

**THE
MACARONI
JOURNAL**

**Volume 62
No. 12**

April, 1981

Macaroni Journal

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APRIL, 1981

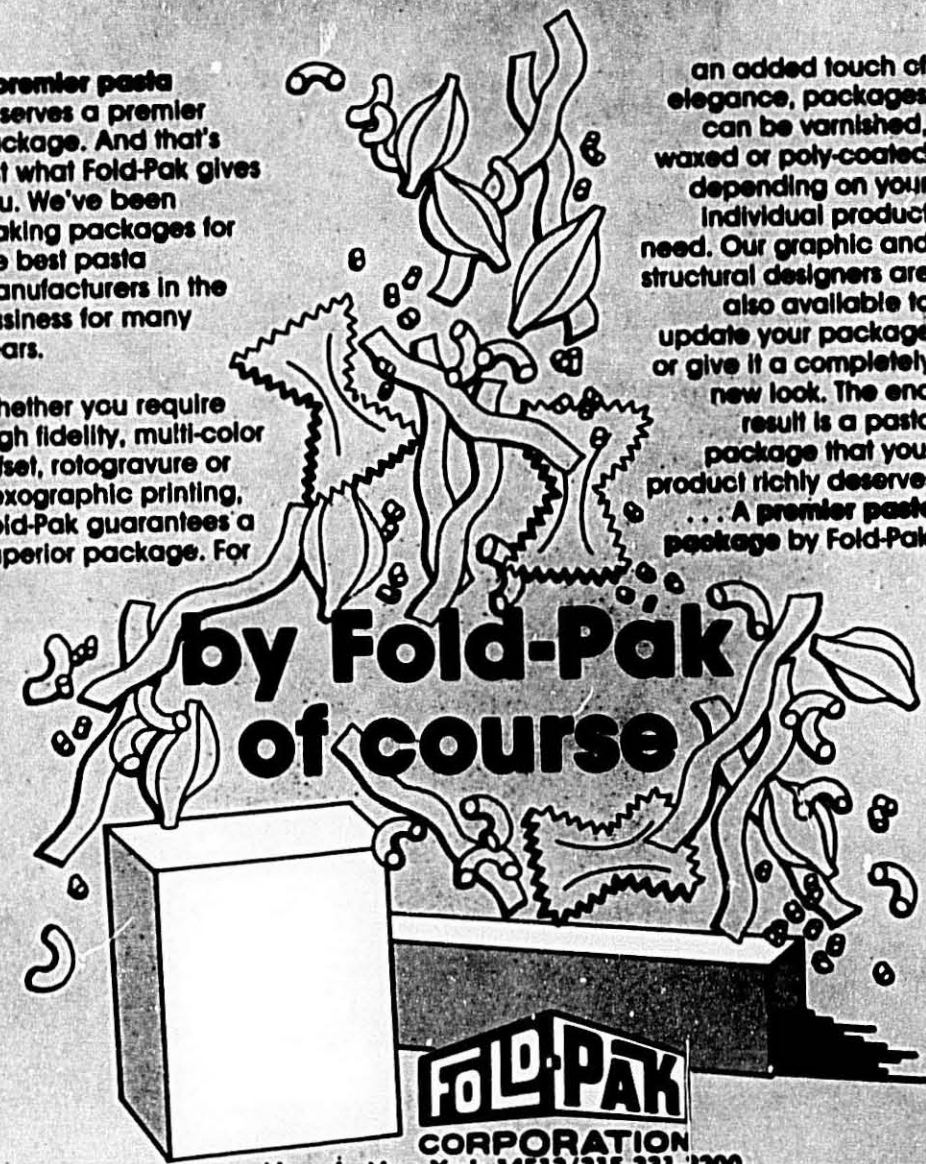


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The Macaroni Journal

Vol. 62
 No. 12
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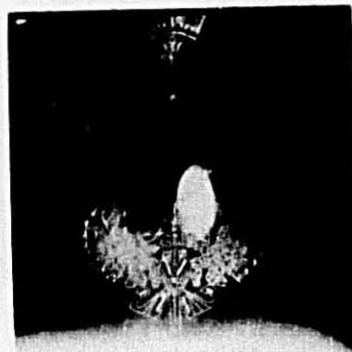
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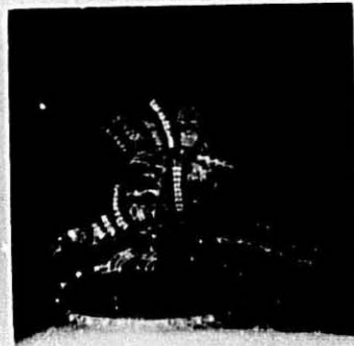
Sixty-Second Anniversary

The Macaroni Journal began publication in 1919 with the hiring of M. J. DeAnna, Braidwood, Illinois, as editor and the first paid executive Secretary of the National Macaroni Manufacturers Association. Robert M. Green of Palatine, Illinois, was hired in 1948 to establish the National Macaroni Institute, now merged with NMMA. He was named Acting Secretary of NMMA in 1949 and became editor of the Macaroni Journal in 1952.

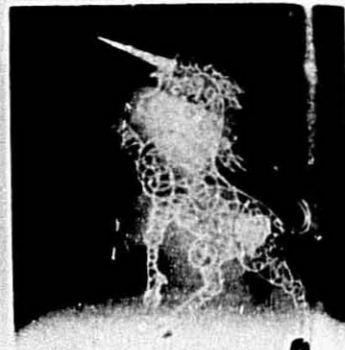
APRIL, 1981



Angels of Love



Amour



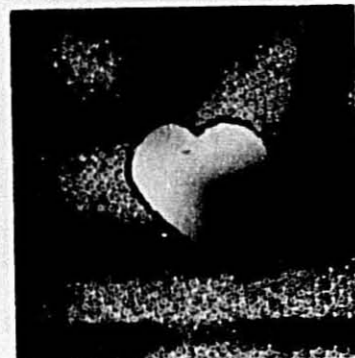
Unicorn

Cover Photo

Works of Art

Tiffany's, the famous jeweler on New York's Fifth Avenue, had works of art made of pasta for their Valentine window displays.

The intricate patterns and designs made from wagon-wheels, shells, fusilli, folded noodles and other pasta shapes, attracted attention to the jewelry items for sale.



Valentine Heart with Wagon Wheel Background

Italian Style Spaghetti

by Marie Flasschoen, free-lance writer in the Kansas City Star

The best way to learn how to fix genuine Italian spaghetti is to ask native Italian cooks, some of whom eat and prepare this satisfying and tasty dish about twice a week.

None of the seven cooks who gave us their favorite recipes eats spaghetti in local restaurants for various reasons—the ones from northern and central Italy think the sauce is too sweet; the ones from the south think the sauce is too sour. All of them agree that they make spaghetti so well, so often and in so many different ways that when they eat out, they would rather have something entirely different—Chinese food, for example.

All the women emphasized one rule of the thumb: "Do not overcook the spaghetti. Be sure it's al dente," which means cooked to the state where the pasta offers some resistance to the teeth—usually 8 to 10 minutes. Other tips offered:

- When you saute garlic, don't let it turn brown or it will impart a bitter taste to the sauce.
- Fresh parsley can be frozen.

• Tomato sauce has reached the proper degree of density when it starts splattering. At that time, balance a cover over the saucepan to keep the splattering to a minimum and to allow steam to escape. When the splattering begins, the sauce is 5 to 10 minutes from being ready.

Beyond technique, there is little agreement on what makes perfect spaghetti. Each woman interviewed prefers her own creation to any other. And each adds a bit of her native culinary talent as well as ingredients to come up with the recipe.

Anna Casuso grew up in the Marche region of Italy near the Adriatic Sea where fresh clams are abundant, so it's not surprising that her favorite spaghetti recipe features them.

Then there is Loretta Rossi, a petite blonde from Tuscany who was taught how to prepare a simple and tasty parsley spaghetti by her mother. Mrs. Rossi serves it in winter when

other herbs are not easily available in Italian markets.

Tina Ambrosi's spaghetti with diced beef is an old Sardinian family recipe prepared by her mother and grandmother. Her father praised her on this sauce by telling her, "Your mother doesn't make it as well as you do."

Mary Inzerillo, who came to the United States from Poggioreale, Sicily, in 1920 said: "I watched my grandmother cook and this is how I learned. Spaghetti with fava beans and ricotta cheese was my grandmother's favorite in Italy, and I've been making it ever since."

Milanese spaghetti is Rose Scarglino's specialty. Rose, who came to Kansas City from Palermo province in Sicily in 1903, owned a restaurant here. Her dish, a spaghetti covered with sauce and bread crumbs and topped with fried cauliflower and artichoke hearts, is traditionally served on St. Joseph's Day, March 19 (an Italian national holiday).

At 79, Rose is very active, light and witty and still cooks with "a bit of this and a little bit of that."

Licia Snichelotto, who teaches Italian at the University of Kansas, is a newcomer to the United States and she still spends four months a year in Rome. Her spaghetti with four cheeses is a favorite of Italian working women because it is fast to prepare.

Licia's sister, Grazia Serra, uses ragu-type sauces made with meat and spices such as rosemary, sage, nutmeg and cloves. She also fixes a tart spaghetti—a favorite of Neapolitan prostitutes.



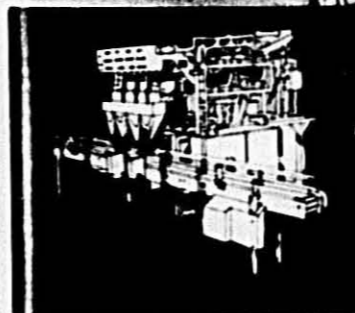
Weigh and package faster in bags, jars or cartons.

Attention macaroni, noodle and pasta manufacturers.

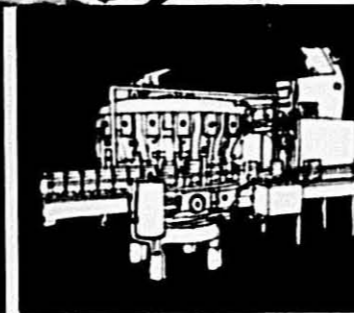
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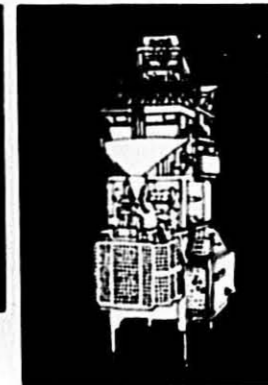
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WRIGHT MACHINERY DIVISION

Whether you serve spaghetti as an entree—the American way—or as a first course—the Italian way—remember that if you substitute ingredients, the results will be disappointing.

Spaghetti with clam sauce

Serves 4

¼ cup olive oil
2 garlic cloves
1 tablespoon parsley, chopped
2 can (10 ounces each) whole small clams
1 can (16 ounces) peeled tomatoes, chopped
1 can (15 ounces) tomato sauce with tomato bits
¼ teaspoon salt
¼ teaspoon pepper
¼ teaspoon garlic powder
1 pound spaghetti

Heat oil in saucepan. Add garlic cloves and chopped parsley. As soon as garlic is a golden color, remove it and throw it away. Add clams with juice, chopped tomatoes with liquid, tomato sauce, salt, pepper and garlic powder. Stir.

Cook over medium heat until condensed, about 45 minutes, stirring occasionally. Cook spaghetti as directed. Pour sauce over spaghetti, mix well and serve immediately.

Spaghetti with four cheeses

Serves 4

3 ounces fontina cheese
3 ounces Emmenthal cheese
3 ounces Gouda cheese
3 ounces Parmesan cheese
½ stick butter
4 tablespoons whipping cream
1 pound spaghetti

Cut fontina, Emmenthal and Gouda cheeses into 1/16-in-thick strips. Chop Parmesan cheese into tiny pieces. Dice butter into teaspoon-size chunks. Place all these ingredients in bottom of a 4-quart serving bowl. Cook spaghetti as directed.

Pour drained, hot spaghetti over cheeses and butter and stir well, until cheeses and butter melt. Add cream, mix lightly and serve immediately.

Tart Spaghetti

Serves 6

1 can (28 ounces) peeled tomatoes
½ cup olive oil
2 garlic cloves, crushed
1 garlic clove, minced

2 tablespoons capers
15 black Sicilian olives packed in oil, pitted and cut in half
1 dried hot chili pepper, whole
1 teaspoon oregano
½ teaspoon pepper
3 anchovy fillets, minced
2 tablespoons parsley, chopped
1½ pound spaghetti

Run contents of tomato can through blender or chop tomatoes into small pieces. Heat oil in a deep frying pan and saute two crushed garlic cloves until golden, then discard them.

Add minced garlic and cook until golden. Immediately add tomatoes, capers, olives, chili pepper, oregano and pepper.

Cook over medium-high heat 20 minutes, stirring constantly. Add minced anchovies and parsley. Lower heat and simmer gently 2 minutes longer. Discard chili pepper. Cook spaghetti as directed.

Pour sauce over spaghetti mix well and serve immediately with freshly grated Parmesan cheese.

Parsley spaghetti

Serves 4

3 cans (14½ ounces each) peeled tomatoes
¼ cup olive oil
½ teaspoon salt
1 garlic clove, minced
½ small dry pepper, minced
½ cup parsley, chopped
¼ pound butter
1 pound spaghetti

Chopped tomatoes into small pieces and place them with their juice into a saucepan. Add oil and salt. Simmer until sauce is the right consistency, about 1 hour. Add garlic, pepper, parsley and butter. Cook 5 minutes longer. Cook spaghetti as directed.

Pour sauce over spaghetti, mix well and serve immediately with freshly grated Parmesan cheese.

Spaghetti with fava beans and ricotta cheese

Serves 4

¼ cup olive oil
6 green onions, including green tops, chopped
1 can (15 ounces) green fava beans
1 cup water
½ teaspoon salt
¼ teaspoon pepper

¼ pound spaghetti

1 pound ricotta cheese
Fry onions in oil until golden brown. Add fava beans, water, salt and pepper. Simmer for 30 minutes. Cook spaghetti as directed. Pour fava bean mixture over cooked spaghetti and sprinkle with ricotta cheese. Mix well and serve at once.

Spaghetti with diced beef

Serves 4

1 can (28 ounces) peeled tomatoes
½ medium-size onion chopped
¼ cup olive oil
2 tablespoons butter or margarine
½ pound lean beef cut in ½-inch cubes
¼ cup dry white wine
2 garlic cloves, crushed
¼ teaspoon salt
½ teaspoon pepper
½ teaspoon rosemary, crushed
1 teaspoon or 1 cube instant bouillon

1 pound spaghetti
Run contents of tomato can through blender or chop tomatoes into small pieces. Saute onions in oil and butter until golden brown. Add meat cubes and cook until browned on all sides. Add wine and simmer until wine evaporates. Add crushed garlic cloves, salt, pepper and rosemary. Stir briefly. Add tomatoes and bouillon. Bring quickly to a boil, stirring frequently. Lower heat and simmer 1 hour, until sauce condensed.

Cook spaghetti as directed. Pour sauce over spaghetti, mix well and serve immediately with freshly grated Parmesan cheese.

This recipe for Milanese spaghetti has to be prepared in several steps and is sufficient for 1 pound of spaghetti.

