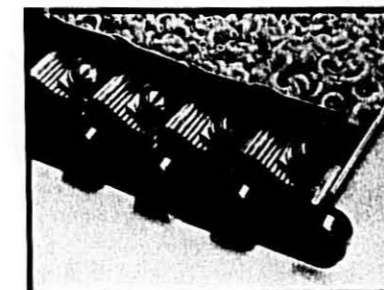
High drying temperatures, in combination with ideal drying time, increase cooking quality of final product.

Product losses are minimized through the entire production process, including startups, shutdowns, production interruptions and die changes.

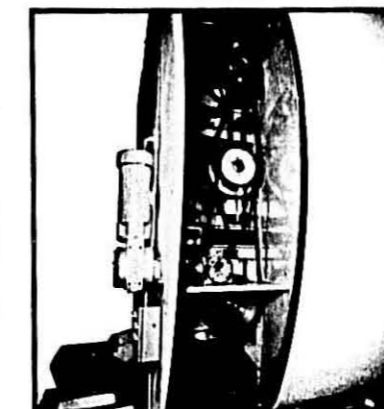
Product Quality is What Really Counts!

Top-grade quality is yours from BUHLER-MIAG equipment. Your customer recognizes and deserves it. Can you afford to give him less?

Contact us for information on BUHLER-MIAG Short Goods Lines and other Macaroni Processing Equipment



Product conveyor belt made of special heavy duty roller chains, extruded aluminum alloy "S"-shaped elements and anodized aluminum product side guides. Automatic conveyor chain tensioner and lubrication system.



Each dryer is equipped with two drive stations. Special safety device protects drives. Gearmotors mounted outside panels for long life and easy service. AC or DC variable speeds. Standard U.S. built drive components.

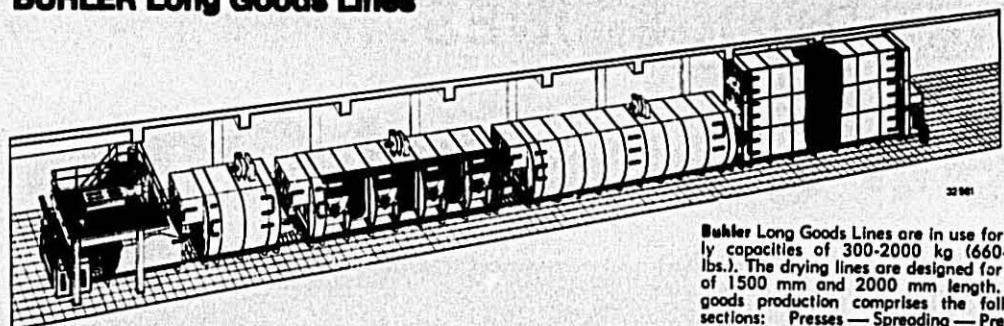


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BUHLER-MIAG®

BUHLER-MIAG, INC., P.O. Box 9497, Minneapolis, MN 55440 (612) 545-1401
BUHLER-MIAG (Canada) LTD., Ontario (416) 445-6910

BUHLER Long Goods Lines



Buhler-Miag Services

Buhler-Miag, Inc. headquartered in the Minneapolis suburb of Plymouth, is the United States' arm of a world leader in industrial engineering and manufacturing. Ever since the company had its beginning in 1860, it has expanded to meet industries' requirements and needs. They have become qualified experts in plant designing. It is true, of course, that they manufacture equipment. Their machines enjoy an excellent reputation throughout the world, but their activities are not confined to machine building. They are in a position to offer their customers much more . . . namely overall engineering in conjunction with the construction of machinery and plant components.

Plant designing is mostly dependent on a general concept. To carry this concept further, they employ a large number of specialists who exchange knowledge and make full use of their combined effort. Above and below are diagrams of short and long good lines.

