

Bagels thrive in State College

By TOM EATON
Collegian Staff Writer

Students walking down College Avenue between classes looking for a bagel to munch on are presented with many options. With five bagel shops in the area, each one must make itself stand out.

"We have more bagel bakeries in town than all the bagel bakeries in Israel," said Matt Fuhrman (junior-advertising).

The problem is that each store must make itself distinct in the mind of the consumer.

"The key is to try and figure out if there's any real differences between these bagels," said Douglas Holt, assistant professor of marketing.

Atmosphere, meal deals, variety and coupons are techniques used by bagel shops for differentiating themselves.

Offering an unusual variety of bagel items, some stores are able to make themselves stand out.

Ultimate Bagel, 444 E. College

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— Matt Fuhrman
junior-advertising

Ave., uses its different sized bagels, from mini bagels up to 10-pound bagels, to contribute to the store's uniqueness. Ultimate Bagel also offers unusual flavors such as cranberry, strawberry and garden vegetable to suit customers' taste.

Searching for interesting flavors, Chesapeake Bagel Bakery, 1633 N. Atherton St., has experimented with a spinach flavor, and Manhattan Bagel, 232 W. College Ave., offers jalapeno cheddar.

Chesapeake Bagel Bakery also has a unique item of its own called the "Bagel-Knot", a lighter bagel that is more like a pastry topped

with iced cream cheese on it.

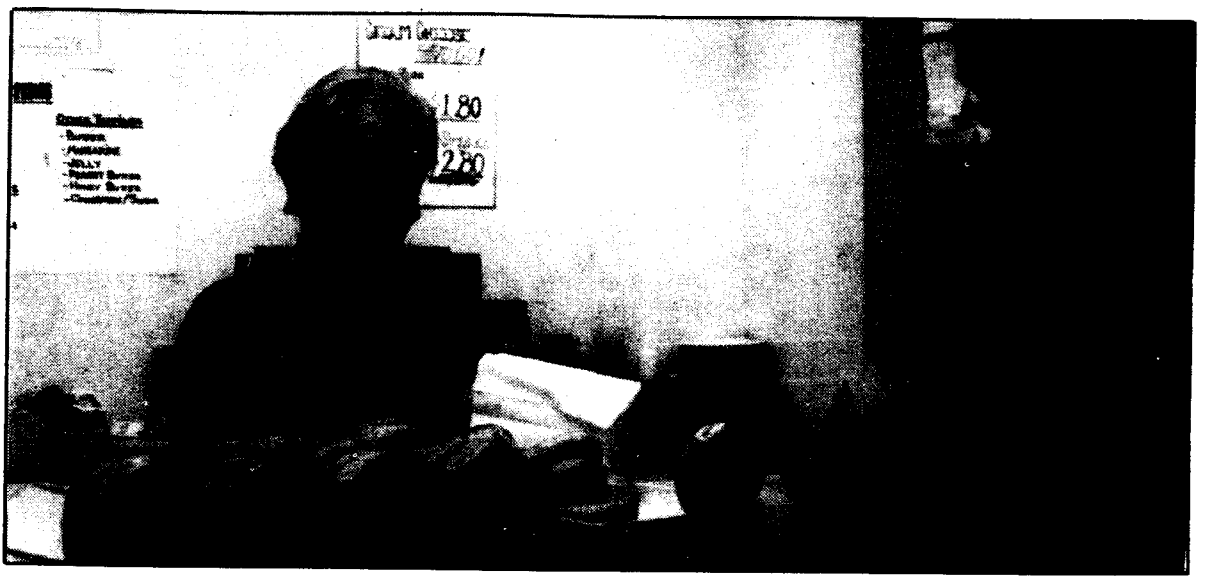
But sometimes it's not the flavor of the bagel, it's what is put on it. The sandwiches of Beekman's Bagel Deli, 310 E. College Ave., are creative in their combinations, but Shift Manager Holly Miller said the "unique names for the sandwiches" are a definite distinction. Beekman's customers get to order sandwiches such as "Mr. Meat," "Happy Homer" and "Popeye's Pleasure."

For customers who are more economical and need further incentive, many stores feature coupons, mostly in the phone book or newspaper.

Beekman's Bagel Deli has a special location for coupons: the Internet. Consumers can download coupons at the address <http://iul.com>. Miller said most customers bring in coupons.

Many students find coupons to be helpful, but some are not aware of using them.

"A couple times I've had coupons for Beekman's and used them,"



Collegian Photo/Erin Lockwood

Joyce L. Henninger serves one of the 17 bagel varieties available at Ultimate Bagel, 444 E. College Ave. Henninger, who works six days a week, says the "Two for Tuesday" deal is very popular.

said Karoline Mehalchick (sophomore-geoscience).

Ultimate Bagel and Chesapeake Bagel Bakery offer daily specials as well as two-for-one bargains. Mike Schultz, manager of the Chesapeake Bagel Bakery, said

specials and coupons are a big help to the business.

Atmosphere may also help business. A comfortable environment is a good way for stores to differentiate themselves from their competition.

Beekman's features chalkboards at most tables for doodling and pipes in alternative music through the speakers.

Fuhrman said he noticed a lot of people in Beekman's late at night, enjoying the atmosphere.

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