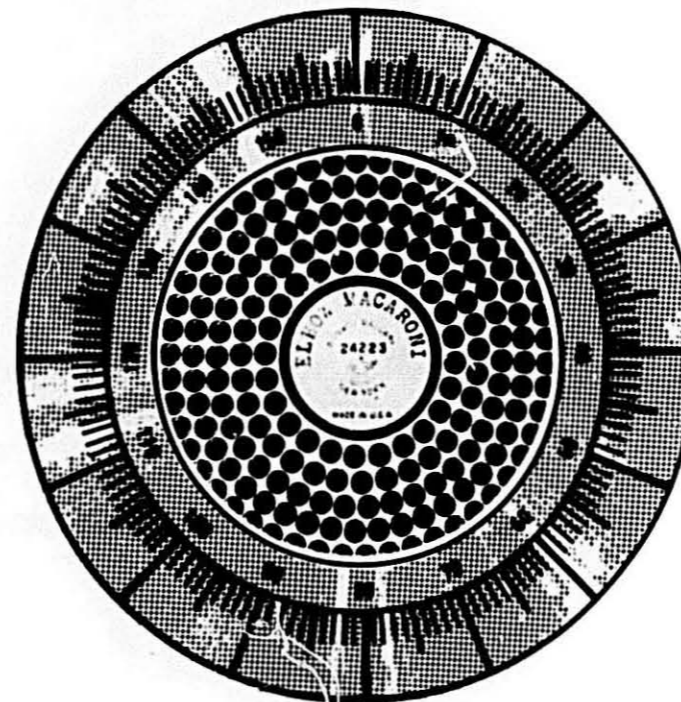
Milanese spaghetti

Serves 4

Sauce
1 can (6 ounces) tomato paste
2¼ cups water
2 can (15 ounces each) tomato sauce
1 level teaspoon salt
1 heaping teaspoon sugar
2 small onions, chopped
¼ cup olive oil
2 garlic cloves, minced
1 can (7 ounces) Pasta con Sardo Condiment (Milanese mix)

Continued on page 28

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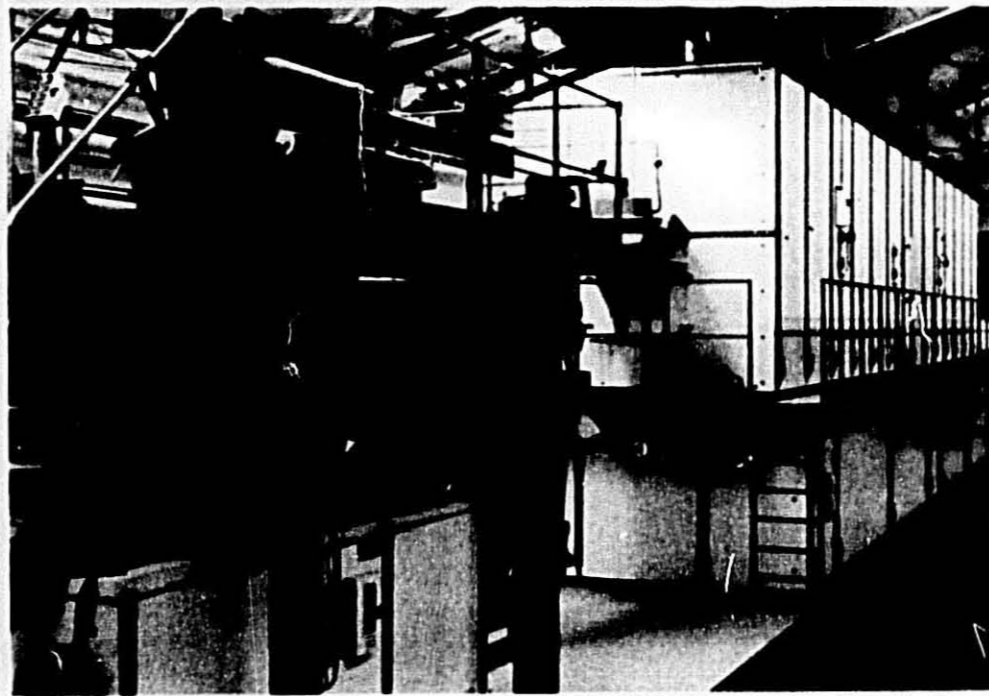
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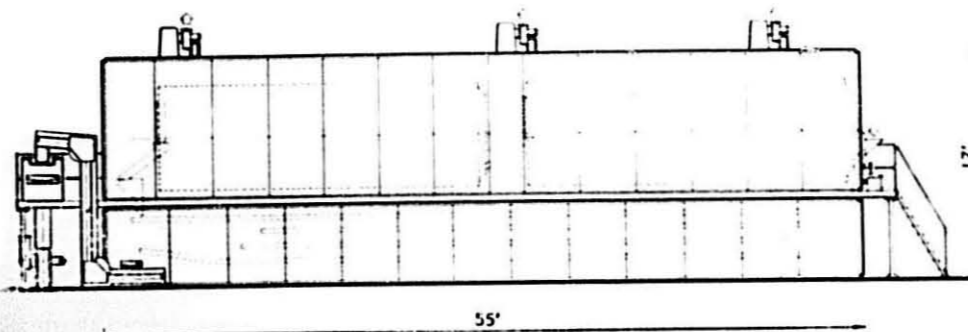
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LA COSTA HOTEL & SPA

Probably the best known spa in the country, La Costa, about an hour north of San Diego, satisfies both the mind and the body with top-notch facilities and the very best treatment for convention attendees. The National Macaroni Manufacturers Association holds their 77th Annual Meeting there July 12-16, 1981.

On 6,000 sprawling acres you will find 25 all-weather tennis courts (five of them lit for night play) and the Tournament of Champions Golf Course. There are two other courses, as well. Horseback riding is available. The swimming pool goes without saying and water sports are available nearby.

The hotel has a lovely variety of dining spots to give your daily meals interest. The Continental Room, open for breakfast, lunch and dinner (with dancing nightly) holds 250. The Seville Room, a charming Italian grotto, is open for dinner only and serves gourmet-quality Italian food to 110. The intimate Steak House holds 80 for dinner only. Pisces is a seafood specialty room open for dinner only and serves 130. It is the only room not on the modified American Plan.

Close to San Diego

La Costa sits in peaceful solitude on sunny California slopes, two miles inland from the great Pacific Ocean. It is close enough to San Diego to enjoy all that city's world-famous attractions — the San Diego Zoo, Wild Animal Farm, Sea World, Old Mexico — and not that far from Anaheim, California and the amazing world of Mickey Mouse, Disneyland.

The La Costa Spa is matchless. In a soothing, luxurious atmosphere you can be whirled and swirled, patted and smoothed, anointed and coiffed, exercised and tanned. Every poison your body ever held will be soaked and steamed away, it seems.

No wonder La Costa has been twice winner of the prestigious Gold Key award as one of the top 25 resorts in the country.

An interesting program is being planned to take advantage of the fabulous facilities. Mark your calendar and plan to attend — July 12-16, 1981. Reservations forms from the N.M.M.A. office.



La Costa: on 6,000 acres with the Pacific in the Background.

Convention Plans

Sunday, July 12
Board of Directors Meet,
9 a.m. to 1 p.m.

Welcoming Reception,
Dinner Party.

Monday, July 13
8 a.m. Breakfast of Champions
for everyone.

Long Range Plan Report.
Golf Tournament.

Tennis Mixer.
Italian Dinner.

Tuesday, July 14
9 a.m. Round Table Sessions.

Afternoon committee meetings
and recreation.

Free evening.
Wednesday, July 15

8 a.m. Macaroni Manufacturers
Breakfast

9 a.m. Session on Product Promotion,
Association Business.

Free afternoon.
Evening Social and Banquet.

New Members

The National Macaroni Manufacturers Association welcomes three new members among manufacturing firms. They are:

Gourmet Pasta, Great Neck, N.Y.;
Salt Lake Macaroni & Noodle Co.,
Kearns, Utah; and
Fortune Macaroni Co., Fresno, CA

Ragu' Foods, makers of Ragu' spaghetti sauce, have renewed their associate membership.

Macaroni School

The annual spring technical seminar held by the National Macaroni Manufacturers Association will be a Macaroni School at Radisson South Hotel, Minneapolis.

Arrival and welcoming reception will be from 6:30 to 7:30 p.m. Monday, April 27.

April 28: 7:30 Breakfast. Morning session on durum wheat with participants from the faculty of North Dakota State University.

Afternoon session with International Multifoods team on tests for durum wheat and milling quality control.

April 29 will feature a morning tour of the Peavey mill at Hastings. Afternoon session will have topics on energy distribution, distribution costs, and sanitation practices checklist.

April 30 will be a morning session on pasta processing with presentations from representatives of Iralbanti, Buhler-Miag, DeFrancisci, and Microdry Corporation.

After luncheon there will be checkout and departure.

Reservation fee of \$75 for members \$150 for non-members, forms available through NMMA office.

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AMAZING VARIETY

One of the hardest questions to answer about macaroni is the most frequently asked one: How many different shapes are there? Because the macaroni business tends to be regional and because each manufacturer makes the products best liked in his territory, not all the possible shapes and sizes will be made in one macaroni plant. And the shapes and sizes available in one area may vary with the consumer demand. To add to the confusion, some manufacturers label their products with the traditional Italian names; others call them by their Americanized names, while still others give them imaginative new names.

So the answer to the question, "How many?" may vary. A recent check with a manufacturer of line die metal devices, which produces the macaroni shapes, indicated that a total of 324 shapes could be made in this country.

Obviously, no one family owns the most ancient macaroni extruders, and need all of these shapes. The 324 might be fun to cut a different one up every day for almost a year. Most of the forms are interchangeable in use, so it might be helpful to survey the shapes by general type.

Rods

Spaghetti is a general term for the rod form of macaroni. It may be made in any of sixteen rod diameters, ranging from the smallest up through 5/8 in. vermicelli, spaghetti, and fettuccini to spaghetti, the largest. Solid rods may be made in oval or T-tube. This may be found in the bavettina being the smallest rod used by bavetta, the tandem line, and finally linguine, de passeri, or the various spaghetti which will be fitted on the package by a number of the smaller varieties called spaghetti.

Noodles

Flat products are familiarly known as noodles. Among these, usually called in the long forms, are the very long trenette, fettuccine, fettuccine, wide lasagna, with a total of seven sizes in the group. Some of

these may be found called egg-shaped, but actually be longer than the average in the middle, such as bowtie. Some may be extra-long and called tuffolo. In the macaroni trade, it is the extra-long descriptions which are given for these flat shapes.

Flat shapes may be made in one side, fettuccelle, or two, tortiglioni, or may be made with ridges, shells, or rings. Although the ridges and the shells are usually flat, ridges, including the shape of the ring, give the tortiglioni its name. Many shapes, in addition to the flat forms, are ring shaped, although the shapes will be called by their own name. In the group, there will be large and small tubular shapes, including the shape of the ring. The large size of this group is called the extra-trimmed, or the extra-long.

Hole-in-the-middle

A third group of macaroni shapes includes the hole-in-the-middle shapes, such as the shell and the bowtie. These are made in several sizes. There are four types possible, such as spaghetti, linguine, vermicelli, and spaghetti. There are also smaller sizes. Most of these macaroni products can be made in a long form.

When these same hollow tubular forms are cut to short lengths, and the lengths are varied, the number of possibilities is multiplied. Smooth tubes longer than the tandem elbow may or may not provide four or more possibilities. They take some of the names already given to the hollow shapes, with the term spaghetti meaning being used. Tubes with ridges cut into the shorter lengths offer twenty-eight more shapes. They are named in the same fashion, with ridges tacked on at the end.

Elbows

Still in the hollow tube family are the well-known elbow macaroni prod-

ucts. Elbows always are made in three sizes of diameter. And eight of these may be made with ridges. There is nothing to do with ridges, but elbow macaroni. These tubular macaroni products can be cut to lengths even shorter than the elbows to provide nine more sizes. For example, elbow macaroni cut to very short lengths become tubular elbow macaroni, similarly cut, is called dirtier elbow macaroni.

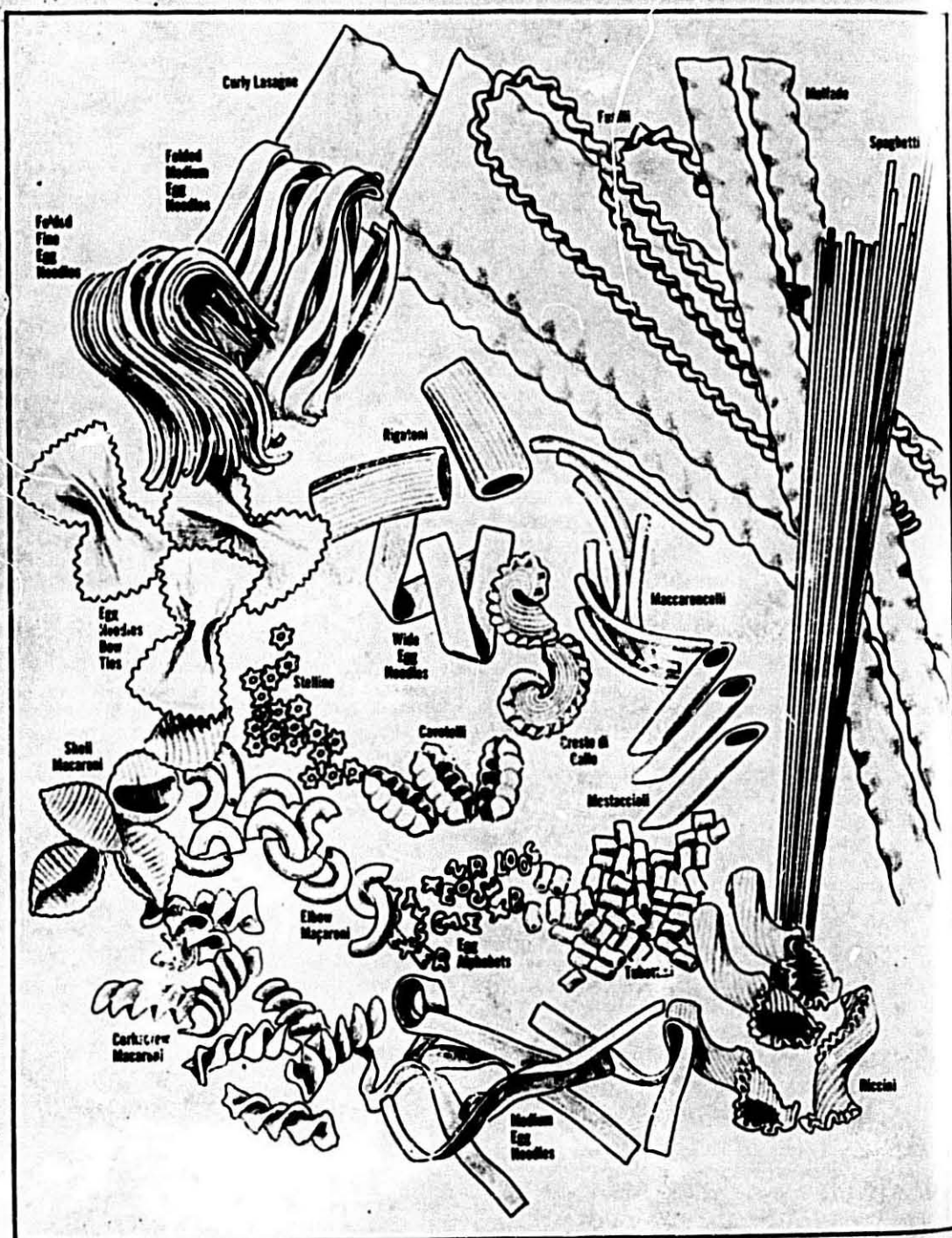
Specialties

Most of the so-called specialty products are well-known and popular, such as shells, smooth and ridged rings, from very small to very large in size and account for thirteen more potential products. Then there are small and not shells, both smooth and ridged, for a total of eleven more. At least six sizes of a specialty are made. Imaginative names are given to the small forms, products which number about eighty-four, such as rings, or grains, or ridged rings, still one, small star, and there are crowns, hearts, shells, spades, and diamonds, melon seeds, and the rest. This pastime of various shapes.

And still, the end of the list is not reached. There are round and square shells, circular nests, de galli, which is only triangles, fish, usually twisted spaghetti, islands, and macaroni, two more twisted types, macaroni curls. In all there are probably another twenty-seven at least. And perhaps more to be invented in the future.

Just Imagine

A brief discussion such as this surely piques the imagination what for all these Italian words mean? What would you do with all these many sizes and shapes of macaroni products? Both are questions to be answered at another time. This is not only to give a brief survey of the sizes and shapes which may be made in America. And to inspire a trip to the market to investigate which ones are available. Such a visit should inspire the preparation of a new recipe using a macaroni product, perhaps one not yet known to the family, and reward the cook with a round of applause at dinner.



Eastman vs. overcooked macaroni products

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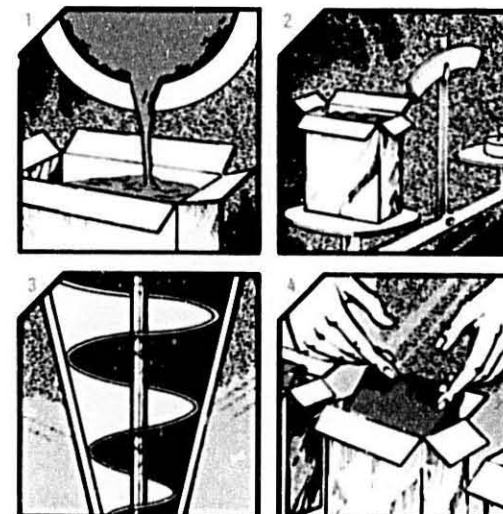
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MEMBERSHIP INPUT ON LONG RANGE PLANNING

The final day of the Winter meeting at Boca Raton saw a series of round table discussions to get membership input on long range planning. Here are highlights from committee reports.

