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Promotion Board Member Pushes Ice Cream For Breakfast

How about hot oatmeal with a huge scoop of vanilla ice cream? Or a giant pancake folded over strawberry ice cream and topped with frozen strawberries.

Why not, says Dick Shellenberger, a Lancaster County farmer turned dairy marketer who's trying the idea in Kreider Dairy Farm Family Restaurants.

Shellenberger has headed processing and sales for Noah W. Kreider and Sons, Manheim, since the farm opened its first dairy store in 1972.

And as a member of the advisory board of the Pennsylvania Dairy Promotion Program, he felt the breakfast idea passed all the tests. Imaginative. Catchy. Bells

ringing at the cash register.

Better yet it fit with his new responsibilities as manager of Kreider's growing chain of restaurants. Three are now operating in Manheim, Hershey and Lebanon. A fourth is in the works.

Shellenberger didn't need any market study to find out if the ice cream breakfast would go. He just put it on the menu.

And hundreds of diners prove him right each morning during the summer by ordering such breakfast entrees as hot oatmeal ala mode.

"The ice cream gives you the cream and sugar, plus that little something extra," says Dick eating a big spoonful.

Oatmeal ala mode is the number one favorite of the five ice cream breakfasts now being offered.

Pancake Jubilee, a solid second, features a giant pancake folded over creamy strawberry ice cream and topped with frozen strawberries.

Third choice among the adventuresome is the Orange Eye-Opener. It's orange juice with a dip of orange sherbet.

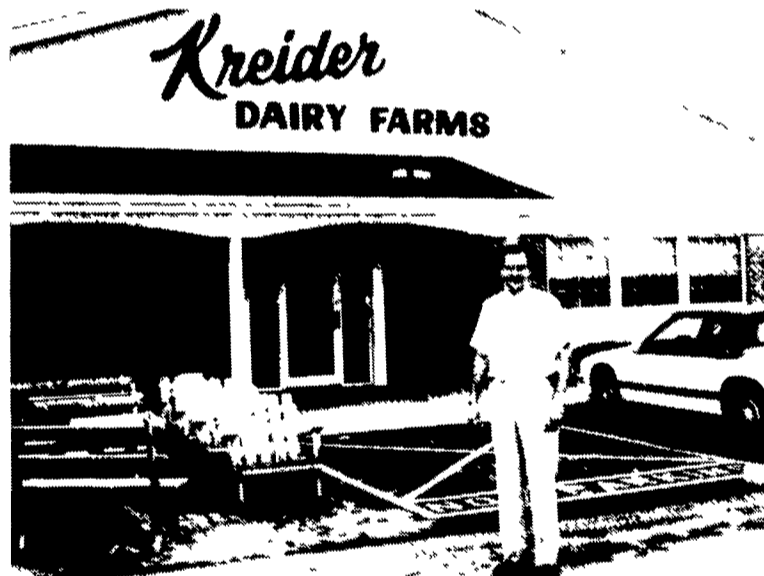
In fourth place is Corn Flakes Deluxe, a big scoop of creamy vanilla ice cream plopped on top of a bowlful of crunchy cornflakes.

Finishing fifth is Coffee Supreme, black coffee with a spoonful of vanilla ice cream.

Milk and homemade dairy products get top billing at all meals, of course, keeping with the Kreider dairy farm tradition.

The farm's dairy array includes whole, low fat and skim milks plus chocolate milk, buttermilk, light and heavy creams and 1,400 to 2,000 gallons of ice cream each week during the summer.

And Dick never misses a milk promotion opportunity. Place mats from Pennsylvania Dairy Promotion Program remind diners to "Make It Milk." "I buy 150,000 at a clip," he comments.



"It takes promotion to move milk," says Dick Shellenberger who heads processing and sales for milk jugger Noah W. Kreider & Sons, Manheim. Their restaurants offer free milk with their entrees.

Price promotes too. A quick study reveals that milk is the best beverage buy at Kreider's. It sells for 45 cents a glass, ice tea for 55 cents and soft drinks from 60 to 80 cents. A switch from most Pennsylvania restaurants.

Dairy specials also move milk. One day it might be warm peach cobbler with ice cream (\$1.75). A recent night owl special was Turtle Sundae (\$1.89).

And who can say "no" to 28 ice cream flavors. Strawberry Cheesecake and Peanut Butter Sundae are Shellenberger originals.

