



## Personifying the Brand:

# The *Mystique* of Mascots



Inside the **WILD** (and wonderful) world of foodservice mascots

**Y**ou'll see them in TV commercials, print ads, and restaurant signage. Once in a while, you might even meet one in the course of a personal appearance. They have contributed phrases to the language and, in some cases, raised millions of dollars for charities. They include clowns, animals, cartoon characters and sometimes even real people. And, they have greater public recognition than most leading politicians.

Most important to their sponsors, they are super-salesmen who are responsible for billions of dollars of sales and profits, and their value to the corporate brand can be incalculable. They are the "mascots" who identify some of the largest and most successful foodservice corporations.

The concept of linking a dining establishment's identity to an individual or character — real or imagined — is not new. The tradition of identifying inns, taverns and pubs by colorful signs linked to their names extends back before the Middle Ages and continues to this day, especially in Great Britain and Ireland.

Please see "Personifying the Brand" on page 4



## Getting the most out of your "mid-life crisis"

### food for thought

by David Rolston  
President and CEO

**T**he term "mid-life crisis," originally coined by psychologist Erik Erikson, refers to a period in middle age when an individual experiences feelings of discontent and depression. Most often, this is caused by a realization that personal and professional goals once thought to be attainable have not been met, and that the time in which to meet or exceed them is growing shorter.

For some people, this can result in erratic behavior promoted by a desire to 'start over' and results in a series of exchanges: the sedan is exchanged for a sports car; traditional tastes in clothing are superseded by more 'youthful fashions;' and in extreme cases, the marriage is abandoned for another go at the dating scene. The result is inevitably confusion and disappointment because cars, clothes, and new relationships do not fool chronology.

Please see "food for thought" on page 5

### on the menu

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# A mascot of your own?

Before you “adopt” a mascot, here are some points to consider

Although mascots can be excellent tools for developing recognition and aiding brand awareness, the wrong choice can prove to be both injurious and expensive. Before beginning the search and implementation process, ask yourselves the following questions:

- **What kind of mascot would best represent your establishment, product or service?** You’ll want to choose something that fits your market position. Remember, a mascot doesn’t have to be a personification. A more upscale restaurant may wish to use an item of formal clothing or work of art or even an abstract design. Choose something that defines what you are and that your customers can relate to.
- **Where and how will the mascot be used?** There are important considerations in the initial design stages for reasons affecting practicality and cost. A mascot that is too complex will not reproduce well in reduced sizes. One that requires multiple colors will always be more expensive to reproduce unless the design fits well in black and white. Prior to your selection process, create a comprehensive list of where and how it will be used.

Once one or more preliminary designs are selected, additional questions remain to be answered:

- **Is anyone else using this mascot — or anything like it?** You may wish to have a trademark attorney or other source research whether anyone else is or was using your design or something close to it. Infringing on someone else’s trademark or copyright can become a very expensive proposition. Further, you will want to register your design to protect it from infringement in the future. Such a registry normally requires a search.
- **Could your mascot be interpreted as offensive on the basis of race, gender, ethnicity or otherwise?** Even with the best of intentions, it is

sometimes possible to devise a concept that a particular group believes to be offensive or derogatory. Bad publicity attendant on a poor selection can be fatal to a business, and re-establishing a brand identity is invariably a costly proposition.

- **Will the design you choose last over time?** Over time, it is not uncommon for mascots — and logos — to evolve gradually. Such transitions protect the investment and maintain their effectiveness over many years. This can also become important as your business model changes.
- **How committed are you?** Once your mascot has been chosen and developed, success is going to be dependent on your commitment over time. Make sure that all of the elements are in place for your introduction. Half-way measures or gradual phasing-in just won’t work. Also, the mascot is going to be with you for many years. It is axiomatic in marketing communications that corporations tire of their advertising, logos and, yes, even mascots, long before the public does. The oldest mascots and the most effective ones have existed for decades. In building any brand, consistency is key to success.