Chairperson Nancy Thurston of the Ladies Group reported that 14 women came to share their views. Their first major decision was that they favored a changing of the name of the National Macaroni Manufacturers Association to the National Pasta Association.

The main discussion of the ladies centered on how to make newcomers feel welcomed at conventions. It was reported that several ladies were attending their first convention.

It was suggested that at the first welcoming reception newcomers come a half hour earlier than the rest of the group to meet the Executive Committee and their wives who would greet them and in turn introduce them to other members on their arrival.

Another suggestion: a breakfast table the first morning with a sign for NMMA Newcomers especially for the ladies to find friends at the first function.

While convention programs are mailed out in advance, many of the wives did not see them, and they urged that the husbands bring the program home so advance planning can be done.

For the registration desk it was suggested that the sign-up sheet for golf and tennis should indicate whether the players were beginners or advanced mainly because they would feel more comfortable playing with a compatible group. There should be sign-ups also for sightseeing and shopping trips and a chairperson to coordinate these activities.

The ladies dislike convention badges, but couldn't come up with any better solution for identification. Women prefer to wear them at the cocktail parties and then take them off when they go to dinner.

They prefer sit-down dinners. They like the cocktail parties and the opportunities for meeting and socializing. The Italian Dinner Party should be continued despite prob-



Left to right: Jean McFerran, Ruth Hoskins, Nancy Thurston, Sandy Johnson.

lems of preparation on occasion, because we are a pasta association.

Entertainment is not necessary at these dinner functions as the ladies prefer uninterrupted dinner conversation.

Product Promotion Committee—Paul Vermylen, Chairman

The group liked the name "Pasta" but cautioned until we have a protected standard, we should not change the name to "Pasta Association."

The Mission Statement should highlight two things: (1) the aspect of promoting our product for the good of the industry; (2) government relations as an important area of concern for the Association.

In the general objectives area it was felt that the critical areas that far outweigh all others in importance are industry development and consumer education, government relations, standards and nutrition, information and statistics. However, we accept other areas or objectives as the needs of smaller manufacturers and the need to recruit new members.

We strongly object to the use of the word "assist" in several objectives — instead substitute the word "inform" or "disseminate information relative to . . ." We feel it is not the mission of the Association to directly "assist" the members in areas where we are supposed to be in competition.

Industry development and consumer education — retail program — Pasta has a high potential, and we are all in agreement that we should give product promotion our very best effort. It was agreed that we should see a plan designed to help pasta reach this potential. This plan should embody not only the things we are doing now in public relations and publicity, but should consider an advertising program to focus on removing the negative aspects of the fattening phobia and building the positive aspects of taste and nutrition, versatility, and economy.

It was suggested in the development of a total plan to include a pilot program to test its efficiency as a means of funding.

The macaroni manufacturers must take the lead in funding. It was noted that when freight rates go up, as they have recently by 14¢ per cwt., it is reluctantly paid, and we agonize over the penny or two that we contribute to product promotion. There is no proportion between the two elements of cost. We are going to have to be willing to spend more in order to do more.

As for the foodservice program, it is too new to properly evaluate, but we like the direction it is taking.

We feel that we should not push the idea of reliance on branded products—experience proves otherwise—mainly that competition dictates that



President Les Thurston, standing. Left to right: Einar Setter, Jim Winston, Rick Baird, Harold, Wendy, Wayne Wellman. Wayne Wellman, Stuart Seiler, Lloyd Skinner, Norman Wachter, Dennis Hill. Backs to camera: Einar Setter, Vance Goodfellow.



Vincent DeDomenico (back to camera), Larry Youngblood, Paul Vermylen, Einar Ebrman, Doris Tufts.



Manus Guss, Andy Anderson, Jerry Mutton (back to camera), Tony Gioia, Robert Ronzoni, Sam Arena (back to camera).



Dr. Muhlshamp, Ted Setteony, Norman Anteman.



Backs to camera: Al Katsko, Bill Ogburn, Walter Stahrenberger, Luigi Grassilli. Left to right: Fred Woolfie, Ralph Burgess, Charles Hoskins, Henry Guerrisi, Alfred Ronzoni.

quality and price are far more important.

The Foodservice Manual is a very valuable tool and should be regularly expanded with (1) new menus; (2) additional equipment offerings; (3) information of interest to school teachers and students with information on sizes and shapes, nutrition, etc.

All preparation instructions should be made "idiot-proof".

Trade Relations Committee — Ted J. Settanny, Chairman

There was agreement that we should continue our trade panels extending the invitation to key representatives from three or four sections of the country; west, midwest, southeast, and that this kind of panel could be part of the Winter Meeting program and a retailers panel part of the summer program.

We suggest the development of information program pointed toward the trade with perhaps four mailings a year that would be general in nature but would lend themselves to individual customizing by brand or company. Such mailings would include information on space management studies, moisture loss information, wheat crop quality information, nutritional information, selling ideas such as tie-ins and related item sales

Trade Relations Committee

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(\$1.00 will get you \$10.00) etc.

We should broaden the scope of trade relations to include quality assurance director, food nutritionist, buyer, merchandiser, advertising manager, store set-up manager, etc.

The trade is the catalyst to reaching the consumer. We should give more thought/action to the foodservice end of our business as well as to grocery sales.

Our group approved the change of name to the National Pasta Association and suggested development of an appropriate logo. We need awareness and ready identification.

We think a great job was done on Pastaville, USA, and if the same leadership and thinking could be leveled at "Pasta" we could pastasize the trade.

The role of the National Affairs Committee was reported on by Anthony H. Gioia, Chairman.

1. Take leadership role in areas only affect the National Macaroni Association members specifically.
2. Try to form a coalition with other associations or groups on issues that affect more than our industry. This helps with our clout and also reduces our cost.
3. We feel strongly that government relations is an important function for the NMMA for two specific functions:
 - a. To inform members of Washington government activities.
 - b. Become active in expressing our point of view when our interests are being threatened or positively enhanced.
4. Consider working more closely on inter-committee communications, especially with the Standards Committee as it related to issues with the Food & Drug Administration. In addition, any assistance we can provide to the important thrust of product promotion which is vital to our Association and industry's survival should be encouraged.
5. Broaden our coverage to include all agencies, namely, EPA, OSHA, and Consumer Products Safety Commission. Be aware that there

are problems that affect our industry besides the traditional agencies we have worked with in the past, such as FDA and USDA—possibly join other larger trade associations here in lending our support for those vital issues involving the above agencies.

6. Members should keep committee informed of their respective state policies that may affect our individual members and in cases of this kind, we would suggest joining other associations in the state and to lobby on our behalf.
7. Encourage NMMA members to improve communications with their federal and state legislatures and local and state trade associations and serve as national pasta liaison with these groups.
8. Gary Kushner to be considered not only our legal counsel, but our on-site Washington representative.

Some specific way to implement the above: Washington Meeting

1. Develop more specific agenda for briefing at Washington meeting, demonstrating relevance of subject various speakers will talk on to pasta industry and sending notices earlier to facilitate scheduling and better attendance by members. Specific speakers could be chairmen of Senate and/or House Agriculture committees plus appropriate committee and relevant subcommittees, plus FDA and USDA policy makers.
2. Possibly have speaker to discuss topic of how companies become involved in the political process.
3. Have Gary Kushner identify key congressmen who could affect our industry—Gary to inform members if their specific congressman might be key to our industry.
4. Invite other Washington based trade association guests who have food interest to our Washington meeting and/or reception.
5. The committee felt that specific legal and government relations bulletins that have impact on the pasta industry should be sent to manufacturers with the weekly newsletter.

Standards & Nutrition Committee - C. Mickey Skinner, Chairman

Our group would favor a name change and would consider it helpful to broaden membership and pool resources. The Pasta Association would help identify the competition. Our competition is potatoes, beans, rice, and meat.

We have not done a good job in selling nutrition. We have a product that is highly nutritious, and we must sell this fact to the consumer. We agree that we should petition the Food and Drug Administration to include "pasta" into the Standards of Identity for Macaroni Products.

Other programs we might undertake: (1) anticipate projects to be taken up by regulatory agencies rather than being on the defensive; (2) develop data and/or film on pasta nutrition; (3) develop nutritional data for consumers; (4) develop data as a criteria for quality of raw materials.

Durum Relations Committee—Lloyd E. Skinner, Chairman

He pointed to existing programs as follows: (1) fellowship in Cereal Technology at North Dakota State University at Fargo; (2) agronomy program at NDSU for durum variety development. This program is deserving of support from exporters, and their assistance should be sought. (3) Support of the Crop Quality Council whose objective is to ensure dependable durum production through stimulating research in high quality, high-yielding, disease resistant durum. They are also to improve communications among all elements of the durum industry and government. (4) The Durum Industry Advisory Committee was started during the Johnson Administration. The original problems were export subsidies, and the efforts were to help our farmer friends; (5) Pastaville emphasized the importance of increasing consumption of pasta in the domestic market. This effort should be encouraged.

As future activities:

- (1) we would like to promote durum tours at harvest time as an educational means to learn more about

(Continued on page 20)

THE MACARONI JOURNAL

A North Dakota Mill, there are many factors that make it one of the top mills in the nation. The world's finest durum wheat is milled with the most modern milling equipment. Superior laboratory and testing facilities assure you of quality control. And, one of the greatest contributing factors is teamwork. Everyone at North Dakota Mill works together to insure the highest level of quality production.

When you order your durum products from North Dakota Mill, you become part of a team where each member is doing his or her best to insure that your products are the finest available. When you start with the best durum wheat, and mill it with the finest milling equipment, you can't help but win!

Because at North Dakota Mill, we deliver teamwork.

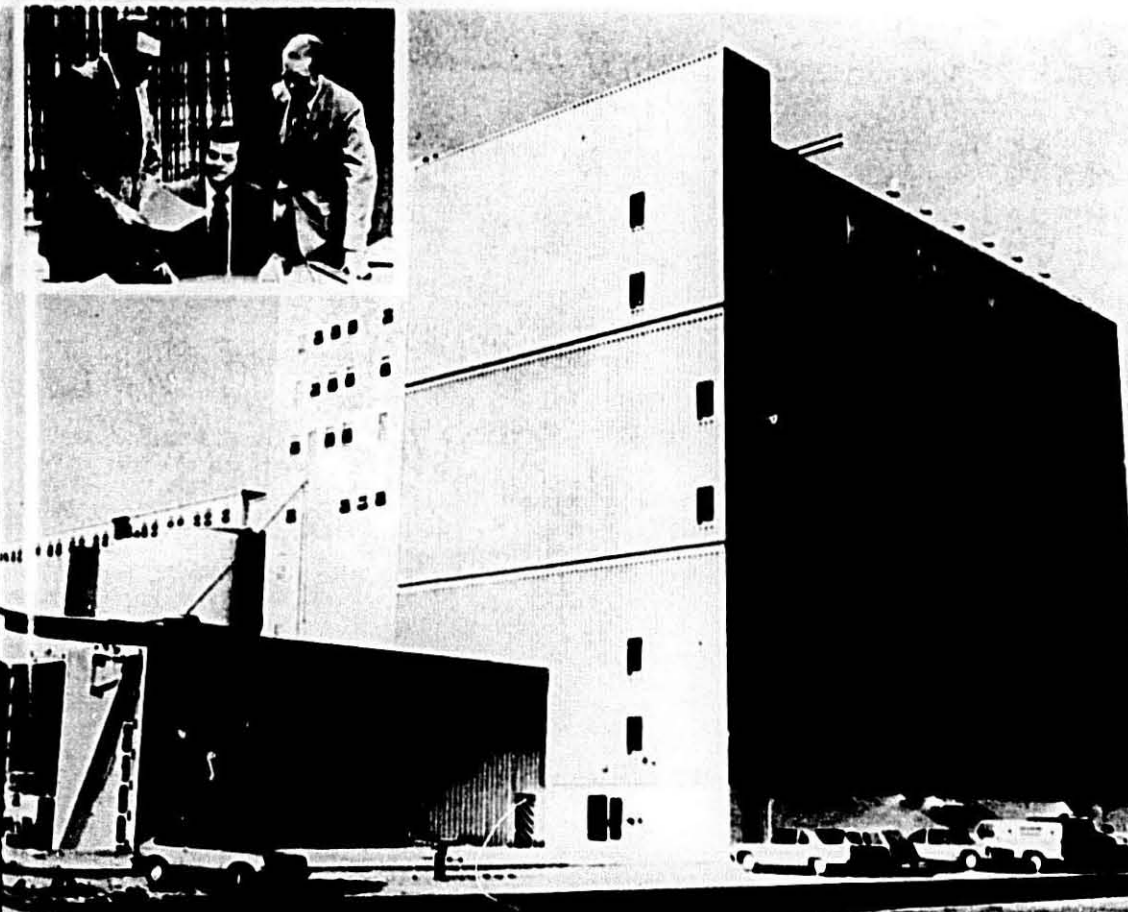
Shown below are three of the North Dakota Mill people working together on some common goals. Left to right: 'Skip' Peterson, Leo Cantwell and Howard Berg.

the durum people

NDM

NORTH DAKOTA MILL
Grand Forks, North Dakota 58201
Phone (701) 795-7224

We Deliver Teamwork.



Durum Relations Committee

(Continued on page 18)

our raw materials; (2) a joint effort in working with the USDA on feeding the needy program is needed; (3) we must bring influence to bear on the members of the Wheat Industry Council so they understand and appreciate the special values of durum.

Technical Research Committee - Fred Woelfle, chairman.

I. Purpose—To serve pasta manufacturers and related industries by providing technical programs and services that will enhance their efficiency and effectiveness.

II. Objectives

A. To develop programs and services to inform the membership of ways to

- (1) Increase productivity
- (2) Improve sanitation
- (3) Improve product quality
- (4) Reduce energy costs

B. To increase communications and coordinate information between related industries so that they will be better informed and help with manufacturing problems.

C. To get the membership to participate in the programs developed by improving the quality and quantity of information available.

D. To educate the membership through a technical seminar and through a written technical article.

III. The above objectives are to be accomplished through the following programs:

A. A survey to determine from the membership what problems they would like solved.

B. A Spring Technical Seminar to be held in Minneapolis on April 27-30 at which time the machinery manufacturers will instruct on maintenance, energy savings, sanitation and productivity.

C. Having technical bulletins exchanged between related industries to improve awareness and an understanding of each others' problems.

D. Develop a three-year seminar program so that the topics and issues discussed are timely and covered in depth.

Macaroni School

Henry Guerrisi Chairman of the Committee for the Macaroni School gave the outline of plans for that meeting to be held April 27-28-29-30 at the Radisson South Hotel, Minneapolis.

Arrivals and reception the evening of April 27.

The morning of April 28 will feature presentations from personnel from North Dakota State University on Variety Development and Agronomic Characteristics of Durum Wheat; Basic Structure of Durum emphasizing its unique chemical, physical, and quality characteristics; Rheological Properties of Durum and how they are tested on the mixograph, dough corder, and farinograph.

The afternoon will be spent at the International Multifoods research center where they will demonstrate the various tests employed by millers in the selection of wheat and quality controls through milling.

On April 29 the morning program will be devoted to discussions on energy conservation. The afternoon will feature a tour through the Peavey mill at Hastings.

On April 30 the morning session will be held on macaroni processing control from dough mixing to egg feeding to extrusion and drying highlighting maintenance, sanitation considerations, and new developments in equipment.

Canadians

Alton McEwen gave the report for the round table for Canadian manufacturers.

The Canadian Pasta Manufacturers Association was established in 1973, and, of course, "we include the term pasta." Our mission: (1) to promote pasta consumption in all forms—we devote most of our time to this (2) to ensure the well-being of the industry in the areas of government relations, standards and nutrition, and with related organizations (3) to enhance our participation with NMMA and to en-

sure maximum benefits and contributions to the total industry.

Our objectives: (1) product promotion—we have utilized Burson-Ma-teller in Toronto for the past several years and see positive results; (2) government relations we must carry the ball on our own to Ottawa; (3) standards and nutrition—involves packaging, enrichment, and ensuring an important role for pasta in the Canadian diet; (4) other related organizations—we do not have support of the Canadian millers, Canadian Wheat Board, or other suppliers, and we must work to obtain this; (5) we can improve our input of information through the weekly newsletter and the Macaroni Journal; (6) technical developments that are occurring in Canada can be shared; (7) energy is less of an issue in Canada, rating only seventh instead of first as in your country.

Millers

Reporting for the millers was Robert M. Howard who stated: "We have an identity crisis—are we simply the supplier of an ingredient to the food-processing industry, or are we full partners in a totally integrated industry where we participate equally in the decisions and activities?"