They place great importance on Plants for these lines are designed with the following equipment:

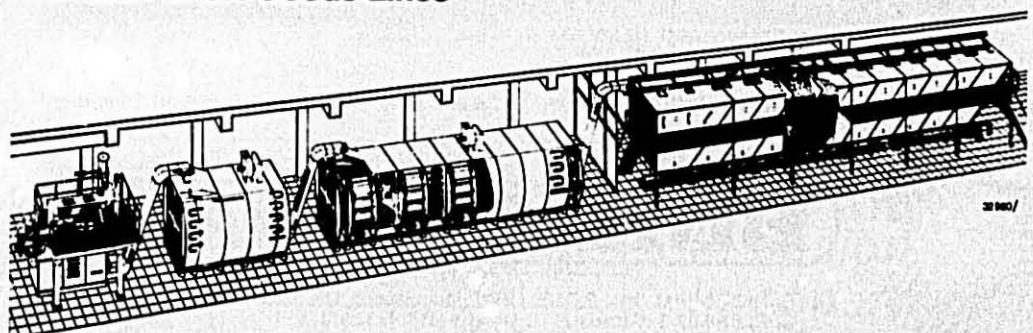
- Continuous screw extruders
- Automatic spreaders, dryers, strippers and cutters for long goods
- Automatic dryers for short goods and twisted goods
- Stacker storage of long goods and belt storage of noodles
- Extruders and dryers for special products such as snack foods.

These plants are designed for the customers with the required mechanical and pneumatic conveying systems that enable them to have a clean and dust-free operation.

Quality Control is essential both for their customers and themselves. The good reputation of the company is not only based on their technical leadership but also on their insistence on good workmanship. All inspections are carried out in accordance with carefully elaborated testing procedures which ensure that each of their products adheres to the same uniform standard of excellence. reliable service after the sale is made. They place engineers, technologists, etc. at customer's disposal. Customers

(Continued on page 60)

BUHLER Short Goods Lines



Buhler Long Goods Lines are in use for hourly capacities of 300-2000 kg (660-4400 lbs.). The drying lines are designed for sticks of 1500 mm and 2000 mm length. Long goods production comprises the following sections: Presses — Spreading — Pre-aeration — Pre-drying — Final drying — Stabilization and in process storage — Cutting — Packaging.

Buhler Long Goods Lines are unit-composed systems which allow a multitude of layout arrangements so that such a line can be tailored to your specific requirements. Outstanding features of Buhler lines: Sturdy construction, up-to-date system

- Easy operation of the entire plant
- Minimum maintenance
- Continuous dryer drives
- High thermodynamic efficiency of heating and aeration
- Long service life
- Sanitation, servicing and noise abatement in accordance with latest regulations.

Buhler short goods lines are designed for capacities of 300-7000 kg/h (660-15,400 lb./hr.). Production of short goods involves the following steps: extruding, pre-drying, final drying, stabilizing, storage and packing. Buhler short goods lines are constructed in a modular concept, so units can be easily added at a later date to original machines for increased production capacity. Special features of Buhler lines are:

- latest technological achievements to ensure top quality end product
- heavy duty construction
- simple operation of entire line
- minimal maintenance
- thermodynamically balanced heating and ventilation system
- sanitation, servicing and noise abatement in accordance with latest regulations
- long service life.

PUSH PASTA

Invest 1¼c per cwt. monthly in pasta production promotion, consumer education, and trade advertising to keep sales up.

Constant promotion of macaroni, spaghetti, and egg noodles by the National Macaroni Institute, keeps these products in the consumer's view.

Recipes and photographs go to food editors of every type of media.

Educational materials and recipe leaflets are distributed to consumers, teachers and students.

Films and film strips are distributed for general use and special television showings.

TV Kits are periodically prepared for program producers.

Cooperation with related item advertisers and publicists is sought and obtained.

Special projects include press parties, materials for Consumer Specialists, background for editorial writers.

Do your Share—support the effort.

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MARSHALL, MINNESOTA 56258
Phone (507) 537-1451

WANTED TECHNICAL SUPERVISOR AND MANAGER OF CHINESE NOODLE EQUIPMENT

Must be fluent in Chinese and English, 2 years experience in manufacturing and packaging of Chinese Noodles necessary. Must have technical experience in various micro-electronic machinery, installation and repair of Chinese noodle manufacturing and packaging equipment. Salary \$200 per week plus use of 2 Room apartment, 44 hours per week.