Developing and implementing a mascot is serious business, but it can also provide much in the way of enjoyment for your customers and your people. Our own Billy Booster has lightened the mood and increased the memorability of training sessions, trade shows, and communication materials. He appears on internal and external awards, and his adventures — and romance — have attracted many followers. In a relatively short time, he has developed a unique identity and a positive reputation as an ambassador of goodwill.

If you’re considering creating your own mascot, Billy would cite his own success in support of your decision. ■



Hatco’s own Billy Booster

## In Memoriam Rod Chaudoir



Our Hatco family lost one of its most notable members with the passing of Rod Chaudoir on April 28th. A graduate of the Milwaukee School of Engineering (MSOE), Rod joined Hatco in 1952 as assistant to our founder, Gordon Hatch. He would remain with Hatco for his entire career, eventually achieving the position of President and Chairman of the Board. He made many significant contributions and will be missed by his friends and associates among our customers, our employees, and the many individuals whose lives he touched.

# the big tickets



## TRADE EXHIBITIONS

### June 2013

- Foodservice at Retail Exchange  
**June 18 - 20**  
Renaissance Schaumburg  
Chicago, IL, USA
- Foodtech Catering & Pharmatech Taipei  
**June 26 - 29**  
Taipei, Taiwan

### July 2013

- NACUFS National Conference  
**July 10 - 13**  
Minneapolis Convention Center  
Minneapolis, MN, USA

### September 2013

- Food & Hotel Thailand  
**September 4 - 7**  
BITEC  
Bangkok, Thailand
- Food & Hotel Malaysia  
**September 17 - 20**  
KLCC Convention Centre  
Kuala Lumpur, Malaysia

### October 2013

- PIR  
**October 1 - 4**  
Crocus-Expo IEC  
Moscow, Russia
- Anuga  
**October 5 - 9**  
Cologne Exhibition Centre  
Cologne, Germany
- NACS Show  
**October 12 - 15**  
Georgia World Congress Center  
Atlanta, GA, USA
- HOST  
**October 18 - 22**  
Fiera Milano  
Milano, Italy

Catchin' Some Delicious Waves at



# SHAKA SHACK

Santa Monica, California, USA



## specialty of the house

**T**hirty-year foodservice veteran and lifelong surfer, Mike Anapol, hails from West Los Angeles. For years, he drove by the humble food stand that he and his wife, Kathie Gibboney, now co-own, and which they've transformed into their own little "secret spot" — Shaka Shack Burgers. "Shaka' is the universal hand sign of surfers," Anapol explains. "Thumb and pinky out, give a little shake...most people think it means 'hang loose,' but in Hawaiian culture it's a gesture of friendship — a way of greeting someone, thanking them, or just expressing your laid-back feeling."

That relaxed philosophy is what drives Shaka Shack's business plan, from its tiki-themed décor, to its friendly service style, and simple, straightforward menu. Mike calls the Shack "an old-fashioned mom-and-pop-style 'burger bar' Burgers, a few sides — including the ever-popular Hana Slaw [see Recipe below] — and some soft drinks...we keep things simple." The menu was created by Consulting Chef Lisa Stalvey (a veteran of Wolfgang Puck's famous Spago restaurant) and puts the focus on fresh, unique ingredients: a wide range of burgers, all made from scratch with grass-fed beef, Alaskan salmon, turkey, or rice and beans, and served on sweet Hawaiian buns.

With its brightly painted walls, surfboard table and counter, retro plastic-covered couch, and tiki mascots, the Shack is a taste of the "aloha" spirit for the eyes as well as the stomach. "It's not a large space," but lucky for Mike, "the Santa Monica weather lets us offer indoor and outdoor seating year-round." Even if the weather's cloudy, everyone at Shaka Shack's ready to take it in stride in a typically laid-back, Hawaiian style.