"We do recognize that the end result of any program is the growth of industry profitability, and this is directly related to pasta consumption, so we are vitally interested. We do believe that the role of the miller is essentially a supportive role in the promotion of pasta products. We are prepared to work in establishing and carrying out specific activities that the millers can effectively and reasonably engage in. We will think about where we fit in."

Discussions of the Egg Products Producers were reported by Mel Krigel.

Any opinions, statements, etc. that I mention are not to be interpreted as those representing the egg industry but rather those in attendance at our table. (Vito D'Agostino-Henning-sen Foods, Mike Gilmartin-Commercial Creamery, Dean Hughson-Wald-baum Co., Mel Krigel-Monark Egg Corp.)

(Continued on page 22)

THE MACARONI JOURNAL



Sammy D's restaurant. Vito D'Agostino, of Vito's, cooking and cookbook fame, serves up good 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.



AMBER MILLING DIVISION OF THE GRAIN TERMINAL ASSOCIATION

Mills at Rush City, Minn. • General Offices at St. Paul, Minn. 55105 Phone 612-646-9444



Egg Products, Producers

(Continued from page 20)

1. Egg Products Mission Statement

To serve as manufacturers and suppliers of functional and quality egg products, to provide market information, and to give technical assistance when needed. To promote egg products as being nutritional, to act as liaison between the NMMA and the American Egg Board, and to promote the nutritional value of pasta products containing eggs.

2. Questions to the Industry—Advantages of Egg Solids vs. Frozen Solids content is governed by government regulations whereas frozen and liquid are not. Please note that these regulations do not say that whole egg must be 25% solids or yolk 45%. Consequently, you can calculate your egg solids content in your noodles exactly using dried egg solids. Bacteriological standards also are easier to control. One should also consider the cost of energy—much higher using frozen; the cost of refrigeration, shipping, warehouse storage, handling, disposal of containers, etc. There is also a possible loss of 3 to 5% of liquid that remains in the can. Dried eggs can be prepackaged to give the exact poundage needed for your batch size and you need not worry about the required egg content.

We are wondering if there is a misconception for the need of dark color. The yolk in a fresh shell egg today is much lighter than in years gone by. The housewife has become accustomed to a lighter color, and may think that color has been added to noodles. Are you paying extra for color that is not really necessary?

We have a suggestion—why not develop a complete mix for noodles which contain all the dry ingredients including eggs for the homemaker? Cookie mixes, cake mixes, numerous pasta dishes, etc. are on the grocers shelf, but not a noodle mix. There are machines that are available for making noodles at home that sell from \$9 to \$250. This would give you as a company more visibility. People are becoming more interested in cooking at home.

3. Looking Ahead for the 5-Year Period

The egg products industry is a shrinking industry. The representatives attending this convention now

represent about 75% of the dried egg production in this country. Though we are small in numbers, our technology is broad. We are anxious to help promote pasta products, and we have a vested interest in selling more egg products including products using eggs. Capitalize on the high protein value of products containing eggs. We are most appreciative of your business and stand ready to help whenever possible.

Resolution

At the Board of Directors Meeting at Boca Raton the following resolution was presented by Mr. Paul A. Vermeylen, immediate past president of NMMA and Chairman of the Products Promotion Committee.

Whereas the National Macaroni Manufacturers Association, mindful of its changing and expanding role in furthering the welfare and growth of the pasta industry, has started to develop a long range plan, and

Whereas it is probable that such a plan will outline the need for expanded staff, product promotion and other services, and

Whereas it is probable that such a plan will outline the need for expanded staff, product promotion and other services, and

Whereas that portion of each member's dues allocated to advertising, publicity, and promotion is based on a charge per hundredweight by flour processed that has changed very little in recent years; now, therefore, be it

Resolved: That the Executive Committee be directed to appraise the ability of the Association to meet the cost of expanded activities as they may unfold in the long range plan and, in the event income falls short of these requirements, to recommend to the Board of Directors at the Summer Meeting in July, 1981, a revision in the rate of contribution that will cover projected expenses.

The motion was carried unanimously.

Egg Board Named

Members: N. J. Hecht, Walden, N.Y.
Emanuel Hirth, Manchester, CT
J. W. Hamby, Jr., Durham, N.C.
J. R. Biggers, Winter Haven, FL
J. L. Newlin, Burket, IN
H. L. Steinbrueck, Troy, MO

National Egg Products Corporation

NEPCO (National Egg Products Corporation) has been a leading supplier of egg solids for the food industry. They serve the industry with spray albumen, spray dried yolks, spray dried whole eggs and four spray dried blends. The eggs come in poly-lined 50-pound boxes and 150-200# drums. Liquid whites, yolks and whole eggs are shipped to the customer in temperature controlled tank trucks. NEPCO guarantees its product and assures customers of products that meet their individual specifications.

Egg Production

The nation's laying flocks produced 5.99 billion eggs during January, 1981, 1 percent less than 6.05 billion produced a year ago, according to the Crop Reporting Board. Production included about 5.41 billion for table or commercial type eggs and 5.79 million for hatching eggs. Layers totaled 292,000,000 compared with 285,000,000 a year earlier. Layers in February totaled 290,000,000 one percent fewer than a year ago. Egg-type chicks hatched during January 1981 totaled 37,100,000, down 3 percent from a year ago.

Egg Products —

February Price Range

Central State Nest Run—\$12.30-\$14.40
Southeast Net Run — \$12.30-\$15.50
Frozen Whole — 43¢ — 50¢
Frozen Whites — 24¢ — 28¢
Dried Whole — \$1.82 — \$2.05
Dried Yolks — \$1.92 — \$2.17

H. S. Koen, Jr., Hope, AR
E. C. Hughes, Warrior, AL
A. Cobarrubia, Turlock, CA

Alternates:

John A. Ricca, N. Billerica, MA
Maurice Cohen, Hollis Center, ME
Tommy Neal, Shelby, N.C.
J. B. Linville, Zephyrhills, FL
Harry Herbruck, Saranac, MI
Sheldon A. Vermes, Hopkins, MN
Cecil M. Hinton, Ashland, KY
Eugene Harmon, Poteau, OK

All terms end Dec. 31, 1982.

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 61 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 61 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

PACKAGING SHOULD BE A TOOL OF TOP MANAGEMENT

By Charles C. Rossotti, President
Rossotti Consultants Associates, Inc.
Representing St. Regis Paper Company

At the recent Winter Meeting of the National Macaroni Manufacturers Association in Boca Raton, Florida in February, a two-day seminar was established regarding a project the Association called, "Strategic Planning for the Next Five Years". Each group in the industry met separately concerning their specific business operations. I acted as discussion leader for the packaging group.

In our group there were representatives of the Wright Machinery Division of Rexham Corporation, Durham, North Carolina and H. J. Langen & Sons Ltd., manufacturers of Packers and Packaging Equipment from Scituate, Massachusetts. Also, Thomas Sanicola, representing Faust Packaging Corporation, and myself as a special consultant on packaging to the macaroni industry and also representing the St. Regis Paper Company.

Our presentation on packaging to the members of the National Macaroni Manufacturers Association consisted of breaking down packaging in two major groups... the mechanical aspects and the graphic aspects of packaging. One specific point that we brought up in our discussion was the advisability of packing twenty-four-1 lb. packages to the shipping case for the major large volume items of macaroni and spaghetti, rather than the present pack of twenty-1 lb. packages to the case. The reason for this suggestion is that most grocery items, such as canned goods and items similar to macaroni, are largely packed two dozen or 24 items to the case. On specialties, the macaroni industry is already packing one dozen items to the case, such as egg noodles and fancy macaroni varieties.

With the advent of the metric system coming upon us and the fact that such a larger pack would reduce paper work, handling costs and standardization of pallets, which altogether might save a manufacturer from 3 to 4 or 5%. Considering what a manufacturer spends on shipping containers in a year, this could amount to a substantial saving.



Charles C. Rossotti

The representatives of the Wright Machinery Division of Rexham Corporation pointed out that they are developing equipment to set up, fill and close 250 to 260 cartons a minute vertically for free-flowing macaroni items, net weighed. This company is developing machinery to fill and seal noodle packages 150 to 170 per minute, net weighed. This company is developing bag filling machinery for short cut macaroni items up to speeds of 50 to 60 bags per minute on a single tube, with four scales, net weighed. They also have available an 8-scale twin tube that will handle 160 to 120 bags per minute, net weighed.

Langen

The representatives of the H. J. Langen & Sons Ltd. of Scituate, Massachusetts have developed machine called B-1 with an auto-load for long goods, based on feeding speeds of from 160 to 180 cartons per minute. This equipment is flexible to take packages from 1 lb. to 4 lbs. of practically all long macaroni goods varieties.

Graphics

On the graphics aspects of packaging for the macaroni industry, Tom Sanicola of Faust Packaging Corporation and I agreed that in food packaging, such as in the macaroni industry, the top management of food manufacturers should be conscious of making their packaging a tool for the overall activities in their business.

There are numerous reasons for top managements to understand.

During the seminar on strategic planning for the macaroni industry during the next five years, the result of questionnaires sent to the manufacturers in the industry, stressed that one of the most important projects the industry should expand on for product promotion would be the end-use, consumer product promotion. This specific aspect was given a 96% priority over all other activities that the macaroni industry should expand on in the next five years.

During the seminar, the ladies attending the convention were canvassed as to whether or not they read the packages of the macaroni products they buy. The women voted unanimously that they do read information on the packages containing nutritional, cooking, serving and the advantages of using and eating macaroni products as against other food products. They agreed that macaroni in itself as a product, has many attributes for people of all ages, starting from youngsters to men and women of all ages. Here is an area where macaroni manufacturers can take advantage of the wealth of valuable information put out by their public relations organization, Burson-Marsteller and their nutritional advisor, the James J. Winston Laboratories. There is a wealth of such material that is at the disposal of all members of the National Macaroni Manufacturers, at virtually no cost.

Constant messages to the consumers, year in and year out, spread over millions and millions of packages, certainly could be of great benefit to the industry promoting end-use consumer information.

The macaroni industry leaders agreed that they are getting stronger and keener competition from such food products as rice, beans and potatoes. Therefore, whenever, an opportunity presents itself, especially at a very low cost, to promote the consumption of macaroni products throughout the nation, it should behoove the top managements of the manufacturers in the macaroni industry to take full advantage of such opportunities. Packaging, therefore, could well be a tool for top management.

Sales of Flexible Packaging Projected to Stretch to \$12 Billion by 1985

Sales of flexible packaging are forecast to grow at an average 10% annual clip over the 1979-1985 period, advancing from \$6.4 billion to \$12.1 billion, according to a study by Frost & Sullivan, Inc. With this shipments of related machinery are projected to grow from \$140.4 million to \$304.5 million, or some 12.7% per annum.

The study covered all forms of flexible packaging, films, laminates, paper and plastic bags. Sandwich bags, garbage bags and wraps are excluded. Projected dollar amounts reflect an estimated 9% annual inflation, average growth comes down to 1% in packaging and 3.7% in equipment.

Converted flexible packaging will remain, by far, the largest segment of the industry, as sales more than double from \$3.5 billion to \$7.2 billion over the period, the market research firm predicts. Real annual growth is put at 4% per year, compounded.

Sales of heavy duty bags are seen increasing from \$1.2 billion to \$1.9 billion, with real growth curtailed by reduced shipments of textile bags. This slowdown will be countered to a degree by gains in paper multiwall and all-plastic bags.

Led by plastic merchandise bags, the grocery and merchandise segment will build from \$1.1 billion to \$2.1 billion, resulting in average real annual growth of about 3.8%.

Volume of plain wrappers will not keep pace with inflation, edging up from \$577 million to \$865 million, Frost & Sullivan estimates.

Food Leading User

Food companies will retain their position as the leading users of converted flexible packaging, the study notes. Nonetheless, non-food applications are expected to grow significantly on the strength of medical/surgical disposables and instruments. Food's share of the market dropped from 72% in 1976 to 60% in 1979 and is expected to slip further until 1982 before climbing back to the 60% mark by 1985 by virtue of the retort pouch.

Originally developed some 10 years ago, the retort is just beginning to be marketed in quantity. While previous-

ly perceived as a strong alternative to frozen foods, this packaging form now appears poised to make its strongest initial inroads in industrial feeding and, to a certain extent, gourmet foods. At present, the Army is a large user, employing the concept for field rations.

Trends

In its 240-page analysis of the industry, Frost & Sullivan also points to trends in construction and materials. Among them:

- A move away from single web to multiweb construction, as packagers take advantage of new technology to obtain superior protection for their products without overpackaging.

- A shift to customizing. The wide variety of materials and construction methods available today allows for the tailoring of packaging to specific products (where quantity is sufficient).

- Plastic films will continue to chip away at paper and, to some extent, foil. Coextrusion prompted this shift, with packagers discovering that they can achieve excellent barrier characteristics at reduced costs by combining the properties of one film with another.

- High density polyethylene and polypropylene plastic films will continue to grow significantly, though low density polyethylene will remain the most widely used film.

Equipment Area

In the equipment area, form/fill/seal devices will continue as the major segment, as sales advance from \$35.6 million to \$120.0, a 5.1% annual rate in real terms. Figuring behind this growth is the development of equipment with greater speeds and fill accuracy, along with increased applications of the retort pouch.

The sharpest real annual growth, 13%, is anticipated for skin packaging equipment. With skin packaging enjoying an expanded role in such markets as hardware, tools and automotive supplies, sales of related equipment are seen bounding from \$12.3 million to \$40.5 million during the period.

Vacuum/gas equipment is also expected to show strong real annual gains, 11% as the concept of fresh meat flexible packaging takes hold at the packing level and eventually, at the supermarket. Gas flush and vac-

uum packaging equipment will benefit from expanded applications in medical/surgical products. All told, volume for this equipment is seen rising from \$3.6 million to \$25.7 million.

Little or no real annual growth is anticipated for shrink wrap equipment (\$30.7 million to \$51.9 million), stretch wrap (\$25.4 million to \$53.3 million) and industrial baggers \$7.8 million to 131.1 million).

For further information, contact Customer Service, Frost & Sullivan, Inc., 106 Fulton Street, New York, NY 10038, (212) 233-1060. Report #849.

Case Packing

"Case Packing," the fifth volume in the Packaging Machinery Operations training courses developed and published by the Packaging Machinery Manufacturers Institute, is now available, according to PMMI Education Committee Chairman Eugene V. Waterfall.

"The course teaches the different case packaging operations as they are related to the types of products being packaged, the techniques used on various types of machines, machine capabilities, set-up and changeover procedures, and common maintenance and repair requirements," Waterfall says.

Self-Instructional Format

Like the other volumes in the PMMI course, "Case Packing" is presented in a self-instructional format which a student may use alone or in a classroom situation. This volume can be used separately or as part of PMMI's overall Packaging/Converting Machinery Mechanics Training series.

Sample lesson titles include "Case Closing and Sealing," and "Coding and Marking."

This series complements the basic PMMI Components training courses which prepare mechanics to handle a broad range of typical industry machinery, including packaging and packaging-related converting machinery.

"Case Packing" is available for \$15 per copy in the United States. For complete information on the PMMI courses, contact PMMI, 2000 K Street, N.W., Washington, D.C. 20006.



Pasta Masters.



Super cool summer salads start with pasta made by Peavey experts from our fine Semolina and Durum flours.

Peavey Food Group

Milanese Spaghetti

(Continued from page 6)

Bread crumb topping

- 1 tablespoon olive oil
- 1 cup bread crumbs
- Artichoke-and-cauliflower garnish
- 1 egg
- 2 tablespoons water
- ¼ cup grated Romano cheese
- ½ teaspoon salt
- ¼ teaspoon pepper
- ½ teaspoon sugar
- 1 can (14 ounces) artichoke hearts packed in brine
- 1 package (10 ounces) frozen cauliflower
- ¾ cup olive oil

For the sauce: In a saucepan, mix tomato paste, water, tomato sauce, salt and sugar and simmer for 1 hour. In a frying pan, saute onions in oil until golden brown. Add garlic and saute until garlic is a golden color. Add milanese mix. Stir well, and add mixture to saucepan. Cook 1 hour longer, adding water a little at a time if sauce becomes too thick.

While sauce is cooking, heat oil in skillet. Add bread crumbs. Brown bread crumbs on medium heat, stirring constantly—about 5 minutes. Set aside to cool.

For the artichoke-and-cauliflower garnish: Beat egg, add water and mix well. Set aside. Mix together bread crumbs, cheese, salt, pepper and sugar. Set aside. Boil cauliflower according to directions on package, no more than 4 minutes. Cut artichoke hearts in half. Drain vegetables well. Dip them in egg, then in bread crumb mixture. Fry in hot olive oil. Drain on paper towel. Set aside, keeping them warm and separate.