Apply at Personnel Office

Prince Macaroni Mfg. Co.

Prince Avenue
Lowell, Massachusetts 01853
An Equal Opportunity Employer

Buhler-Miag Services

(Continued from page 58)

may have their products analyzed and tests conducted at research centers which are equipped with the most modern testing facilities and machinery. They also work with the customers on feasibility studies. It is their policy to assist customers with anything from reference lists, leaflets, publications, catalogues, etc. to training their personnel.

In the years to come, quality equipment and plants, coupled with fast and excellent service, will continue to be their prime policy.

Lite-Lunch Promotion

Thomas J. Lipton, Inc. is continuing the heavy national promotion of its recently introduced Lite-Lunch line of instant products.

The Lite-Lunch line is becoming a major part of an emerging new supermarket product category described as "Hot Instant Meals"—foods which are both single-serving and are prepared by simply adding boiling water.

The Hot Instant Meal category is helping supermarkets find more competitive ways of meeting the drastic growth of the fast foods franchise throughout the country. Many food stores have now set up a separate shelf area called the "Hot Instant Meal section" where these products are displayed. The category is being promoted as offering consumer good-tasting meals and convenience—at a reasonable price.

Seven Varieties

Lipton's Lite-Lunch is offered in seven varieties: Chicken Beef, Stockpot Vegetable, Oriental, Macaroni & Cheese, Italian Style, and A La King. The product is sold with two single-serving pouches per box, at an average retail price of approximately 35¢ per serving. The brand has been introduced with full-color page ads in Family Circle and other magazines, as well as television and radio advertising and newspaper coupon ads. The ad agency is Young & Rubicam in New York.

CLASSIFIED

HELP WANTED: Production, Maintenance Mechanic for busy macaroni factory in the Northeast U.S.A. Top salary and fringe benefits. Please send resume to P.O. Box 336, Palatine, IL 60067.



Nick Rossi (left), San Giorgio Vice-President in charge of sales and marketing for P&R Macaroni Products, chats with Bill Balduzzi of Big M Supermarkets at a recent dinner in Syracuse, New York, where promotional plans for P&R were announced. P&R, a division of San Giorgio Macaroni, Inc., showed 1979 advertising plans to thirty guests representing key accounts in central New York State.

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In the Wall Street Journal

"I'm bullish on the future of pasta," says Christian Kongsore, executive vice president of Prince Macaroni in Lowell, Massachusetts. "If hamburger goes as high as \$2 a pound, consumers can buy pasta instead for 50 cents a pound (its current price)," he says. Anticipating growth, Prince says it's building what will be the second-largest pasta plant in the world; the biggest is in Italy.

Another factor in burgeoning pasta sales is the entry of some very big companies into the business, says a spokesman for Milling & Baking News, a trade journal. Pillsbury, Hershey Foods and Foremost-McKesson all have acquired pasta makers in recent years. Borden currently is buying one. "You can be sure the Borden, Foremosts, Hersheys and Pillsburys will spend a lot of money in ad-

vertising," he says. Industry observers say this will tend to expand the overall market.

P&R Plant Manager

Bruce E. Miller, of 5 Eve Avenue Lebanon, has been named plant manager of Procino-Rossi Corporation in Auburn, N.Y., a division of San Giorgio Macaroni, Inc. The promotion, effective February 28, was announced by Kenneth B. Kwiat, San Giorgio vice president of manufacturing. San Giorgio, one of the nation's leading pasta manufacturers, is headquartered in Lebanon, Pa., and is a subsidiary of Hershey Foods Corporation.

Miller will be responsible for manufacturing, quality assurance, labor relations, and product distribution. Serving as production foreman in several departments at San Giorgio's Lebanon plant since joining the company in September 1987, Miller is currently the shipping department foreman.

Charles G. Zerbe, who has been Auburn plant manager since May 1978, has been named product excellence program coordinator for San Giorgio's plants in Lebanon, Louisville and Auburn. Zerbe joined the company in January 1973, and is a graduate of Lebanon Valley College, where he earned his B.S., majoring in biology.

