

OAKLAND BUSINESS & Finance

Oakland-based restaurateur marks 25 years

BY LAURIE HUMPHREY

Fast-food restaurants across the country are answering society's call for low-fat/fat-free menu items, but only one will celebrate the birth of its healthy creation in conjunction with 25 years of success.

Troy-based Olga's Kitchen, which grew from modest beginnings in downtown Birmingham, presents a "Just About Fat Free" version of its Olga bread. With only 1 1/4 grams of fat and 4 percent of calories from fat, the bread is health conscious yet tasty, says Steven Frank, Olga's marketing director.

"There was no way we were going to introduce a lower-fat alternative that we didn't think was

'We've been exploring lower fat, healthy menu alternatives for several years.'

Steven Frank
marketing director

great. 'Just About Fat Free' is great," he said.

Unveiling of the new product was not planned to commemorate the company's 25th anniversary but rather was just a coincidence.

"We've been exploring lower fat, healthy menu alternatives for several years," Frank said, adding that just lowering the fat content was not enough; it had to pass the Olga's taste test. "People come to Olga's Kitchen because they love our Olga bread."

Despite the new product and company growth, Frank said Olga's main goal has stayed the same for 25 years: "to ensure the 100 percent satisfaction of every one of our guests by providing great Olga food."

"Of course, over the past 25 years, we have had to adapt to the changing needs and desires of our guests (by providing) 'Just About Fat Free' bread, 25 percent bigger sandwiches, discounts and a menu that allows guests to order what they want as opposed to pre-set meal packages," said Frank, who refers to the changes as "guest engineered."

From Birmingham's 1970 Continental Marketplace, with a counter-service operation, four tables and a park bench, the compa-

ny has expanded to 34 sit-down restaurants covering Michigan, Illinois, California, Ohio and Pennsylvania. More than 200 million pieces of bread have been enjoyed at these locations.

Olga's customers have a variety of fillers for their bread, from the traditional seasoned lamb to chicken to vegetables. Side salads, french fries and stir-fried rice complement the sandwiches.

Following the opening in Birmingham, Olga's Kitchen created a market in four Eccentric communities: Lathrup Village, Southfield, Troy and West Bloomfield.

Despite the growth, Amy Wood, manager of the Birmingham restaurant, still prefers to stay close to the company's roots.

"I think it's really exciting to be manager of the downtown Birmingham store. It's a great store and has a great atmosphere," she said.

Olga's Kitchen employees will recognize the company's silver anniversary, but no public activities are planned for the event.



JERRY ZOLYNSKY/STAFF PHOTOGRAPHER

Company roots: Manager Amy Wood, outside the Olga's Kitchen in Birmingham. She likes working in the town where the fast-growing restaurant group originated.

BUSINESS MILESTONES

This column highlights promotions, transfers, hirings and other key personnel moves within the Oakland County business community. Send a brief biographical summary — including the towns of residency and employment and a black-and-white photo, if desired — to: Business Editor, Eccentric Newspapers, 805 E. Maple, Birmingham, MI 48009. Our fax number is (810) 644-1314.

Brian Palmer of Birmingham was promoted to oversee the national Chrysler and Plymouth advertising accounts as managing partner in charge at the Southfield office of Bozell Worldwide Advertising. He joined Bozell 14 years ago.

Daniel R. Kruse of Birmingham was named vice president, materials, at the Stamping & Frame Division, The Budd Co., a Troy automotive supplier. He's a 34-year veteran of Budd's purchasing organization. He'll continue his responsibilities as corporate manager of materials.

Edith Killias of Southfield was named Equal Employment Opportunity officer at the Michigan Department of Mental Health. She's responsible for all activities of the EEO office. Killias has 15 years' experience in the personnel field. Most recently, she was per-

sonnel manager at the Macomb Correctional Facility, New Haven.

David Devereaux of Birmingham, former director of communications at Detroit-based WTVS, was promoted to vice president of communications and design services. He's a 20-year veteran with the station. He assumes responsibility for strategic marketing planning and development of all communications.

Sally Lee Foley of Bloomfield Hills has joined the Bloomfield Hills office of Howard & Howard

Attorneys, P.C. She concentrates on franchise, antitrust, contract, copyright, trademark, trade secret and unfair competition litigation.