Cook spaghetti as directed. Place spaghetti on a serving platter. Pour tomato sauce over it. Sprinkle bread crumb topping over sauce. Arrange fried cauliflower around spaghetti and fried artichoke hearts on top of bread crumbs. Serve immediately.

Pasta Sales in Germany

The sales trend of pasta products in West Germany is steady with a weak upward trend.

Problems originating in the agricultural policy of the European Community such as the price relation between durum and soft wheat and the

relationship between importing countries in northern Europe versus the wheat producers, France and Italy, create problems along with monetary considerations.

There are 25 to 30 large pasta producers in Germany with possibly another 50 operating on a handicraft basis often with bakeries.

In Australia

Pasta sales are static with some expansion in house brands and generic sales.

While there are only six plants, there is an excess of manufacturing capacity, and consumption is static due to competition from Chinese noodles, rice, and potatoes.

Blends of durum wheat and semi-hard wheat are being utilized and packed in polyethylene at 500 grams retailing at \$0.63, 750 grams retailing at \$0.84.

Record Year For Hershey

Hershey Foods Corporation reported a record year in 1980 with net sales, net income and earnings per share exceeding last year's record-setting pace.

Earnings per common share for 1980 were \$4.38 compared with \$3.78 per share for 1979. Consolidated net sales for the year were \$1,335,289,000 compared with \$1,161,295,000 in the previous year. Net income for the year increased to \$62,055,000 compared with \$53,504,000 last year.

Earnings per share for the fourth quarter of 1980 were \$1.35 compared with \$0.94 per share for 1979. Net sales for the fourth quarter of 1980 were \$375,579,000 compared with \$319,076,000 for the same quarter last year. Net income for the quarter was \$19,218,000 compared with \$13,267,000 in the same period of 1979.

Results of Friendly Ice Cream Corporation, acquired in early 1979, have been included in the consolidated results of Hershey since the beginning of February, 1979. Comparative figures for the twelve months of 1979 include only eleven months of Friendly's operations.

"We are very pleased with the results of 1980, a year of major accomplishment for Hershey Foods Corporation. Particularly gratifying were the margin improvements by Her-

shey Chocolate Company and the strong sales increases registered in our major divisions in the fourth quarter," said William E. Dearden, vice chairman and chief executive officer.

"Most of Hershey Chocolate Company's excellent sales increase was the result of unit volume growth. The success of new products such as Whatchamacallit and Reese's Pieces, and solid gains by traditional products, especially Hershey's Syrup, Kisses and the standard bar line, including Hershey's Milk Chocolate, Almond, Mr. Goodbar, Krackel, Special Dark, Kit Kat, Rolo and Reese's Peanut Butter Cups, are responsible for this growth. The three-week strike in November at the Company's main plant in Hershey resulted in a contract settlement agreeable to both parties and did not have a material effect on the Company's overall performance.

"Friendly Ice Cream Corporation's sales increased significantly during the year. While some of this gain is attributable to price increases to offset higher costs, a comparable proportion is due to volume growth. Friendly's modification program to upgrade existing restaurants, new restaurant openings and expanded menu selections, supported by aggressive marketing programs, are the basis for this growth.

"San Giorgio-Skinner, Inc. enjoyed sales increases during the year greater than any other company in the pasta industry and achieved distribution in new market areas as a result of its marketing strategies.

"We hope to achieve additional growth in 1981 despite the uncertainties which confront us. Inflation, high interest rates, high energy costs and the lingering effects of the 1980 drought are cause for concern. In face of these factors, however, we expect to make progress toward achieving our strategies goals," Dearden concluded.

The Board of Directors of Hershey Foods Corporation today declared a regular quarterly dividend of \$0.40 per share on the common stock. The dividend is payable on March 31, 1981, to stockholders of record February 23, 1981. It is the 205th consecutive regular dividend.

DESIGNING MANUFACTURING SERVICING EXTRUSION DIES FOR THE MACARONI INDUSTRY

TANZ INC.
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Durum Situation

from USDA Wheat Situation,
February, 1981

U.S. Durum stocks on January 1 totaled 103 million bushels, the lowest midyear level in 5 years. Production has been about the same for the last 2 years, but last season's record disappearance significantly lowered 1980-81 carryin (table 2). As a result, this year's Durum supply was down 12 percent. Even more significant for the supply outlook has been the extensive sprout damage suffered by the 1980 crop, tightening supplies of high quality Durum. About half of the 10 million bushels of Durum held in the reserve in January 1980 has been redeemed.

Reflecting this season's high prices, June-December disappearance was a fourth lower than a year ago. This response should continue for the remainder of the marketing year, but yearend stocks will still be reduced to the lowest level in 6 years.

Early Exports Strong

Early season Durum exports were strong, mainly a spin-off from 1979-80's record loadings, but since then demand has fallen off because of concern over quality and price. Mid-January export commitments were almost half of those a year ago, as all the United States' regular Durum buyers cut purchases. For the two largest customers, Algeria and Tunisia, total purchases are running about 15 million bushels below last season. Exports for 1980-81 could total 65-70 million bushels, considerably below last year's record 83 million.

This year, spring wheat producers will indicate their 1981 planting intentions in March, but the strong

Durum Supply and Disappearance

DURUM SUPPLY AND DISAPPEARANCE

Million Bu.	80-81	79-80	78-79
Beginning Stocks	61	86	67
Production	108	106	133
Total	170	193	202
Domestic Use	50	49	44
Exports	65	83	72
Total	115	132	116
Ending Stocks	55	61	86

prices and absence of acreage restrictions are sure to induce expanded Durum seeding—even above 1979's record 5.5 million acres. "Desert Durum" growers—Arizona and California—are also likely to increase plantings.

Common Market Exports Grain

The Common Market, which had imported more grain than it sold abroad for more than a decade, has become a net exporter of wheat, barley and other grains.

These exports aren't expected to have a major effect on markets in the U.S., but U.S. officials believe the Common Market will become a more aggressive competitor in countries where the two compete for sales. The European Community has become the world's largest producer of barley and the fifth largest grower of wheat. The U.S. is the leading producer of corn and soybeans.

Durum Markets in February

No. 1 Hard Amber Durum Range from \$6.10 — \$7.75 per bushel, Minneapolis with semolina quoted at \$19.65 to \$20.40, granular 15¢ less.

After twelve consecutive weeks durum fell below the \$7.75 high in early March to \$7.50 per bushel.

Andreas Named

Dwayne O. Andreas, chairman of the board and chief executive officer of Archer Daniels Midland Co., Decatur, Ill., has been named "Food Industry Executive of the Year" by The Wall Street Transcript.

The publication, a New York financial weekly, said selection of the award is based on interviews with industry executives, financial analysts, money managers, trade journalists, members of the academic community and other professional sources.

In addition to selecting Mr. Andreas for the "gold award" in its competition, The Wall Street Transcript named Anthony J. F. O'Reilly, chief executive officer of H. J. Heinz Co., Pittsburgh, Pa., as runner-up or winner of the silver award. The publication's bronze award will be presented to E. Robert Kinney, chairman and chief executive officer of General Mills, Inc., Minneapolis.

The publication's announcement of the awards included the following comments on Mr. Andreas:

"He has consistently been in the forefront of the industry in anticipating such trends as the growth of the high fructose corn syrup business and the rising demand for fuel grade ethanol. Rather than diversifying outside his company's traditional activities, he has found new opportunities within the framework of the processing, milling, refining and storage of grain and soybeans.

"Mr. Andreas has positioned ADM for further growth in the 1980's through heavy investment in corn wet milling capacity and in plants which will be producing gasohol. In the last decade, the firm's earnings have risen from 34¢ a share in the fiscal year June 30, 1970, to \$3.05 in fiscal 1980. A number of analysts predict in substantial additional gain in fiscal 1981.

Peavey Announces Second Quarter, First Half Earnings

Peavey Company announced net earnings for the second quarter ended January 31, 1981 of \$6,307,000 or \$1.12 per share on sales of \$213,855,000. This compares with net earnings of \$6,082,000 or \$1.07 per share on

sales of \$193,463,000 for the same period a year ago.

Net earnings for the first six months of fiscal 1981 were \$13,427,000 or \$2.40 per share on sales of \$422,626,000. This compares with net earnings of \$12,526,000 or \$2.21 per share on sales of \$384,160,000 for the first half of fiscal 1980.

The previous year's second quarter and six month earnings have been restated to reflect the current method of valuing U.S. Farm Store inventories, which are now on a LIFO basis. The impact of the restatement is to reduce last year's second quarter net earnings by \$263,000, or 5 cents per share, and last year's six month earnings by \$499,000 or 9 cents per share.

Last year's second quarter and six month earnings reflect a write-off of goodwill, in the amount of \$1,369,000 or 24 cents per share.

Chairman's Statement

Peavey Chairman and Chief Executive Officer William G. Stocks said: "Agricultural Group earnings increased for both the second quarter and six months, although grain merchandising operations in the North Central States were hurt by lower grain volume resulting from last summer's drought in that region. Commodity brokerage operations had significant increases in both trading volume and earnings.

Both the Flour Milling and Home Brand Divisions had improved earnings, but the costs absorbed by the Brownberry Division in maintaining market position following the loss by Fire of its Ohio bakery in October, 1980, caused the earnings of the Food Group to be slightly lower than last year in both periods.

Retail Group earnings were above those of comparable periods last year when Group earnings were reduced by the previously-mentioned goodwill write-off. Northwest Fabrics had increases in both sales and earnings. Farm Store Division sales were higher, but earnings decreased due to lower margins and higher administrative costs principally relating to management information system development costs. Building Supplies Division sales and earnings were below year ago levels reflecting the depressed condition of the housing industry.

Interest expense increased significantly in both periods due to higher levels of short-term debt to support increased commodity inventories and higher short-term interest rates.

Commenting on expectations for the full fiscal year, ending July 31, 1981, Stocks said: "Given our first-half results it now appears that earnings in fiscal 1981 may exceed last year's record earnings."

Peavey Lists on New York Stock Exchange

Effective February 25, 1981, the common stock of Peavey Company will be traded on the New York Stock Exchange under the ticker symbol PV.

Peavey's common stock has traded on the National Over-The-Counter Market since the Company went public in January, 1973.

Commercial Creamery Company

Commercial Creamery Company has much to offer the pasta industry. Their products include a wide variety of dehydrated cheese sauces—everything from generic macaroni and cheese dinners to deluxe Fettucine Alfredo—as well as products such as dried egg solids and seasoning for macaroni salad mix. A family business with years of experience, they can supply dependable products that have been tailor-made to fit each customer's unique requirements.

Established in 1908, Commercial Creamery began business as a supplier of butter and eggs in the Pacific Northwest. Their spray drying expertise dates back to the 1920s. In those days they dried milk powder, butter-milk powder, and eggs. They began spray drying cheese products in the early 1950s. With thirty years of experience behind them, they have mastered the intricacies of manufacturing quality cheese powder.

They begin with ingredients that are strictly controlled. Cheese must be properly aged in order to yield the desired characteristics in their finished product—the flavor, color, and cost of the finished product are directly affected. Cheese and other ingredients are routinely tested before they are used to make certain

they meet specifications. They operate a complete microbiological laboratory, and analyze critical ingredients as well as their finished products.

Much of their time is spent working on new products. They have developed a complete cheese sauce in piece form—nugget, granule, or flake—which makes a one step pasta dinner. With this product there is no need for a separate packet of cheese. Cheese pieces can be packed directly with the pasta. A package containing the correct proportion of cheese pieces and pasta can be easily prepared. The consumer needs only to add a measured amount of water and cook. There is no draining required, and no other ingredients to add.

Their macaroni salad mix has proven to be very popular in the summer months. In addition to spices and seasoning, the mix contains cheese chunkettes — cheese flavored pieces that we make from cheese powder. Pieces of cheese, highly visible in the macaroni salad, have eye appeal as well as adding flavor. Chunkettes are shelf stable and can be included in the salad mix where ordinary cheese would be out of the question.

Another product they have developed is granular style cheese powder. This is a spray dried product with a larger particle size than their regular cheese powder. It looks much like grated cheese but is lower in moisture. Granular cheese powder can be used in slakers just like grated cheese. They can make a variety of flavors, from mild cheddar to Parmesan or Romano.

They continue to experiment with powdered sauces for pasta, using new ingredients to improve functionality or flavor. They make cheese sauces, cream sauces, and sour cream based sauces. Whether a creamy, mild cheese sauce for children or a more sophisticated flavor such as Romanoff, they can provide powders to fit any customer's needs.

As their needs have grown they have expanded their facilities. They now operate three drying plants: in Spokane, Washington; Jerome, Idaho; and Afton, Wyoming. They have a number of packaging machines and can supply product in retail or institutional sized packets as well as in bulk. Their capabilities allow them to satisfy even the most demanding requirements.

U.S. AVERAGE RETAIL PRICES FOR CEREALS AND BAKERY PRODUCTS, 1980

Cereals and Bakery Products	Dollars Per 1-pound	
	November	December
Rice, white, long grain, precooked	1.236	1.252
Flour, white all purpose	0.211	0.211
Rice, white, long grain, uncooked	.520	.539
Spaghetti	.718	.740
Bread, white pan	.519	.519
Bread, French	.815	.825
Bread, whole wheat, pan	.737	.747
Bread, wheat blend, pan	.650	.651
Rolls, hamburger	.799	.801
Cupcakes, chocolate	1.645	1.636
Cookies, chocolate chip	1.696	1.703
Crackers, soda, salted	.820	.846

Pasta Perfect:



There's no...

People who want to stay trim should realize the nutritional value and low caloric content of pasta products.

Pasta products in this country have inherited a "fat" reputation. **This is an undeserved reputation. — totally out of line with the proven facts.**

And it's time somebody set the record straight by informing the weight-conscious and waist-conscious public of the real nutritional value of pasta products.

Enriched pasta products can provide a significant portion of an individual's Recommended Daily Allowance of niacin, riboflavin, thiamine, iron and Vitamin B.

Pasta products are also excellent sources of complex carbohydrates. The new HEW and USDA dietary guidelines suggest that increasing the intake of complex carbohydrates is a positive health measure.

Plus pasta products can help a person lose weight and waistline inches by providing the bulk necessary to quiet hunger pangs.

The caloric fact is that pasta products compare favorably in calories with yogurt. The chart below shows the actual comparison.

How pasta dishes compare with yogurt

	PASTA (serving — one cup)	YOGURT
MACARONI	hot 155 calories cold 117 calories	2 1/2% fat 117 calories
MACARONI & CHEESE	hot 288 calories	2 1/2% fat 117 calories
NOODLES (EGG)	hot 200 calories	2 1/2% fat 117 calories
SPAGHETTI	hot 155 calories	2 1/2% fat 117 calories
SPAGHETTI TOMATO SAUCE & CHEESE	hot 190 calories	2 1/2% fat 117 calories
SPAGHETTI TOMATO SAUCE & MEATBALLS	hot 258 calories	2 1/2% fat 117 calories

Overweight is out of date! Eat Pasta Products

ADM Milling — supplying Breadwinners since 1902



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ADM also supplies quality bakers shortening, corn sweeteners, CO₂, soy protein and vital wheat gluten for the baking industry.

Pasta Party for "New Jersey 10-Miler"

What a sight! Hundreds, maybe thousands, of runners devouring pasta the night before the big race. Will their trainers and coaches approve? Will they even be able to move? You can bet they will!

That's why participants in the second annual "New Jersey 10-Miler" were lining up for the Buitoni Pasta Party March 14, the night before the race, for a carbo-loading meal; runners, as well as other athletes, know that you can't run with the gauge on empty.

The Buitoni Pasta Party was scheduled from 5 to 8 p.m. at the Jewish Community Center in Cherry Hill. Admission to the dinner for free for the up to 4,000 runners expected to enter the race and \$2.00 for guests. The "New Jersey 10-Miler" race, organized by the Greater Camden Association of Life Underwriters and co-sponsored by Buitoni Foods Corporation, will feature many world-class runners such as Randy Thomas, Bob Hodge, Paul Friedman and Ellison Goodall.

Why would runners want to "fill-up" on pasta the night before a big race? Primarily because, as many athletes have discovered, pasta products are an ideal source of complex carbohydrates, needed to build up glycogen stores in the body, prior to lengthy physical exertion. Complex carbohydrates, such as pasta products, are preferable to simple carbohydrates for carbo-loading because they contain no fats, no sugar, and no cholesterol.

Food for Athletes

According to Bill Smolka, Buitoni Vice President of Marketing and Sales, "We at Buitoni became actively involved with running because the products we market are an ideal food for athletes."