To find out more about how to take a big bite of that Big Island flavor, surf on over to [www.shakashackburgers.com](http://www.shakashackburgers.com). Don't forget to bring your board — and your appetite! ■

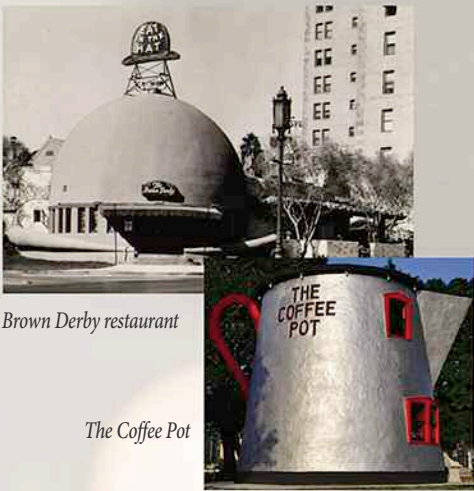
### Hana Slaw (花 Hana is the Japanese word for Flower) 8-12 servings

#### Ingredients:

1 head each — shredded red and white cabbage	4 oz (113 g) chopped pineapple
1 bunch scallions	½ c (59 g) macadamia nuts
1 shredded carrot	½ c (120 ml) rice vinegar
1-2 oz (28-57 g) chili pepper	½ c (120 ml) extra virgin olive oil

#### Instructions:

Combine cabbage, scallions, carrot, chili pepper, pineapple and macadamia nuts. Mix well. Add olive oil and rice vinegar — marinate to taste. Refrigerate and serve as desired.



Brown Derby restaurant

The Coffee Pot

The use of mascots to identify foodservice establishments ranging from outdoor stands to full-service restaurants received a great boost with the coming of the automobile. As people moved at faster speeds, it became necessary to quickly identify the location and type of foods served. The most extreme example of this is found in the so-called “programmatic architecture” that appeared along the most-traveled highways. Hotdog stands in the shape of giant hotdogs, coffee shops inside two-story coffee pots, and other structures became popular, especially in the far west. One of the best known was Los Angeles’ famous “Brown Derby” restaurant in which Hollywood stars and the well-to-do mingled beneath a giant concrete hat.

Unable or unwilling to make the investment required by an entire building, other operators sought to establish their identity through attention-getting characters. Not surprisingly, many of these originated in California.

One of the oldest and most enduring is the “Big Boy.” In 1936, Bob Wian sold his prized Studebaker roadster and invested the \$300 he received in a diner in Glendale, California, which he called “Bob’s Pantry.” One night, shortly after he opened,



Big Boy

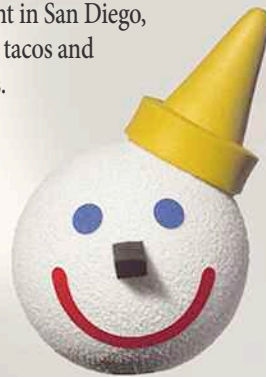
several hungry members of an orchestra asked him for something different. He responded with a double-decked cheeseburger, which became so popular that he added it to the menu, and began referring to it as the “Big Boy.” A Hollywood animator and Big Boy fan produced a napkin sketch that became the prototype for the Big Boy character.

Today, Big Boy® restaurants can be found throughout the United States, Canada and Japan. Many of them welcome customers with a three-dimensional image of the hefty youngster in checkered overalls holding a Big Boy burger aloft. His recognition factor is no doubt aided by the fact that, unlike many other mascots, he has never been “updated” and remains true to his original appearance.

Another mascot native to California has perhaps had the most unusual history on record, having been “blown up” and later resurrected as Chief Executive of the company.

In 1951, Robert O. Peterson established a drive-thru restaurant in San Diego, offering hamburgers, tacos and French fried potatoes.

Looming over the building was a large effigy of the Jack in the Box for whom the restaurant was named. His long pointed nose and clownish features quickly established an identity and lent itself easily to promotional materials.