Buitoni Foods Names Public Relations Agency

Roger B. Terry, marketing manager of Buitoni Foods Corporation, South Hackensack, New Jersey, announced that the Company has named Zachary and Front, Inc., a New York-based public relations firm to conduct product and corporate public relations campaigns for the Italian food specialties manufacturer.

According to Mr. Terry, Zachary and Front's initial priorities include new younger-aged macaroni products to be introduced to the press at the Rainbow Room on March 15. Special programs for Buitoni's frozen Round Cheese Ravioli, frozen Chicken Fillets and other products are also being developed, according to Mr. Terry. The account is being serviced at Zachary and Front by Terry Seymour.

We've been going together for nearly 50 years.

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There are lots of reasons. Diamond provides complete packaging/merchandising services from cartons to

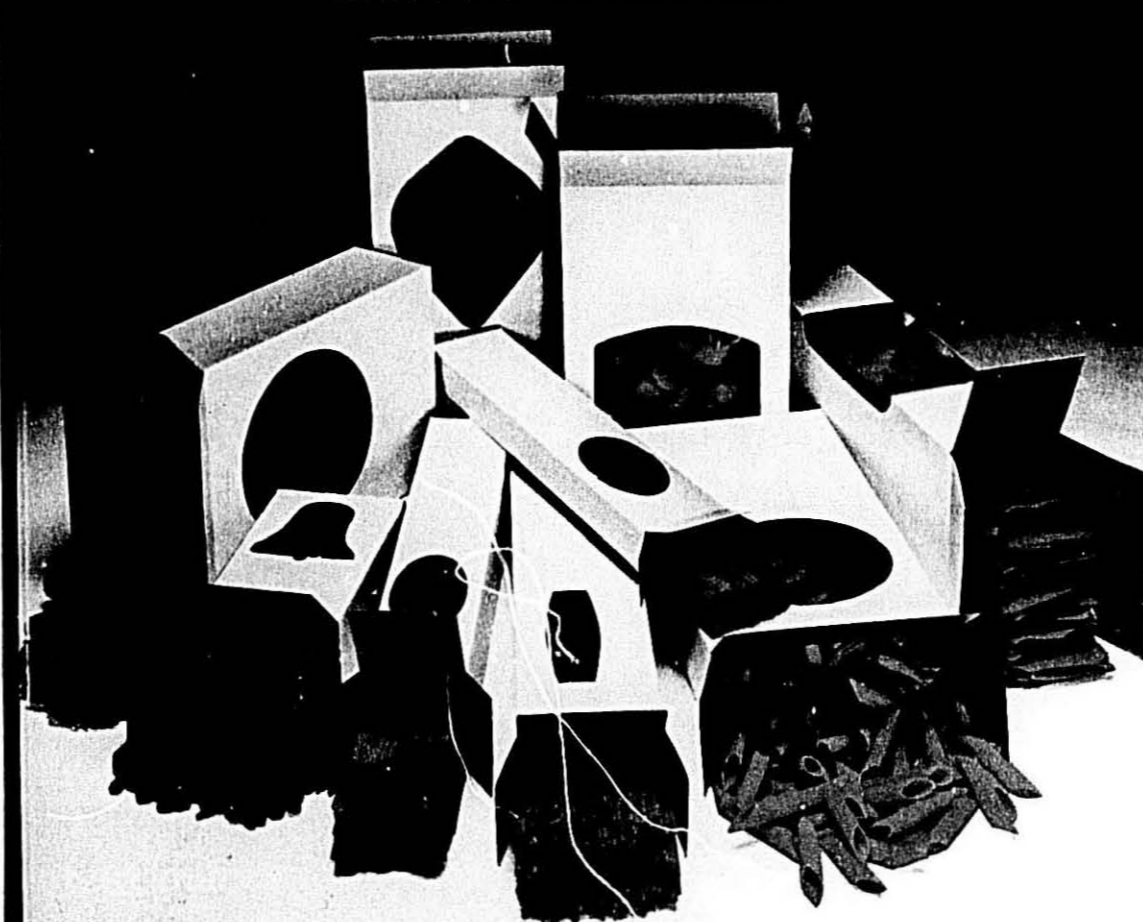
labels to point of purchase displays. You get award winning package design. Service is prompt—delivery is dependable.