"Races such as the 'New Jersey 10-Miler' are often entered by amateurs who may not be aware of the proper kinds of foods to eat before a race. Although we recognize that attending one 'Buitoni Pasta Party' the night before a race will not make up for a poor pre-race diet, it helps make the athletes aware that carbo-loading is now an accepted method of affect-

ing physical capabilities and stamina."

The "New Jersey 10-Miler" was run on Sunday, March 15 at 12:00 noon. The race course began and ended at the Hyatt House on Route 70 in Cherry Hill Township and included parts of Collingswood and Haddon Township.

Entry fee of the race was \$4.00 prior to March 10, later registration was \$5.00. Information on registration and race details was obtained by calling a 10-Miler Hot Line telephone number: (609) 662-8118.

Opportunity for Pasta

What has happened to the traditional pre-game fortifier, abounding in protein, called beefsteak? Steak isn't obsolete, but it has yielded before the onrush of carbohydrates, which the geniuses of nutrition contend deliver energy infinitely faster than the once favored porterhouse.

According to observers of the human system, carbohydrate turns to glucose, which is transported by the blood to the liver, where part is stored and part goes to the muscles. When the glucose reaches a muscle, it joins with glucose already there to form glycogen, an important muscle fuel, which, presumably comes in regular, unleaded and supreme. Fired by this glycogen, the athlete is ready to let 'er rip.

Sports Center Dining

Not too long ago the most common kind of athlete was the "armchair" variety, planted firmly and comfortably in front of the television. Baseball, football, tennis . . . the sport itself didn't really matter that much. In fact, the basic requirement of armchair athletics was that somebody else did all the sweating.

Today, however, changing habits and lifestyles have created a new situation. People began—slowly at first—to trade in their chairs and their sets for running shoes and tennis racquets. They bought health and racquet club memberships, lesson series and sports magazines; warmup suits, sweat bands and shirts with alligators on them.

At the same time, their tastes in dining were also maturing—there was

a greater interest in nutrition, and the desire to eat natural and light. A new breed of diners wanted healthy food in a cheerful and casual setting menus that would offer them nourishment, good taste and variety.

It was just a matter of time before entrepreneurs recognized the potential profitability of combining these two popular leisure-time activities, and sports center dining was born. It began with juice bars and yogurt stands, then grew to include a wide range of eating experiences.

Sales Growing

According to National Restaurant Association figures foodservice in recreation and sports centers is expected to enjoy strong real sales gains of 2.6% in 1981, as individuals become more interested in health, fitness and variety in their daily routines. Projected food and drink sales for these operations is predicted to reach \$2,708,078 in 1981, a 13.6% increase from 1980. (Projected sales for 1980 is \$2,383,517.) And from 1978-81, food facilities in sports and recreation centers show a compound annual growth rate of 12.4%.

Formats Vary

How are these sports center dining establishments shaping up? While cartons of vending machine orange juice were once standard fare, there are now fresh and exciting alternatives. Salads, high-protein shakes and sandwiches on whole-grain breads lead the list of favorites; other common items include fresh-squeezed juices, vegetarian dishes, fresh fruits and wholesome desserts.

The operations themselves are also varied, offering both self-serve and atmosphere tableservice and formats. Menus range from limited offerings to complete meals, generally highlighted by a selection of fresh fish, lean meats, fresh produce and freshly-baked breads and desserts.

Nutrition Confusion

Arguments over the health and nutrition aspects of various foods are causing confusion in the mind of the consumer and thus resulting in decreasing interest in the subject, according to Dr. John Colmey, vice-president and general manager of the

technical group of Nabisco, Inc., East Hanover, N.J.

Speaking before the food and beverage industry seminar of the Financial Analysts Federation, Dr. Colmey referred to the widespread confusion as "a serious threat to the nutritional well-being of the American public."

He noted that in a recent survey by Nabisco, consumers who were given a list of 13 factors relating to food purchase decisions ranked taste first, cost second, convenience third, and nutrition "anywhere from eighth to 13th."

Assembly Line in the Supermarket

Throughput—moving the merchandise from delivery to the retail shelf is undoubtedly more wasteful of labor and time than any other operation in the supermarket. It is also the operation responsible for most damage to merchandise and fixtures, and the one which is least organized in the allocation of task to employee. By adapting the concepts of the assembly line to the supermarket, Techno's new ThruPut Stocking System wrings the slack out of shelf stocking. ThruPut increases productivity rates for case cutting, price marking, and sorting, and compresses the time span from back room to shelf. It also virtually eliminates merchandise damage, and facilitates employee accountability.

Thru Put Stocking System

The complete ThruPut Stocking System consists of only two components: the input conveyor, a price marking table and an output conveyor or in one unit, and the stocking carts, easily rolling high capacity receiving carts onto which merchandise is immediately sorted by aisle or family groups as it comes off the output conveyor. Typically, eight stocking carts are placed in readiness to receive 300 to 350 cases. The double shelf permits the safe stacking of fragile or crushable items because the weight on the bottom layers is limited. Steady pace, division of labor with the resultant high skill level for each task, continuity of process, and the substitution of mechanical for



Input Conveyor



Price Marking Table



Output Conveyor



Stocking Carts

Controlled Pace

manual conveyance yield the same benefits to the supermarket as they do the factory—intensified utilization of both manpower and equipment.

Three Person Team

A three person team which can be easily trained within one week to achieve a minimum productivity rate of 300 cases per hour is responsible for cutting, pricing, and sorting. One team member, stationed at the input end of the conveyor moves the case from the pallet to the conveyor-mounted turntable, cuts it open and sends it along to the price marking table. Since the input conveyor is movable and expandable it can be placed, in a matter of seconds, at successive pallet loads as each is processed. A second team member, stationed at the illuminated marking table at the center of the ThruPut System receives the cut cases, prices the contents and sends them along the output conveyor. The third team member, stationed at the foot of the output conveyor sorts the cases, already cut and priced, onto stocking carts according to aisles or family groups which correspond to the arrangement of merchandise in the retail area.

The entire procedure moves at a controlled, accelerated pace. Except for actual shelf stocking, no part of the operation of throughput is performed in the retail aisle. Since each employee is responsible for a specific task, accountability is easily traced. And since no merchandise cases, hand trucks or pallets are pushed or shoved around the retail area, merchandise damage is practically non-existent.

As one mobile unit the entire conveyor system can be quickly positioned any place in the backroom or at any delivery door. The input and output conveyors are individually expandable from five feet to almost twenty feet so that each can be repositioned without moving the unit as a whole. The conveyors are also flexible so that they can be thrown into a curve or an angle to accommodate the configuration of the back room. The whole unit collapses for quick, easy storage between deliveries.

ThruPut is one of the "Systems that Simplify" the distribution and handling of consumer goods: designed, engineered, and manufactured by Techno Truck Mfg. Co.

BUHLER-MIAG SHORT GOODS LINES...

Performance You Can Depend On!



Models TRBB and TTBB Capacity: up to 10,000

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 super-seal.

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.

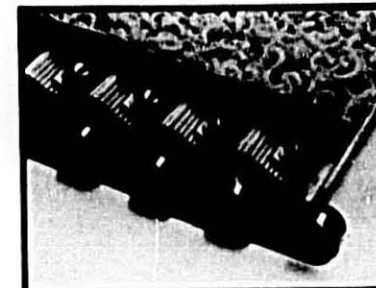
High drying temperatures, in combination with ideal drying time, increase cooking quality of final product.

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

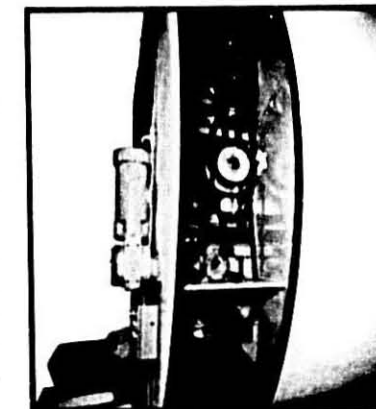
Product Quality is What Really Counts!

Upgrade 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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Whether you need a complete processing system, ASEECO has the answer. Through our design, engineering and construction services, ASEECO helps you meet tomorrow's needs today, today and economically.

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- Electrical Engineering and Control Panel Design
- Machinery Selection and Procurement
- Evaluation of Sub-Contracts and Bids
- Erection and Installation of Machinery
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- Training of Operating and Maintenance Personnel
- Service After Sale

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To ensure the proper application and design of ASEECO products, a research and development facility is maintained to conduct actual on-product tests to determine handling characteristics and to obtain data for the design of specialized process machinery.

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In addition to the design, engineering and supply of equipment, ASEECO will, if desired, assist in commissioning a process facility on stream. This service includes the preparation of operating and maintenance manuals, the training of operating personnel, conducting trial and test runs and the supervision of initial operations.

PROJECT FINANCE PLANNING:

ASEECO is prepared to assist clients in obtaining comprehensive project financing. This assistance is inclusive of counseling on the type of financing best suited to your requirements and locating the source that can provide it.

Ask for the following literature.

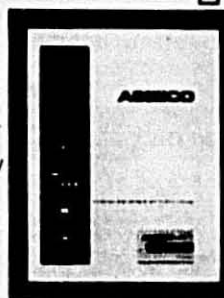
Name _____ Title _____

Company _____ Phone _____

Address _____ Zip _____

ASEECO Condensed Engineering & Specifications Catalog.

16-page catalog provides features, applications, specifications and model selection guide for entire ASEECO line. Includes diagrams and photographs. U.S. and foreign sales offices listed. A must on any equipment specifier's desk.



ASEECO-LIR Overlapping Bucket Elevators.

Simple design. Modular construction. Sanitary. Open tubular and solid wall as well as totally enclosed models. One piece plastic buckets. Seven configurations—13 bucket sizes.



ASEECO Belt Conveyers.

Available in troughed and flat slider bed designs. Flat and troughed roller bed, woven steel belt or inverts. Sanitary construction.



MODUTRAN II® Vibratory Distribution System.

Simultaneous conveying and distribution of product on demand to multiple packaging machines, hoppers, sorters and mixers without starvation or product recirculation. Compact. Sanitary design.



ASEECO Vibrating Conveyers.

For conveying any free flowing or semi-free flowing material. Also for processing, heating, cooling, separating and screening applications. Exclusive flex spring linkage provides positive vibration of tray without dumping underload. Available in natural frequency design.



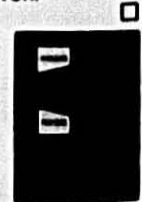
ASEECO Selective Bin Storage Systems.

Fully automatic bin storage systems for free flowing materials. Sanitary construction and multiple options.



ASEECO ACCUMAVEYOR.®

Automatic storage system which accepts non-free flowing products at varying rates and discharges product on demand. Stores product in bulk. Fills the gap between continuous processing and packaging machines. Two basic models with infeed and discharge options to meet varying product characteristics.



ASEECO CORPORATION 8857 West Olympic Boulevard, Beverly Hills, CA 90211 (213) 652-5780 TWX: 910-480-2101

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 6.5 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 guarantee Henningsen egg solids. We also guarantee that they are 100 per cent solids—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

BUYERS' GUIDE

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

DURUM PRODUCTS

A D M 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 32-33.

AMBER MILLING, St. Paul, Minnesota 55104. 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 21.

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; Alto Durum Clear; 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 page 56.

KERR PACIFIC MILLING CORP., P.O. Box 1476, Pendleton, Ore. 97801; Phone (503) 276-6511. Durum products. Mr. Dan Breland.

NORTH DAKOTA MILL AND ELEVATOR, Grand Forks, North Dakota 58201. Manufacturers of Dakota 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: W. Leo Cantwell, Director of Marketing (701) 795-7228; V. M. "Skip" Peterson, Sales Manager (701) 795-7224. See ad page 19.

PEAVEY COMPANY FOOD GROUP (Milling Division), 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. W. M. Wingate, V.P. Sales (612) 370-7850; William H. Grady, (612) 370-7837; Wayne Mosey, (612) 370-7880. District Sales office in New York: Gerald P. Marron (914) 428-1250. District office in Elk Grove Village, Illinois (312) 640-7122. See ad pages 26-27.

SEABOARD ALLIED MILLING CORP. Telephone: Area Code 913-677-7400. Lin L. Lundgaard, Henry L. Sumpter, John LaSpina. Complete line of durum products milled in Albany, N.Y. and Port Allen, LA. See ad pages 45-46.

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., 10013. (212) 431-5700. Dark yolk for the noodle industry. Dark yolk, dark whole eggs - Dried Eggs.

BROWN PRODUCE CO., INC., Farina, Illinois 62538, (618) 245-3301. has been servicing the macaroni-noodle industry for over twenty-five years with a full line of colored egg yolk and whole eggs, special blends made on request. Products are marketed under the brand name of Bake-Rite and distribution is coast to coast. The company is fully integrated with its own feed mill, egg production, and storage facilities and able to quote your short or long term needs.

CUTLER EGG PRODUCTS INC., 612-30 Sedgley Avenue, Philadelphia, Pa. 19140. Mr. Harold M. Cutler—Sales Telephone: Area Code 205, 585-2288. Packers and distributors of frozen eggs and egg solids. Processing plant: Industrial Park Road, Abbeville, Alabama 36310.

EGG CORPORATION OF AMERICA, 583 Broadway, P.O. Box 11 Westwood, NJ 07675. "Total suppliers of eggs to the Macaroni Industry." * Shell * Liquid * Frozen Dried Blends. Seasonal or High Color.

HENNINGSEN FOODS, INC., 2 Corporate Park Drive, White Plains, New York 10604. (914) 694-1000. Manufacturers of Free Flowing Egg Yolk Solids, Free Flowing Whole Egg Solids, Dehydrated Chicken, Ham and Turkey product. 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. For information, contact: Vito J. D'Agostino, Michael H. Cruger, Kit Henningsen, Richard Reynolds at White Plains, Mid West—Frederick W. Hartfelder at (800) 228-2769; West Coast — Mike Nolan at (714) 598-1018. See ad on page 39.

MONARK EGG CORPORATION, 601 East Third Street, Kansas City, Mo. 64106; (816) 451-1907. Manufacturers of all Dried and Frozen Egg Products, including Whole Egg Solids, Egg Yolk Solids, Egg White Solids and blends. Main office in Kansas City. Facilities located in Missouri and Kansas.

NATIONAL EGG CORPORATION, P.O. Box 608, Social Circle, Georgia 30279. Telephone: (404) 464-2652. Egg Yolk Solids, Free Flow. Whole Egg Solids, Free Flow. See page 47

WILLIAM H. OLDACH, INC., #5 Executive Campus, Cherry Hill, N.J. 08002; Phone (609) 665-4664. Specializing in egg products sale and distribution to discriminating food manufacturers with strict adherence to quality specifications. Liquid-Frozen-Dried.

SCHNEIDER BROS., INC. 5332 S. Western Avenue, Chicago, Illinois 60609. Mr. Morris Schneider, president; Clifford Schneider, V.P. Sales & Marketing, Chicago, IL; Sidney Schneider, V.P. Dried Egg Division; Sandy Seidner, V.P. National Sales, Phoenix, AZ; Don Potts, Sales Manager, Atlanta, GA. Liquid frozen and dried egg products.

BRANIN EGG PRODUCTS COMPANY, 3330 Woodrow Wilson Avenue, Jackson, Mississippi 39207. Telephone: Area Code 601, 948-5317; Telex 585-401. Processors of dried egg products including free flowing or standard egg yolk and whole egg, complete lines of blended to specifications dried egg products, and all types of dried egg whites both spray and pan dried, with all products packed under strict quality control. George Attwood, General Manager. A division of Cal-Maine Foods, Inc. See ad on page 49.

MILTON G. WALDBAUM COMPANY, Wakefield, Nebraska 68784. Phone: (402) 278-2211. (800) 228-9176. Egg Processor. Fresh shell eggs, fresh liquid egg, frozen whole eggs or egg yolks. Special package size available. Dark color whole eggs and egg yolks available on contact. See page 51.

CHEESE

COMMERCIAL CREAMERY COMPANY, S. 159 Cedar St., Spokane, WA 99204. Manufacturer of dehydrated products, specializing in powdered sauces for pasta. Telephone (509) 747-4131. Toll free (800) 541-0850. Telex: 326439. Bud Gilmartin, President; Dr. Judy Kintner, Technical Director.

MANUFACTURING EQUIPMENT

ASEECO CORPORATION, 8557 West Olympic Boulevard, Beverly Hills, California 90211. Engineers and manufacturers of complete storage systems for noodles, cut goods and specialty items. Product Lines: Aseeco overlapping bucket lifts (elevators), belt conveyors-sanitary, accumulators, 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 38.

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 10165. 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 8-9.