Jack in the Box® antenna ball

Unfortunately for Jack, tragedy loomed when, in 1980, the company sought to reposition itself as more in tune with adult tastes. In a series of television commercials, Jack was literally blown up with dynamite. A public outcry ensued, and Jack was promoted to CEO of the company that bears his name. Since his return, Jack in the Box has sold more than 28 million antenna balls and produced more than 5 million other premiums bearing Jack’s likeness, from holiday ornaments and bendable figurines to Pez dispensers and bobbleheads. The “Jack’s Back” campaign is still in progress and has been extremely successful. It demonstrates both the public’s attachment to its favorite mascots and, perhaps, the ups and downs of the foodservice industry.

In 1969, at a time when many new burger-based fast-foods were opening, Dave Anderson determined to make and serve the kind of hamburgers he remembered. Basing his concept around the phrase, “Quality is our recipe,” he emphasized his commitment by naming the restaurant for his pig-tailed red-headed daughter, Wendy. The first restaurant featured the name “Wendy’s” and a line illustration of the

girl above another sign that read, “Old Fashioned Hamburgers®.”



Wendy’s®

younger Wendy, as well as the now grown-up original. Over the years, the logo has been slightly altered, but the freckled fresh-faced redhead remains the ongoing personification of the founder’s values.

The most famous clown in the world never appeared in the circus. Ronald McDonald, the beloved mascot of McDonald’s, made his initial appearance in the Washington, DC, area in several television commercials in 1963. Willard Scott, who would later become nationally known as the weatherman on NBC’s *Today Show*, was the first to play Ronald. Loosely based on the highly successful broadcast personality, “Bozo the Clown,” Ronald McDonald was extremely successful in helping to position McDonald’s as family friendly restaurants.



Ronald McDonald

His success in Washington was so great that he quickly began appearing nationally in commercials, advertisements, in-store promotional materials, and personal appearances. He was subsequently joined by a group of other whimsical personalities in “McDonaldland” and lent his name and image to numerous promotions.

In addition to his phenomenal commercial success, the Ronald McDonald name is linked with a charitable foundation whose works, on behalf of hospitalized children and their families, extend throughout the world.

In 1974, a number of individuals associated with the Philadelphia Eagles football team and the Children's Hospital of Philadelphia began working with local McDonald's executives on a unique project. They sought to provide a place where the

out-of-town parents of children receiving treatment at the hospital could reside comfortably.

The first Ronald McDonald House

began that year and has expanded to 324 Ronald McDonald Houses, 179 Ronald McDonald Family Rooms, 49 Ronald McDonald Caremobiles, grants to children-related non-profit organizations, scholarships, and country-specific programs in 57 countries and regions.

The clown that began as a corporate mascot continues to bring smiles, even in difficult times, to children and their parents worldwide.

According to the writer William Styron, "Of all indigenous American culinary triumphs, perhaps the most put-on, misunderstood, and generally abused is the Southern fried chicken..." While that might be true of certain forms of the dish, thanks to the late Colonel Harland Sanders and the many people who perpetuate his recipe



Ronald McDonald House

today, the variant called "Kentucky Fried Chicken" has become a well-accepted and much loved staple of American cuisine and a culinary ambassador to the world. And, in the process, it has achieved immortality for the Colonel.

In 1930, Harland Sanders opened his first restaurant in North Corbin, Kentucky, serving food made from recipes he had learned as a child. His home cooking became so popular that he quickly expanded and was recognized by Kentucky's governor with the honorary title of "Colonel."



Colonel Sanders

Seeking a faster means of preparing chicken, he originated the concept of "pressure frying" and, in 1940, introduced the now-iconic "original recipe" using 11 herbs and spices.

Early on, the Colonel appreciated the potential of franchising. In 1952, he franchised his recipe to Pete Harman of South Salt Lake, Utah. Both men were natural promoters. While Sanders — in full Kentucky colonel regalia — toured the country seeking franchisees, Harman developed the "complete meal" in a cardboard bucket and coined the phrase, "It's finger-lickin' good."

