

Breeders are Key Factor In Guernsey Restaurants

Guernsey Restaurants, Inc., is one of the State's newest fast-food franchise operations. The organization began in Lancaster County, and is headquartered on the Beechdale Guernsey Farm, Bird-in-Hand. Guernsey breeders were instrumental in getting the

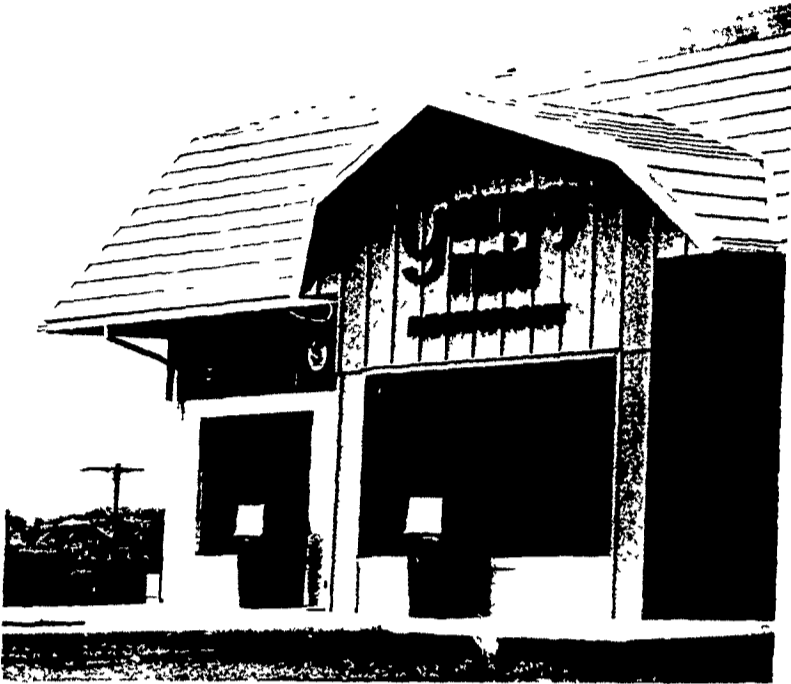
operation started.

William H. Juzi is chairman of the board of directors and secretary-treasurer for the new restaurant chain. Juzi is treasurer of both the Pennsylvania Purebred Dairy Cattle Association and the Penn-

sylvania Dairy and Allied Industries Association. The Penn State Dairy Science Club dedicated their 1972 Dairy Exposition to Juzi.

Thomas D. Conrad, president, is a financial analyst who was formerly associated with another fast-food restaurant chain.

According to John O. Woodring, Jr., vice-president, the Guernsey Maid restaurants will not duplicate exactly the techniques which have made household names out of MacDonald's, Gino's and Colonel Sanders. The menu, for one thing, is larger, and there is more emphasis on milk and milk products.



Fast food restaurant operations like this one in Ephrata are springing up throughout Lancaster County under the auspices of Guernsey Restaurants, Inc.

"We're running a restaurant operation, and that means our franchisees must sell a lot of food to be profitable. But I do expect milk and ice cream to account for roughly a third of total sales," Woodring said. "And by the way, in Guernsey Maid Restaurants, we're serving real ice cream, not ice milk."

Presently there are three Guernsey Maid restaurants open. The first was opened in New Holland, there's one in East Petersburg, and the newest one is in Ephrata. Over the next four years, the group hopes to open about 50 restaurants in Pennsylvania and five surrounding states.



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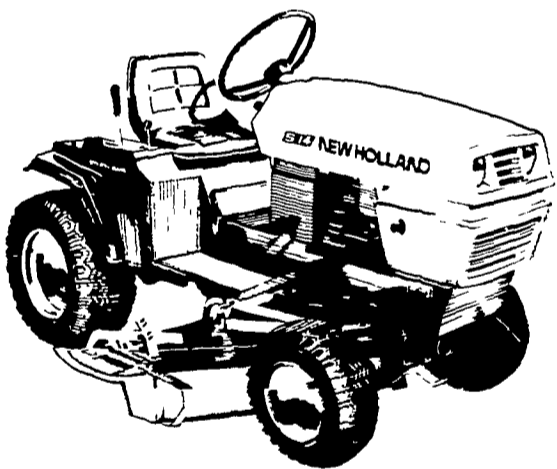
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