Dennis Sedman of Rochester Hills has joined Troy-based Weaver Ladd Harries McGowan as public relations director. Sedman has 15 years' experience in the advertising and public relations business. Most recently, she was the advertising publicity manager for a local automotive supplier.

—compiled by
Janice Tigar-Kramer

Vacation. Tuition. Consolidation. Whatever you want to

do, we've got the rate to do it with. Our 1st Nationwide Bank

equity line of credit converts your home equity into ready

cash, with a rate so low, you can even save money by paying

off your loans and credit cards with higher rates. Approval

usually takes only days. And your interest is tax deductible.

If you have little or no home equity, ask about our no equity—

equity line of credit. Just give us a call at 1-800-843-2265.

1-800-THE BANK  1ST NATIONWIDE BANK

SLAM DUNK SALE

BUY \$50 WORTH OF AT&T TELEPHONE PRODUCTS AND

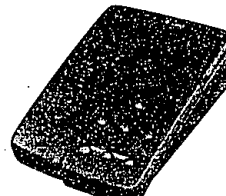
HAVE A BALL.



AT&T Cordless Telephone 5483
• Clarity Plus™ Virtually Eliminates Static
• Handset LCD Shows Number Dialed, Displays Numbers in Memory, Easily Accesses Features
• Preselects Clearest of 10 Channels
Reg. \$109.99
SALE **'89.99**



AT&T Speakerphone 706
• Hands-Free Speakerphone
• 12 Number Memory
• Adjustable Incoming Voice Level
Reg. \$49.99
SALE **'39.99**



AT&T Digital Answering System 1790
• Records Incoming Messages in Separate Mailboxes for Up to 3 People
• Announces Day and Time of Each Message
• Switches Easily Between 3 Outgoing Announcements
Reg. \$129.99
SALE **'99.99**

Get a free Official Dream Team™ Basketball when you buy \$50 (pre-tax) of any AT&T telephone products—plus enter for a chance to win a trip for four to the 1996 Olympic Summer Games.



PHONE CENTER

ANN ARBOR
BRATFORD MALL
317.788-0022
BIRMINGHAM
912 E. WOODWARD
205.640-0108
CLEVELAND
FAIRLANE TOWN CENTER
216.271-4013

DETROIT
OM BUILDINGS
244 N. OAKWOOD BLVD.
313.477-4000
FLINT
302 E. LACEDALE RD.
313.733-0018

LIVONIA
LIVONIA MALL
313.477-4218
NOW
TWELVE OAKS MALL
919.244-9948
OKLAHOMA
MCREAN MALL
917.346-8221

ROSELLE
MACOMBS MALL
919.244-9948
SHELBY TOWNSHIP
MALL, 101 CROSBY RD.
313.247-6811

TAYLOR
25123 ELMORA
313.861-0011
TROY
CINCLAND MALL
313.485-4700

YEAH, YOU
WESTGATE SHOPPING CENTER
3201 W. CENTRAL AVE.
419.944-0000



OFFICIAL PROMOTION
OF THE 1996 OLYMPIC GAMES

CONGRATULATIONS.

YOU JUST FOUND A

LOWER HOME EQUITY

LOAN RATE.

6.99%

* Consult your broker. The introductory APR (Annual Percentage Rate) is 6.99% for new accounts opened by January 1, 1995 and November 1, 1995 and accounts in good standing as of November 1, 1995. On January 1, 1996, the APR (Annual Percentage Rate) may vary and is based on the Prime Rate as published in the Western Edition of the Wall Street Journal plus a margin of 1.25%. The maximum APR (Annual Percentage Rate) that can apply is 15%. This loan is subject to credit review and is not for use in purchasing a home, car, boat, or other major asset. Other fees may apply. Property insurance required. Flood insurance may be required. Before payment may be made at end of the term. This rate of credit is available only to owners of owner-occupied, 1-4 unit properties, condominiums, and townhouses. Manufactured homes, land contracts, mobile homes, co-ops and properties located in areas with high risk of flooding. Approval is subject to 1st Nationwide Bank's consumer loan department. Based on 30-year fixed rate and 15% down. Approved by 1st Nationwide Bank, A Federal Savings Bank, Member FDIC. © 1995 1st Nationwide Bank. All rights reserved.

AT&T is an official sponsor of USA Basketball.