The company grew at an extremely fast rate and, in 1964, the Colonel's image became registered as the trademark. Along with rapid growth and a worldwide presence came frequent changes of ownership. With the company's sale in 1997 to Tricon Global Restaurants — now Yum! Brands — Kentucky Fried Chicken found an owner that thoroughly understood the business and returned the brand — and Colonel Sanders' image — to prominence.

The Colonel would be proud.



KFC's Colonel Sanders

Clearly, mascots — when properly used — do much more than identify a location or even a brand. Over time, they can become an important adjunct of relationship marketing and,

through their capacity to entertain and amuse, build a unique relationship with the customer base. Their ability to lend themselves to promotions, special events, and even charitable enterprises, lends a further dimension to their value. Some, in fact, go much further than even their creators intended: their names become part of our vocabulary and their images are indelibly linked to our folklore. ■

### "food for thought" from page 1

In most cases, the effect of the crisis dissipates or leaves the individual to live out what Thoreau referred to as a life of "quiet desperation."

For the fortunate, however, the mid-life crisis can become a time of constructive reevaluation. It's often true that goals set at the beginning of adulthood are neither realistic nor particularly gratifying later on. Instead of yearning for what never came to be or "what would have happened if..." it's time to appreciate what has been achieved and to set new benchmarks that can be realized in the near- to mid-term future. This doesn't mean that you can't have the sports car. Just that you don't have to sacrifice your marriage or your favorite tie in the process.

I've often thought that, like people, businesses can also experience a "mid-life crisis." Many

successful firms have suffered when management became impatient with progress and sought to move into markets or areas that are inappropriate and, in doing so, have destroyed their profitability and their brand.

This often occurs when companies that are doing a great job making "low-tech" products attempt to move into the "hi-tech" arena. Lacking expertise from within and credibility in the marketplace from outside, they sacrifice their reputation and solvency in the pursuit of unnecessary and fatuous objectives.

On the other hand, an enlightened management will periodically reevaluate where their company stands in relation to its traditional goals and values. By taking into account changes in the marketplace, the customer base, and methods

of manufacture and distribution, new possibilities can be opened up and new goals identified realistically. This leads to the logical corporate evolution that characterizes forward-looking industry leaders.

So, if you or your company is going through a mid-life crisis — or planning one in the future — take this bit of advice: aim for something you can realistically accomplish, go after it with all your heart and, most of all, enjoy the process... and, hopefully, the sports car.

Sincerely,

David Rolston  
drolston@hatcocorp.com

Efficiency, Economy & Electrifying Versatility!

The New 

# Electric Salamander

product profile



In the tropic-like heat of a restaurant kitchen, it's always easy to spot a Salamander — whether it's cooking, grilling, reheating, or holding your best dishes. This back-of-house necessity — like the amphibian for which it's named — must be able to thrive in any climate and adjust at a moment's notice. That's why Hatco's latest **Electric Salamander** offers **instant-on heat** and high-powered **infrared heating elements** — to conserve heat *and* save you money!

Whether you're heating up cooked appetizers, finishing cheese-topped entrées, grilling chicken, lamb chops, or other meats and vegetables, the new Electric Salamander provides the flexibility you need, right where you need it! Available for your **countertop** or **mounted on the wall**, this **energy-conscious** alternative to traditional gas-powered Salamanders also offers:

- An adjustable upper housing with 4 1/2" (114 mm) vertical movement,
- Black glass housing, for a safer upper heating element,
- Eight programmable holding heating levels, and
- Flat touch control panel and stainless steel construction.

Combine these features with three independently-controlled elements for **instant-on and instant-off heat**, and you've got one very versatile convenience.

For more information on electrifying your operation with the Salamander's versatility and economy, contact your representative or visit [www.hatcocorp.com](http://www.hatcocorp.com) today! ■