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 10165. Phone: (212) 682-6407. Telex 12-6797 BRANY NYK. Manufacturers

of coiling machines, ravioli machines, nesting machines. Cartoning, weighing and bag packing machines.

BUHLER-MIAG, INC., 1100 Xenium Lane, Minneapolis, Minnesota 55440; Telephone (612) 545-1401. Palling, engineering and consulting for complete macaroni factories. Manufacturers of complete macaroni processing lines:

- for short goods; presses, shakers, dryers, cooler, and bins as well as belt storage systems

- for long goods, presses, spreaders, dryers, coolers, cutters, stick and cut product storage units

- for twisted goods; presses, twisters, dryers (also Nidi machir)

Specialty Processing Equipment:

- steamer (for instant product)

- cooker extruders (combination extruding machines)

- extruders for snack foods

We also offer a complete line of laboratory equipment, and a die washer for every size and shape of die used in the macaroni industry. Buhler-Miag's engineering and manufacturing staff can supply you with complete semolina and flour bulk handling systems including dust control equipment.

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 ads on pages 36-37.

CLERMONT FOOD MACHINE COMPANY, 280 Wallabout Street, Brooklyn, New York 11206. Phone (212) 963-6020. Manufacturers of Automatic Continuous Noodle Line, Automatic Sheet Former Machine for various products such as: Doughskin for Egg Rolls, Doughskin Processing Machine for Crepes, Manicotti and Blintzes, Potato Chip Machine Bucket Conveyors, Conveyors and many other food processing machines. See ad page 43.

(Continued from page 42)

DEFRANCISCI MACHINE CORPORATION, 46-45 Metropolitan Avenue, Ridgewood, NY 11385. 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 predetermined 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 11-12.

SALVATORE DI CECCO, RR#1, Richmond Hill, Ontario, Canada, L4C 4X7, Tel. # (416) 773-4033. Exclusive sales representative for: Ricciarelli Firm: Automatic Packaging Machinery in cartons or cellophane bags for: Long and short goods macaroni; cereals, rice, dried vegetables, coffee, cocoa, nuts, dried fruits, spices, etc., Stamping Machines for Bologna-Style and Noodle pasta. Ricciarelli-Nicolai: Macaroni dies and die-cleaning equipment. Bassano Firm: Complete pasta lines equipment, Rollinox patented processing equipment. See ad on page 53.

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, Mt. Airy, Illinois 60048, (312) 382-1031; TWX 910-684-3278 (Hos-382-1031); TWX 910-684-3278 (HOSKINS LIBY). Western sales representative for DeFrancisci Machine Corp., manufacturer of pasta production lines. Western sales representative for Clermont Food Machinery Co., manufacturer of noodle cutters, Chinese noodle

equipment, crepe manufacturing equipment. Sales representative Asecco, manufacturer of finished goods conveying and storage systems; Ricciarelli, manufacturer of packaging machines, long spaghetti conveying systems, bowtie machines.

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.

DIES

D. MALDARI & SONS, INC., 557 Third Avenue, Brooklyn, N.Y. 11215. Phone: (212) 499-3555. Extrusion dies for pasta, cereals, snacks, pretzels, animal feed, R & D in non-related food fields. See ad on page 7.

TANZ, INC., 6917 N. Milwaukee Avenue, Niles, Illinois 60648, (312) 647-5630. Manufacturer of extrusion dies for the food industry. See ad on page 29.

PACKAGING EQUIPMENT

AMACO, INCORPORATED, 2801 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 15.

HAYSEN 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 noodle, 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 filling 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 94402; (415) 342-1454.

INDUSTRIAL MARKING EQUIPMENT CO., INC., 4385 Westroads Drive, West Palm Beach, FL 33407. Conveyor line marker for automatic imprinting of conveyor-carried cartons and other containers. Machine to print your own K.D. Corrugated boxes. Contact Louis J. Kessler.

H. J. LANGEN & SONS, LTD. High speed rotary placer, Langen B1 Manuload/Autoload. The low cost convertible cartoner, and other machines. 6420 Viscount Rd., Mississauga Ontario, L4V 1H3 (416) 678-6500. U.S. Sales Offices: 2357 Devon Ave., Elk Grove Village, IL 60007; P.O. Box H, Scituate, MA 02060.

WRIGHT MACHINERY DIVISION, REXHAM CORPORATION, P.O. Box 3811, Durham, North Carolina 27702. Telephone: (919) 682-5111. Wright Machinery has designed a specialized line of packaging machinery for the macaroni/noodle industry. Form/Fill/Seal systems include the MON-O-BAG Volumetric, an automatic single tube system which permits high speed production when extreme weighing accuracy is not crucial; the MON-BAG II and MON-O-BAG III, net weighers employing the Electronic scales; and the DU-O-BAG III, a net weigher that combines two MON-O-BAGS in one unit. Wright also manufactures the FA IN-LINE unit and the ROTARY NET WEIGHER, for packaging products in rigid containers at high

(Continued on page 44)

THE MACARONI JOURNAL

that produce

Simply, Efficiently, Economically.



Clermont's Dough-Skin Processor produces up to 600 per hour. Makes round skins from 4" to 9" in diameter, also makes square or other shapes by simply changing dough discs. Operates automatically, requiring only 1 operator. Model No. MA-M-100-1



Clermont's Skin Oven makes 4,000 to 5,000 skins per hour - for Crepe Suzettes, Manicotti, Egg rolls, Blintzes or other similar products. Two rows of baking pans pick up batter and slowly passes through oven. Doughskins are removed by vacuum, conveyed to operator for filling with cheese, meat, fish, fruit, vegetables. Model No. MA-M-200-2



Clermont's Automatic Crepe/Filling Machine makes and fills Crepes, Manicotti, Egg Rolls, Blintzes, Cannelloni automatically at 2,500 to 3,000 per hour. Doughskins are baked, filled, turned and rolled into completed form and discharged ready for packaging at the rate of 2,500 to 3,000 per hour. Model No. MA-M-300-3

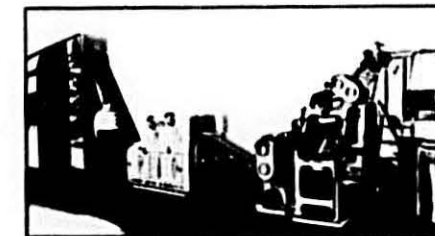
The Clermont line of food processing machines is designed and engineered to afford utmost cleanliness, compactness and efficiency in operation. Contact us now for complete specifications and operating information for your immediate requirements:

Clermont food machine company Div. Amato Industries, Inc.

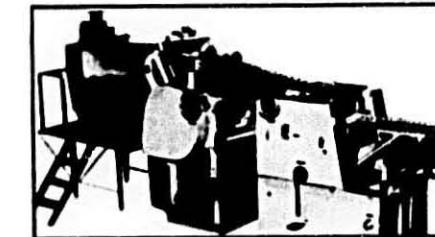
280 WALLABOUT STREET, BROOKLYN, N. Y. 11206 • Phone: (212) 963-8020 • TWX: 710-584-2449



Clermont's Sheet Former receives dough ingredients, mixes and processes it through rollers to form an elasticity sheet that is used for products such as: Egg Roll Skins, Won Ton, Noodles, Matzoh, Salt Crackers, Cracker Meal Potato Chips, etc. Model No. ASF-1



Clermont's Sheet Former/Noodle Cutter produces up to 3,000 lbs. per hour. Fully automatic. Mixes dough and forms a sheet of dough 20" or 40" as well as intermediate widths approximately 1/4" thick. The sheet is then fed into the noodle cutter. Adjustable rate of production to 600, 1,000, 1,600 or 3,000 lbs. per hour. Complete facility is operated by one man! Model No. ASF-2



Clermont's Chip Machine produces up to 360,000 potato chips per hour. Fully automatic, the machine receives, mixes all ingredients and feeds continuously in a straight line, a series of rollers which in turn forms a sheet to the desired thickness, then cuts and fries. Packaging accessories available. Model No. ASF-3

speeds. Call or write Vice President-Sales, Martin D. Cicchelli, for a free technical bulletin. See ad on page 5.

PACKAGING SUPPLIES

BOISE CASCADE, Composite Can Division, 1330 Interstate Dr., Hazelwood, MO 63042. Composite 30# Cans for frozen eggs. For more information, contact Joseph G. Schon, Marketing Manager, (314) 344-2213.

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.

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, Roto-gravure 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: Pro-

fessional designers experienced in the pasta and related industries are available for your packaging needs. See inside front cover.

ROSSOTTI CONSULTANTS ASSOCIATES, INC., 158 Linwood Plaza, Fort Lee, New Jersey 07024; (201) 944-7972. For folding paper board cartons and corrugated shipping containers, representing St. Regis Paper Company. Also consulting in buying and selling macaroni companies. Established in 1898. See ad on inside back cover.

FORTIFICATION

EASTMAN CHEMICAL PRODUCTS, INC., P.O. Box 431, Kingsport TN 37662. MYVAPLEX 600 Concentrated Glyceryl 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 15.

VITAMINS, INC., 200 East Randolph, Suite 5560, 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. West, Joseph P. Manson, 610 Newport Center Dr., Newport Beach, CA 92660. (714) 833-0432.

SERVICE

WINSTON LABORATORIES, INC., 25 Mount Vernon Street, Ridgefield Park, N.J. 07660. Our laboratories, with 61 years of experience, continue to fulfill a vital need of every Pasta producer - Evaluation of product quality. Quality starts with the selection of the best raw materials free of incidental additives such as pesticide residues, pathogenic bacteria, and extraneous matter. Also a continual check-

ing of your egg solid content in noodles and your enrichment concentrations are necessary to insure proper nutrition and compliance with Federal requirements. Have questions concerning nutritional labeling? Know what records must be maintained to substantiate your product claims. The Winston Laboratories Inc. - Specialists in the Chemistry & Bacteriology of Macaroni and Noodles. James and Marvin Winston, Directors. Prompt and Efficient Service since 1920. Phone: (201) 440-0022. See ad on page 23.

Diamond Packaging Products Announces Plant Expansion

Mr. Franklin T. Schultz General Product Mgr. of the Lithographic Carton Division of Diamond International Corporation, announced today the expansion of the firm's lithographed paperboard carton facilities in Morris, Illinois.

The expansion will add 60,000 sq. ft. to the Morris plant, bringing the total to 233,000 sq. ft. The additional space will be used for manufacturing operations and for work in process storage. Construction is expected to be completed early in January, 1971.

The plant expansion follows the recent installation of a Roland 800 six-color press and twin Bobst die-cutting presses. According to Schultz, "these are among the most modern presses available for printing, cutting, and embossing folding cartons and are found in only a few plants in the U.S. The new equipment and expansion are examples of Diamond International's commitment to fulfilling the packaging needs of American industry."

More Taxes

State and local tax collections reached \$216.4 billion in the 12 months ending last March, an increase of 7.3 percent over the previous 12 months.

State taxes accounted for \$11.7 billion of the total increase of \$14.4 billion.

Property taxes continued as the largest revenue source of state and local governments.



For its outstanding contribution to the macaroni industry through achievement of a widespread reputation for quality pasta among thousands of diners in the Aspen, Colorado Area since 1959 . . .

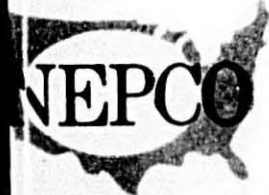
MOTHER LODGE

is hereby recognized by Seaboard Allied Milling Corporation and presented the "Che Pasta" Award, symbolic of excellence in Italian cooking . . . la buonacucina italiana e famosa.

Seaboard Allied Milling Corporation • Kansas City, Missouri



How do you like your eggs?"



Make a special effort to prepare your eggs the way you want them. When it comes to baking breads, cookies, cakes, doughnuts, and making dressings, pasta, mayonnaise, and salad dressings, come through with the products you require according to your particular formulas. We go out of our way to serve you eggs the way that meets your individual specifications. And whether it's SPRAY DRIED ALBUMEN, SPRAY DRIED YOLKS, SPRAY DRIED WHOLE EGGS, or any of our FOUR SPRAY DRIED EGGS, we guarantee you'll be pleased with our eggs, our quality control, and our service. You can have your eggs the way you want them, shipped to you in poly-lined 50 lb. boxes or larger drums. And we can provide you with liquid whites, yolks, or whole eggs shipped to you in selected temperature controlled tank trucks. You have only to call or write us. And tell us how you want your eggs.

NATIONAL EGG PRODUCTS CORPORATION
 Box 608, Social Circle, Georgia 30279
 Phone: 606/464-2652

Guest Check

TABLE NO.	SERVER NO.	DATE	ORDER NO. 9685-41
1			<i>spray albumen</i>
1			<i>spray dried yolk</i>
1			<i>spray dried whole egg</i>
4			<i>spray dried blends</i>
			<i>liquid whites</i>
			<i>liquid yolks</i>
			<i>liquid whole egg</i>

THANK YOU

Salvatore Di Cecco

Salvatore Di Cecco, R.R. #1, Richmond Hill, Ontario, Canada L4C 4N7, Tel. (416) 773-4033. Telex No. 06-960963.

Fifty years of his life directly involved in the macaroni production and sales on two continents have instilled in Mr. Salvatore Di Cecco a unique knowledge and affection for the macaroni industry.

From Italy

Born in Palena, Abruzzo, Italy on the 13th day of February, 1915 in a family that had been macaroni manufacturers for two generations, he quickly developed a keen devotion for his family business. With great interest, he learned the skills of his father and uncles, and at the young age of 18 years, he was already production manager of the world-renowned Filla De Cecco Macaroni Plant in Fara San Martino, Italy. He remained there until the age of 28 by which time he had been in charge for several years of both the macaroni plant and flour mill.

From 1943 forward, Mr. Salvatore Di Cecco went on to build, operate, and manage a series of successful macaroni plants starting first in the Republic of San Marino, then Modena and later Rome. His innovative skills linked him very closely with all European manufacturers of macaroni manufacturing and packaging equipment who promoted his involvement in the consulting field. Although a macaroni manufacturing entrepreneur himself, his interest to promote and perfect the macaroni industry made him a greatly sought after and respected consultant and promoter.

In 1959, he was retained as a consultant by Count Matarazzo of Brazil to supervise, restructure, and improve every facet of Count Matarazzo's gigantic Brazilian macaroni industry. In 1960, Mr. Di Cecco decided to transfer his whole family to Canada and accepted the position of plant manager of the newly created Romi Foods Ltd. in Toronto where he remained until 1970.

Sales Agent

For the last several years, Mr. Salvatore Di Cecco has operated his own business as North American sales agent of the most prestigious

and advanced producers and manufacturers of equipment for the macaroni industry. Adhering to his desire to improve and perfect the production procedures of his customers, he has left the sales motivation always secondary to his desire to help and to gain the gratitude and respect of all members of the macaroni industry.

Ricciarelli

He represented Ricciarelli, Bassano, and Brambati firms in North America. Ricciarelli is the renowned manufacturer of packaging equipment. Well-established in this field for over 150 years, it has always been the trend-setter in innovation and efficiency. Its machines are designed for durability, minimum and simple maintenance, speed, precision, and aesthetic appeal of the finished product. It covers the range of packaging all products from form film to cartons.

Bassano

The Bassano firm has been manufacturing macaroni production equipment in Lyon, France, since 1953. Conceived and operated as a family business, it has maintained and solidified its capacity in the international field by joining with the Alsthom-Atlantique Group. It is the owner of the unique Rolinox patent and the successful pioneer in the drying of pasta at high temperatures. Its machinery is constructed for unique durability and designed for complete and easy accessibility and maintenance. Its equipment uses the latest and most advanced systems of insulation and super-sanitary materials. It is avant garde in the high temperature drying of pasta with drying processing ranging from 80°C. to 120°C.

Brambati

The Brambati firm, also a family operation, has been in business for at least fifty years. It is highly specialized in the manufacturing of systems for the pneumatic conveyance and blending of semolina and flour, storage for noodles and short goods macaroni products, and dry pasta mill grinders.

Mr. Salvatore Di Cecco has great confidence in the potential of the North America macaroni market. He feels that up to now we have only

seen the tip of the iceberg below which lies an explosive hungry giant which will soon awake and place unimaginable demands on the macaroni industry. For the ones that share his foresight and prepare by modernizing at still very available and reasonable internationally - arranged loans, Mr. Di Cecco promises unprecedented returns.

Macaroni School
Radisson South, Minneapolis
April 27-28-29-30

Campbell Soup Reports Record Sales and Earnings

Campbell Soup Company reported record sales and earnings for its second quarter and first half ended February 1.

