

# "Can I get you a free glass of milk?"

**BY DEBBIE KOONTZ**  
**MANHEIM**— Nothing is free. Do you ever find yourself mumbling and even believing that age-old pessimistic phrase? Then a bustling restaurant on the eastern side of Route 72 here in northern Lancaster County would like to prove you wrong.

This month, in honor of June Dairy Month, they are offering a free glass of milk with every dinner or restaurant 'special' ordered from their regular menu.

Dick Shellenberger, general manager of the Kreider Farms Stores and Restaurant, explains why they began the promotion: "We're concerned about the plight the milk industry is in. So we looked at ourselves and realized that the first thing our waitresses say when customers come in is 'Can I get you a cup of coffee?'"

"We've conditioned ourselves out of milk sales and into other sales. So June Dairy Month is a prime time to see what we can do about it," he says.

Shellenberger hopes that this type of subliminal advertising will make customers aware that milk is just as refreshing with a meal as a soft drink is, so they then will ask



Dick Shellenberger, general manager of Kreider Dairy Farm Stores and Family Restaurant, enjoys a glass of the cool refreshing milk his restaurant is offering free with every meal this month.

for milk with future meals. "The most direct way to advertise is to put it on the customer's tongue or

in his stomach and let him taste it. We want them to compare our flavor for freshness."

Kreider Restaurant has a local clientele according to Shellenberger, serving approximately 1200 people on a slow day and close to 1900 on a busy day. Compared to the 10 to 20 gallons of milk they normally sell during a weekend, Saturdays and Sundays during June Dairy Month have meant consumption of 35 to 40 gallons per day — almost three to four times the use.

"I think that most people take advantage of the free milk. Few people will turn down something free," Shellenberger adds.

Kreider's usually charges 35 cents for a glass of milk — averaging a nickel less than other restaurants in the same caliber. The restaurant also offers milk by the pitcher for only \$1. "You can go into other restaurants and order beer by the pitcher, so we decided to offer milk that way," Shellenberger says. "It's great for families with children because it makes four glasses of milk."

According to Shellenberger, their only complaint comes from outsiders who argue that the restaurant is able to offer free milk because of its access to the Dairy Farm Stores.

Not so, says Shellenberger. "The restaurant and the Dairy Farm Stores are two separate divisions. We have to buy milk for the

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**Kreider**  
**DAIRY**  
**FARMS**  
**FAMILY RESTAURANT**  
**and DAIRY STORE**

**MANHEIM**  
**NATIONAL**  
**BANK**

**JUNE IS DAIRY MONTH!**

**GROFFS SWT. BOL. 12-19**  
**HOME GROWN BERRIES**

In addition to advertising all the highlights available at this stop off Route 72, Kreider Restaurant reminds passers-by that June is Dairy Month.



Customers Joann Bidelspach, Lititz, Gloria Hughes, Shamokin Dam, and Paulette Koharchek, Lititz take advantage of the free glass of milk, as poured by waitress Gwen Kreider.

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