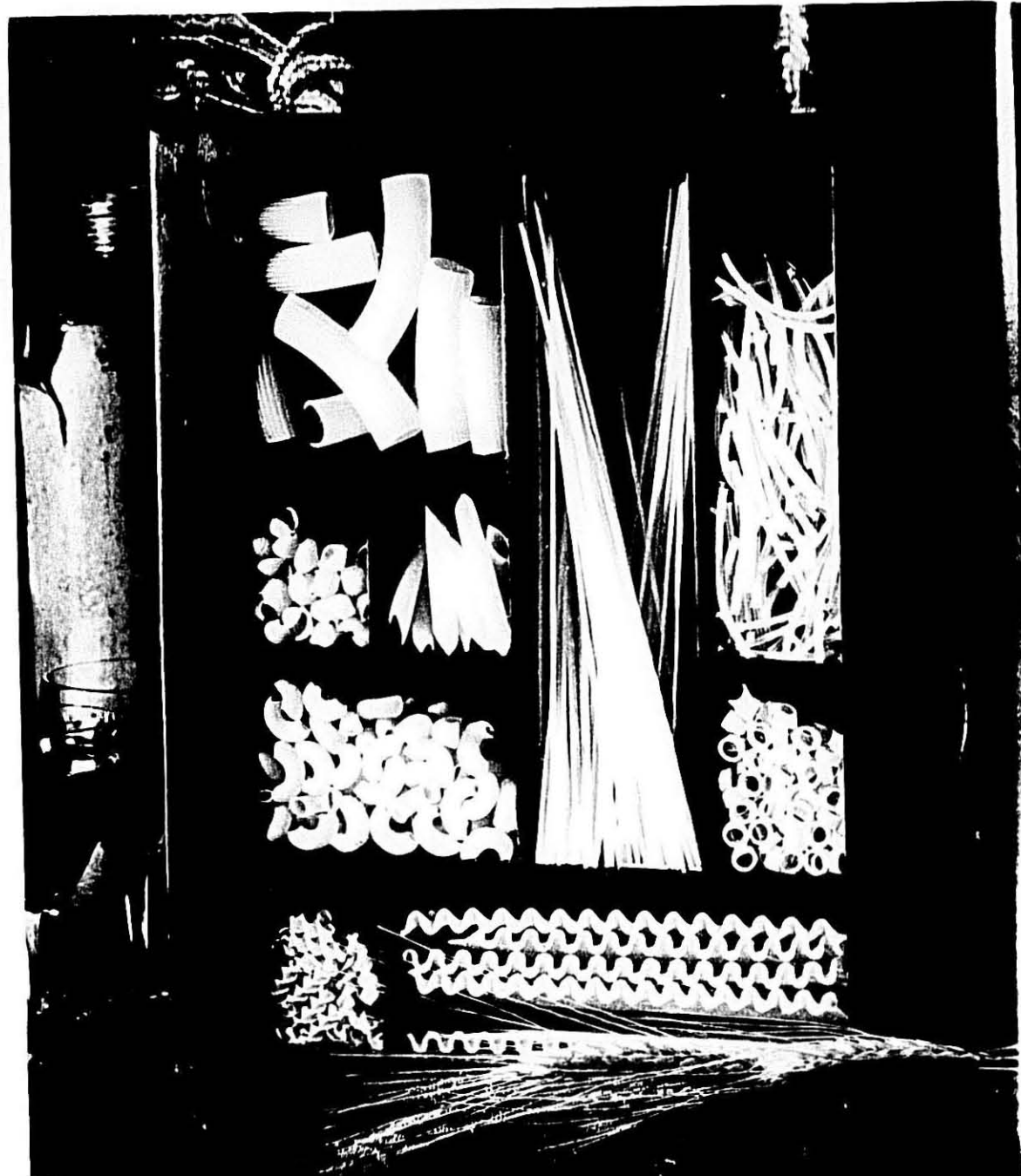
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