R. Gordon McGovern, President, said net earnings for the second quarter advanced to \$40,744,000 from \$39,214,000 in the second quarter last year. Earnings per share rose 6% to \$1.26 from \$1.19 per share in last year's quarter. Sales increased 13% to \$779,231,000 from \$692,424,000.

For the fiscal six months of Campbell's fiscal year, earnings improved to \$74,363,000 from \$60,691,000 reported in the first half of fiscal 1980. Earnings per share rose to \$2.29 from \$2.11, a 9% increase. Sales advanced 13% to \$1,484,307,000 from \$1,311,259,000.

Sales in the quarter improved for our Canned Food, Swanson and Pepperidge Farm domestic business. Mr. McGovern said. This year also includes Swift-Armour S.A., an Argentina based company acquired by Campbell in May of 1980.

More Advertising

The Company also increased its level of marketing expenditures in an attempt to broaden the consumer awareness of the quality and value of its products.

Noodle-Roni Expansion

Golden Grain Macaroni Co., San Leandro marketers of Rice-A-Roni, is studying a national line extension of its Noodle-Roni package dinners. Its advertising budget may increase to \$8 million as it moves toward Midwest and East Coast distribution this year.



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Pasta, Hot New Twist in Fast Food

Entrepreneur, the business opportunity magazine, published at 2311 Pontius Avenue, Los Angeles, CA 90064, has as its lead story in the February 1981 issue: "Pasta, Hot New Twist in Fast Food." It starts out: "How would you like to create a product for 59¢ and minutes later sell it for \$2.95? Sound incredible? That's what several major city pasta restaurant owners are doing thousands of times a week and grossing phenomenal profits — from \$200,000 to \$1.8 million, with basic operations that can be duplicated in your city.

"The traditional pasta eating house, where freshness was guaranteed and quality maintained has returned. The ethnic neighborhood operation of yesterday is now a unique and attractive 'gourmet' fast-food restaurant with broad appeal. Owners are offering a simple menu in an atmosphere informally designed for quick patron turnover."

Report #801 says: Pasta restaurant, high net profit B/T, \$300,000+; average net profit B/T, \$50,000; minimum cash investment, \$20,000; average cash investment, \$40,000; stability, high; risk factor, high/average; growth curve, beginning; absentee-ownership potential, yes.

Franchising

Entrepreneur publisher Chase Revel states editorially that franchising is a high growth industry of the 80's.

Back in the 50's and early 60's fathers prodded their children to go to work for big companies where security was the byword.

Franchising was a new word in the business vocabulary in the 50's. Big business was king as conglomerates sprouted by the hundreds.

The attitude remained until a new generation hit college in the late '60's with a fierce, defiant attitude. They were against the very things that had made big business grow by broad jumper strides; automation, computerization, numeralization, mass production, built-in obsolescence, and the encroachment on personal privacy by government and big business.

Their defiance caused an immediate rebirth of flea markets, street ven-

dors, and cottage industries that had died three decades before.

Franchising prior to 1970 was totally dominated by fast food and automotive-product/service franchises. In 1980 there are scores of franchising categories. All real estate brokers claimed it would never come to their lot. Lawyers and doctors carved niches never to be touched by commercialization, but their barriers have been broken by legal clinics and medical facilities flying franchise banners.

Every major profession and even the remotest small business will probably join the franchising rank in the next few years.

And why not? I don't believe anyone can argue with the philosophy, "the secret of success is to copy proven success." With the failure rate of less than 5 percent, franchising has certainly proved that. It is the growth industry of the second decade of the entrepreneur—the 1980's.



The Pasta Pot

For Quantity Cooking

After several years of research and development, April Group has developed an automated restaurant-quality kettle for preparing portions of pasta "to order".

Are you old enough to remember when fine restaurants would offer "al dente" pasta either as a main dish, or a side dish with meat entrees?

"Al dente"—that chewy, precisely firm, smooth-skinned condition that made pasta a world-wide favorite food.

What happened to "al dente" preparation? Changes in economics and labor quality caught up with it. It had to be watched carefully and test-

ed often to be blanched and served precisely the right stage, and lab and supervision to insure this became almost unavailable.

Now pasta is prepared in large batches early in the day, held in storage, and reheated for serving. But it has degenerated into a mediocre product, shunned by fine restaurants, and certainly about as exciting a food as mashed potatoes. But the future holds a promise for those who realize the gourmet potential of al dente pasta.

The Pasta Pot, incorporating the miracle of microprocessor technology, has been developed and tested to provide a controlled cooking environment for pasta, permitting the precise timing of al dente requirements to be achieved by the push of a button. No supervision, no worry about the conscientiousness of the cook. Just push a button and the pre-set cycle produces that delightful "al dente" portion of pasta.

The Pasta Pot cooked from one to six pre-measured individual portions per cycle. The portions are loaded into perforated jars mounted on a bracket of the cooker. When the button is pushed, the bracket lowers the jars into 210°F water, stirs the jars for 5 to 20 minutes (pre-set for as many as 8 varieties of pasta), moves the jars into a short rinse bath, then pops them out for serving.

Because of the unique stirring action of the Pot, only 2 quarts of water are consumed in each cycle—not gallons as one might expect. The water is drained off and discarded after each batch so as to insure freedom from starch buildup on equipment and food.

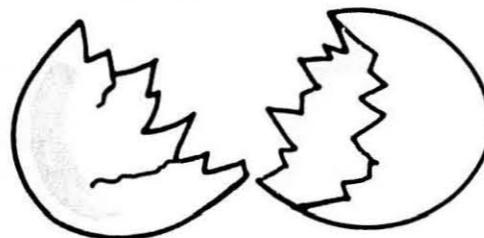
Pasta Portioner

Peter is a professor of mechanical engineering and problem solving with a proclivity for pasta. While dining with a pair of friends a problem arose. Pondering a package of spaghetti the cook was in a panic. How much pasta?

Peter had long noted that cooks perennially prepare a plethora or a paucity of pasta. While not rivaling unemployment and inflation it was indeed a persistent problem. The cook pondered his plight, Peter look-

(Continued on page 52)

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April 1981

National Macaroni Manufacturers Association
Post Office Box 336
Palatine, Illinois 60067

Dear Members,

We partner and I are professors at San Francisco State University. We teach courses in Design and Mechanical Engineering. Both of us have gadgets and skills to spare time with developing products that solve common problems.

We think those of you involved with promotional products and premiums will find our latest creation interesting. It is a utilization item that solves a problem common to those with spaghetti. Our research suggests there is a definite need for what we have. The response to initial test marketing has been exceptional!

The patented design provides for easy manufacture. Large quantities could be produced inexpensively and retail for less than a dollar.

If you or your associates would be interested in receiving more information for the purpose of exploring an exclusive licensing arrangement, please contact us.

Sincerely,

Robert S. Krotzick

Robert S. Krotzick, Associate Professor
Department of Design and Industry

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MANUFACTURERS ASSOCIATION
P.O. Box 336, Palatine, IL 60067

Pasta Portioner

(Continued from page 50)

ed perplexed, and the hostess felt quite helpless.

Suddenly the principle of the pasta portioner sprang into the professor's mind. "Picture it, perpetually perfect portions!" he shouted passionately.

Peter's next four years were dedicated to perfecting the pasta portioner. The results of his pursuits stand proudly before you.

How to use the pasta portioner:

1. Place uncooked straight pasta in the V-shaped groove of the patented plastic device.
2. Fill the groove until the level reaches the number of portions you wish to serve. These are average portions. Consider a double measure for a heartier appetite.
3. For short pasta (less than 12"), use the numbers on the right of the device. For longer pasta use the number on the left.

This device will work for both fat and skinny pasta. It has been mathematically perfected to accommodate all thicknesses of pasta. The professor explains: PF - r or .90690 - 2 3 r However, it will not work with elbow macaroni.

- Prized by professionals!
- Praised from Palermo to Peking!
- Practical, portable, a perfect present.

Don't procrastinate! Order one for a friend or a pair for a paramour. Send check or money order for \$5.75 to Pasta Portioner, 1442A Walnut Street, Berkeley, CA 94709. Allow two weeks for delivery.

The device can be manufactured for just over a dollar in quantities of 500 and would make an inexpensive promotional premium for spaghetti sales.

Myvaplex 600

Many macaroni products that remain firm, tasteful and eye appealing through all the rigors of preparation and serving owe their special "non-stick" qualities to something special added to the dough. This special something is a starch complexing agent of high purity called Myvaplex® 600 glycerol monostearate, marketed by Eastman Chemical Pro-

ducts, Inc. When added by the macaroni manufacturer, Myvaplex 600 can bring significant benefits to the end user, including labor-savings and sales advantages that can help improve profits in almost any commercial kitchen.

The inclusion of Myvaplex 600 enables pasta to withstand lengthy cooking periods, retorting, flash-freezing and reheating without becoming sticky or losing "al dente" firmness. Ease of handling and good eating qualities carry through to the final consumer. And customers do come back for more.

Tolerance

Myvaplex 600 improves macaroni products by giving tolerance to their cooking and subsequent handling. It acts to complex the free soluble amylose and reduce gel formation. As a result, it helps eliminate the problems of excess softening, pastiness, swelling, sticking and clumping usually found in overcooked pasta. It also reduces foaming, which is sometimes a problem when large quantities are cooked. And the macaroni product develops little or no surface slime, so no rinsing is necessary.

Non-stick pasta products made with Myvaplex 600 show little swelling and separate easily even if overcooked. Sauce clings evenly to the surface of non-stick macaroni products, and there's much less sauce absorption, swelling and sticking than with regular pasta products. The sauce consequently goes farther. Even after several hours on the steam table, the consumer gets a firm, flavorful product that closely resembles freshly cooked pasta.

No Clumping

The ability of non-stick macaroni products to withstand prolonged heating periods opens possibilities for increased use of pasta by restaurants, schools and other institutions. Lasagna, ravioli, soup noodles—as well as spaghetti and macaroni—resist sticking and sogginess upon long holding in the steam table. The last customer gets much the same firm, unclumped serving as the first—with less strain on attendants in preparation and cleanup. Leftovers may even be good enough to refrigerate and reheat, reducing waste.

Adds 2¢ Pound

Myvaplex 600 adds about 2 cents a pound to the cost of pasta. Therefore, if a pound of pasta costs 50 cents, an average eight-ounce portion cost 26 cents with Myvaplex 600 and 25 cents without it. A four-ounce children's serving or side order cost 13 cents with Myvaplex 600 and 12 cents without it. This slight added cost is outweighed by the advantages in handling ease, appearance and eating quality.

When macaroni products with Myvaplex 600 distilled glycerol monostearate are specified from the manufacturer, the results are ease of processing and customer appeal. These factors reduce labor, increase profits, and improve quality in the institutional kitchen.

If your suppliers do not have samples for you to try, have them contact: Health and Nutrition Division, Eastman Chemical Products, Inc., Kingsport, Tennessee 37602.

Food Concerns in the Restaurant Business

Analysts say many of the reasons food companies began flocking to restaurants in the mid-1970s remain valid, despite economic gloom. Most companies have a tempting chance to exceed the tightening profit margins of processing and selling groceries, while posting faster growth.

Restaurant chains' improved average performance can be seen in their margins, or profit as a percentage of sales, says Ronald Paul of Techno Consultants, a Chicago-based consulting firm whose clients include restaurants.

Better Margins

In 1978, Mr. Paul says, food company margins were 3% to 5.9%, compared with 4% to 10.7% for restaurant chains. In 1979, a miserable year for restaurants, chains' margin ranged from 2.4% to 9.7%, versus 3.1% to 5.3% for food processors. The gap will widen again this year, Mr. Paul predicts.

Food companies also have been pursuing restaurants to catch dollars being missed as people eat out more often. Though dampened by the recession, the trend is expected to continue.



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Coming Events:

N.M.M.A. Technical Seminar
Radisson South, Minneapolis
April 27-30, 1981

**62nd Annual NRA Restaurant/
Hotel-Motel Show**
McCormick Place, Chicago
May 16-20, 1981

**Food Marketing Institute
Convention and Exposition**
Dallas Convention Center
May 3-6, 1981

77th Annual Meeting N.M.M.A.
La Costa, Carlsbad, CA
July 12-16, 1981

Victor W. Henningsen, Sr.

Victor W. Henningsen, Chairman of Henningsen Foods, Inc., of White Plains, New York, passed away on January 19, 1981, at his home in Pelham, New York, after a long illness.

Mr. Henningsen was one of the great pioneers of the modern poultry and egg industry and a foremost advocate and sponsor of research in the field of dehydration of food. He served on numerous technical advisory committees to successive Secretaries of Agriculture during the thirties, forties, and fifties.

Mr. Henningsen was prominent in many industry activities and associations. He served as President of the Egg Importers Association and the National Egg Products Association prior to its merger with the Institute of American Poultry Industries. He was a director of the Institute for many years and was responsible for the creation of the Egg Solids Council activity of that organization. In 1967 the Institute (PEIA) awarded him its Service Award as the man of the year. He also served for many years as a Trustee of The Nutrition Foundation. In 1971 he was honored by election to the Poultry Hall of Fame of his native State of Nebraska and in 1972 to the Hall of Fame of the American Poultry Historical Society located in the United States De-



Victor W. Henningsen, Sr.

partment of Agriculture in Washington.

From Nebraska

Mr. Henningsen was born in Superior, Nebraska in 1895. He graduated from Culver Military Academy and attended the University of Nebraska. In 1915 he joined the Henningsen Produce Company that was founded in 1889 by his father, Frederick, and oldest brother, Anker Henningsen. His first duties were as manager of the Company's offices in Butte, Montana; then to Alaska to oversee the Company's Alaskan fish canning operations. In 1916 he was sent to China to begin the Company's egg operations in Shanghai. The Henningsen Produce Company became a dominant factor in the fresh, frozen, and dried egg industry and became the largest manufacturer of candy and ice cream in the Far East.

New York Offices

In 1922 Mr. Henningsen opened the Company's New York offices and in 1929 began manufacturing operations in the United States. The Company is now the largest further processor of dehydrated egg and meat products in the world with manufacturing facilities in the United States and Europe. Mr. Henningsen was an avid collector of American art and over the years made gifts of paintings to Yale University, Dartmouth College, and Sweet Briar College.

A sixty year resident of Pelham, New York, he maintained a summer home in Pine Orchard, Connecticut. He was a member of the Pelham Country Club, Shenorock Short, Pine Orchard Yacht, and The Old Guards Club of Palm Beach.

He leaves his widow, the former Muriel Ann Dillon; two sons, Victor

W. Jr., of Pelham Manor, New York; John T. of Rye, New York; a daughter, Mrs. John J. Kneisel of Boston; fourteen grandchildren and two grandchildren.

Obituary

Andrew Rondello, longtime food representative for International Multifoods, died February 16. Burial was at St. John's Cemetery, Queens, New York. He leaves a brother and sister.

Personals

Mr. and Mrs. Vincent DeDomenico have announced the marriage of their daughter Marla Vinette to Dale Norman Bleacher on the third of January.

Dr. Kenneth Gilles, vice president for agricultural affairs at North Dakota State University has been nominated by President Reagan to become administrator of the Federal Grain Inspection Service in Washington.

Borden Consumer Products VP

Jerral R. Pulley has been appointed a Group Vice President of the Borden Consumer Division. He will be responsible for operations comprising confectionery (Cracker Jack, Campfire marshmallows) pasta (Cremette), and Vogel's, as well as consumer affairs plus research and development for the Consumer Product Division. He will be based at Borden Columbus administrative headquarters.

Mr. Pulley comes to Borden after 10 years with Life Savers, Inc., a division of Squibb Corp., where he was executive vice president after having served as senior vice president of marketing and sales and, earlier, vice president of product management.

His past experience also includes service as vice president of marketing planning with PepsiCo and 11 years with Procter & Gamble in marketing position from brand manager through group product manager of Procter & Gamble's UK Toilet Goods Division.

Mr. Pulley received his B.S. degree in marketing and economics from the University of Utah and an M.B.A. degree in marketing and finance from U.C.L.A.

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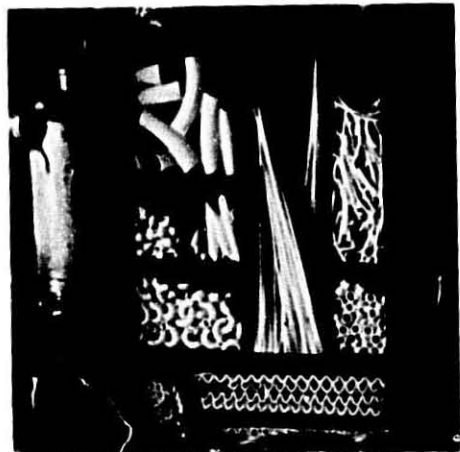
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