## Buddy's opens with a charity bash

It's not Buddy's Pizza — just Buddy's — on the General Tire sign on the Chrysler Freeway flashing the message "Capuchin Benefit — Buddy's — Mar. 29."

caryster Preeway Itashing the message "Capuchin Benefit — Buddy's — Mar. 29."

No further explanation is necessary for most Detroit area pizza eaters. They know the square, Sicilian-style pizza served at Buddy's has been volume to the strain in contests sponsor Press, W.IBK-IV, and the Automobile Club of Michigan And one day a year the restaurant proceeds are donated to the soup kitchen run by Capuchin monks.

The funky flagship of Buddy's emire is located on the corner of Conata and McNicholes on Detroit's east side shat a fourth location opened earlier this month in Farmington Hills on Northwestern Highway, north of Middlebelt Road.

Don't expect to sit on folding chairs and pienic tables, though, at this Buddy's. With the move to the affinest west side suburbs, the've opted for cally of the state of the state of the same food at the same price but the urban funk — called "Bohemian mystique" by the owners — has been left behind.

Before the name went up on the building, a lot of thought went into the restaurant, say the owners for the past 13 years Bill and Shiriee Jacobs and son, Bob Jacobs, all of West Bloomfield.

"A lot of people we know wouldn't go

son, not sectors, and of which seems of field.

"A lot of people we know wouldn't go south of Eight Mile," says Bob Jacobs.
"They just wouldn't come to the Detroit Buddy's because it's in Detroit."

TO APPEAL to an older, more con-servative and more affluent clientele, certain concessions were made, says

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It's

YOUR

Money

TWO PAYCHECKS—TWO POCKETS
The newlywed couple with two paychecks might as well start planning right away what to do with them.

Jacobs, hopefully without tampering with a winning formula. So, instead of pushing pitchers of Strob's beer, waltresses at the Farmington Hills location hype erotic drinks such as the "Screaming Orgasm" and the "Banana Banshee."

In addition to the antipasto salad, they're also offering a meatless Greek salad.

But there are no desserts offered be-

But there are no desserts offered be-cause people tend to dawdle over des-serts.

A large, eight-piece Buddy's pizza costs \$9.30 and includes cheese, pep-peroni, mushrooms, ham, green pepper and onton. The other three Buddy's locations accept a \$2 off coupon that runs in the sports section of the two Deroit inexpapers but the coupon isn't accepted at the Farmington Hills locations.

The owners explain that high over-head and capacity crowds prevent them from accepting the coupon in their location but aren't anxious to elaborate about the "negative aspect" of their merchandising plans.

IT SEEMS that coupons are a touchy subject to this pair who are working hard to compete in Detroit's pizza wars against competitors such as Little Cae-sar's running two-for-one pizza offers. It's a jungle out there, for sure.

Other restaurants have tried to steal Buddy's crown by claiming they hired the original chefs away from Buddy's. Restaurants such as Loui's in Hazel Park and Shield's in Detroit and four suburban locations have made claims that theirs is the true recipe.

Takes a lot of crust, say the Jacobs, who scoff at such claims but figure im-itation is the most sincere form of flat-

"You go to restaurants who suppos-edly have our cooks and our recipe and they screw it up," says Bill Jacobs. "The biggest difference is the quality of our ingredients. The second differ-ence is our people care more. We might buy mushrooms that cost \$25 a can while they buy theirs for \$25 a can."

Quality control is assured, they say, by the likes of the "old crew" — people like Concetta Piccianto who has worked more than 30 years at Buddy's original location as a keeper of the flame.

the difference between a pizza made in the Detroit location and the ones made at either Warren restaurant or Farm-ington Hills.

'You go to restaurants who supposedly have our cooks and our recipes and they screw it up.

Buddy's pizzeria

"COME TO Buddy's and you'll get a onsistently good product," says Bob

Jacobs.
Part of what the owners call "Buddy's mysting" may be self-promotion.
For example they get very mysterious when asked what kind of cheese they use—only revealing that they use 20 tons of it weekly.
Still, many lost customers are fanaties in their devotion to Buddy's.
Consider Norton Bicoll, a former Detroiter now working as a doctor in Amarillo, Texas, who calls the pizza "one of the few things we miss about

Detroit." Bicoll has 30 half-baked Bud-Detroit." Bicoll has 30 hail-baked Bud-dy's pizzas air expressed to him each year for his birthday. And last year an engineer working in Cairo, Egypt, had live pizzas flown in much like when Cpl. Max Klinger on the TV series MASH had a Toledo hot dog parlor de-liver coneys to Korea.

Where will Buddy's burgeoning pizza empire end? Bob Jacobs says he's eye-ing other locations such as Ann Arbor and is considering opening an outlet in Denver. . It came from Conant and it's headed for the cosmos.



Fixing up the staple of the Buddy's chain are (from left) Jeff Tatsak and Mike Kulesza.







H.A. SMITH

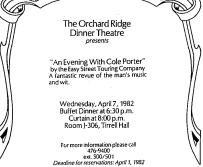
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