Everyone has a birthday, right? Dick makes sure they think Kreider's and ice cream by offering a free sundae on the special day. But he doesn't leave it to chance. Dick announced the free birthday treat on side panels of Kreider milk cartons.

Kreider also gives away 40,000 to 45,000 glasses of farm fresh, frosty milk each month on basic meals. A year around promotion.

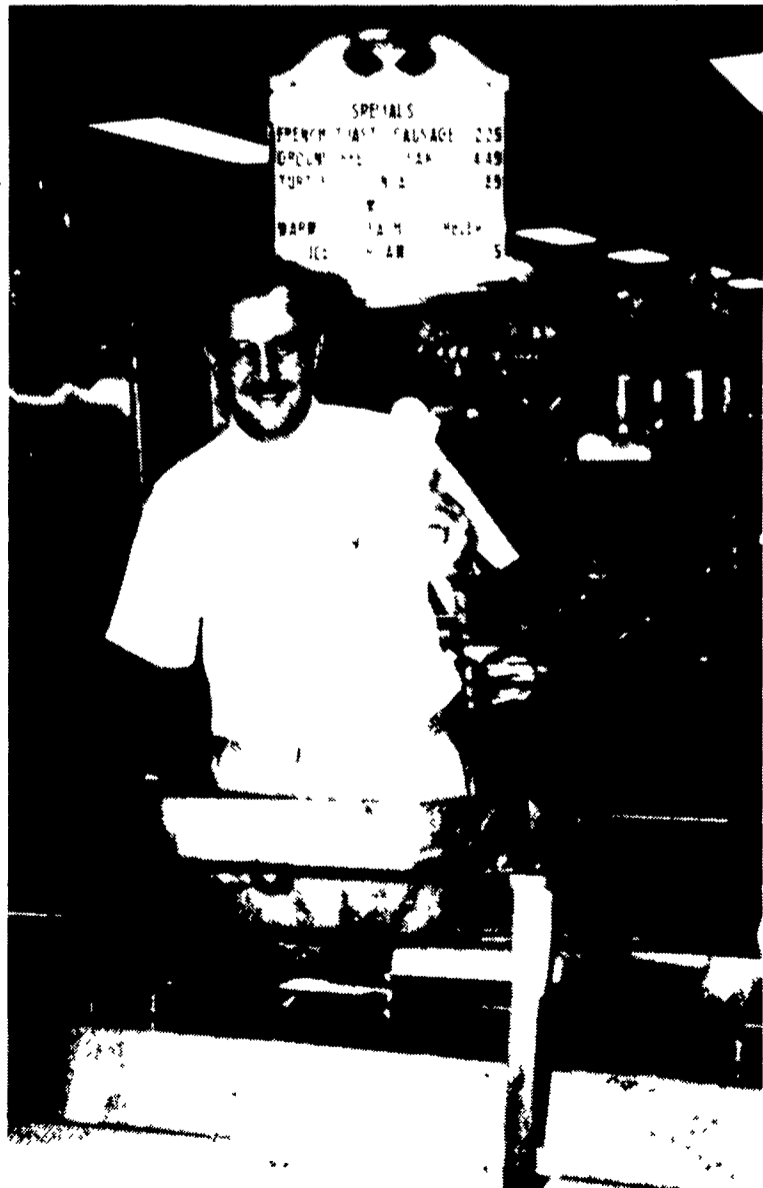
And how's this for marketing milk — the farm produces Kosher milk for markets in New York, New Jersey and Baltimore, a story in itself.

The dairy stores still move the most milk for Kreider but Dick sees the restaurants as another huge market for milk and dairy products.

His insight as a restaurant manager made him a leading supporter of Pennsylvania Dairy Promotion Program's joint breakfast promotion with McDonald's last year in Johnstown, Altoona, and also at Erie. The promotion later won International honors.

Do milk promotions really sell milk? Today, it takes a herd of 425 grade Holsteins to meet the demands of Kreider's retail operations.

How about the ice cream breakfasts? Do they pay? Try to get a table at a Kreider Dairy Farms Family Restaurant some morning around 10 a.m. The place will be jam-packed.



Shellenberger says the Kreider Dairy Stores remain their biggest milk outlet, but their restaurants are using more milk as their clientele grows.