

# Win Schuler Foods back home

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STAFF WRITER

As part of Campbell Soup Company, Win Schuler Foods known for their Bar-Scheeze Spread, got no respect.

"They were a sleepy business in a large multi-million dollar corporation, and weren't getting any attention," said Robert Nunez who with his partner Tom Bitterman, bought the product line from Campbell Soup Company in March, and opened an office in Livonia.

Detroit's Vlastic Pickle Company bought the Win Schuler food line from the family in 1982. Just four years earlier, Vlastic had been purchased by the Campbell Soup Company.

Bitterman and Nunez left Vlastic two years ago to go into business for themselves. After scouting a number of food lines, they decided to bring Win Schuler Foods back to Michigan.

"Campbell's, with hundreds of products and over \$8 billion in annual sales couldn't devote the

sales and marketing energy that the Win Schuler line deserved," said Bitterman, who managed the products for a time at Vlastic.

The partners have introduced some new products, and changed the packaging of your favorite Win Schuler products, but not the price.

"We felt the Win Schuler brand name was strong and highly respected," said Nunez. "Everyone's got a Win Schuler story, they feel very strongly about it."

Bitterman and Nunez have introduced a new line of frozen, heat and serve, appetizers including Win Schuler barbecue meatballs, which were served at Win Schuler's Restaurant before dinner with a complimentary crock of cheese.

The two other new products are Grilled Chicken Chunks in a Thick & Rich Barbecue Sauce, and Smoked Sausages in a Mild Chili Sauce. They are available in five pound plastic buckets at membership clubs like Source,

Parti-Giant and in two pound supermarket containers at Spartan stores.

Other products in the Win Schuler food line are five flavors of Bar-Scheeze Cheese Spread, Cheese logs and balls, and eight flavors of Bar-Schips snack crackers.

Fall and football season bring back a lot of fond memories for Nunez who attended Albion College and used to sample Bar-Scheeze "at the source" in nearby Marshall. The Schuler restaurants in Marshall, Jackson, Stevensville and St. Joseph Michigan remain independent, and are run by the family. Win Schuler, died in May at the age of 85.

"We all remember Mr. Schuler's touch, his smile, the sparkle in his eye, his insistence on quality products," said Nunez.

"We're trying to meet the consumer needs for quick party food. We think the consumer wants a variety of products. The meatballs, chicken and sausage are

typically things that take time to make." Here are some recipes.

### BAR PARTY FONDUE

- 1/4 cup butter
- 1/4 cup flour
- 1/2 teaspoon salt
- 1/4 teaspoon dry mustard
- 12 ounce can of beer
- 1/2 teaspoon Worcestershire sauce
- 8 ounce Bar-Scheeze

Melt butter over moderate heat and stir in flour, salt and dry mustard. Remove from heat and add Worcestershire sauce, return to heat and stir constantly until mixture boils. Add Bar-Scheeze and stir until blended. Pour into pot an serve.

### SOUR CREAM DIP

- 1 cup sour cream
- 1 cup Bar-Scheeze

Combine sour cream and Bar-Scheeze at room temperature. Serve with fresh vegetables or chips.



Home again: Tom Bitterman (left) and Robert Nunez have brought Win Schuler Foods including the popular Bar-Scheeze Cheese Spread back to Michigan.

# Score a touchdown with healthy tailgate picnic

### LITE SUCCESS



FLORINE MARK

family and friends to celebrate the fall season.

For many, a great tailgate picnic includes lots of socializing, sandwiches, drinks and a chance to toss around the football. This year, why not be a little more creative, and healthier, with the pre-game picnics?

By-pass the chips and dip and start your tailgate with a tasty, nutritious appetizer. To celebrate National Seafood Month, serve crisp, fresh vegetables with Hot Crabmeat Dip.

Even though it's getting chilly outside, don't put away that barbecue — you'll want to use it for Mushroom-Turkey Kabobs. Kabobs are so easy to prepare and eat, especially at tailgates. Make them ahead of time and marinade at home. Once you get to the picnic, they'll be ready to throw on the grill.

Instead of pulling out the potato salad, laden with fat and calories, try serving up a low-fat version of Macaroni Salad. Made with non-fat yogurt, this salad has only 2 grams of fat per serving.

A nice addition to any tailgate is bringing along a thermos filled with hot vegetable or chicken soup. The soup will not only fill you up, but help keep your hands warm, too! Happy tailgating, and may the best team win.

### HOT CRABMEAT DIP

- 6 ounces drained canned crabmeat

- 1/2 cup low-fat (2 percent) cottage cheese
- 3 tablespoons light sour cream
- 2 tablespoons fresh lemon juice

- 1 tablespoon chopped scallion
- 1 teaspoon Worcestershire sauce
- Pinch paprika

Set aside several large pieces of crabmeat for garnish; flake remaining crabmeat.

In medium saucepan, heat cottage cheese until softened. Add flaked crabmeat, sour cream, lemon juice, 2 teaspoons of the scallion, the Worcestershire sauce and paprika; stir thoroughly to combine.

Continue stirring until mixture is heated through. Transfer to serving bowl. Arrange reserved crabmeat over cottage cheese mixture; sprinkle with remaining 1 teaspoon scallion. Makes 8 Servings.

Each serving provides: 1/4 Protein, 10 Optional Calories on Weight Watchers Food Plan. Per serving: 38

calories, 1 g fat

Recipe from "Weight Watchers Magazine Light & Easy New Family Classics, 1993"

### MUSHROOM-TURKEY KABOBS

- 3/4 cup plain nonfat yogurt
- 2 tablespoons ketchup
- 2 teaspoons sweet pickle relish
- 1 teaspoon drained white horseradish
- 10 ounces boneless skinless turkey breast, cut into 1-inch cubes
- 1 cup trimmed shiitake mushrooms
- 1 medium green bell pepper, cut into 1-inch pieces

To prepare marinade, in large glass bowl, combine yogurt, ketchup, relish and horseradish. Add turkey; toss to coat well. Cover and refrigerate 30 minutes.

Spray grill rack with nonstick cooking spray. Place grill rack 6-

inches from coals. Prepare grill according to manufacturer's directions.

Thread equal amounts of turkey, mushrooms and bell pepper alternately onto 4 metal or soaked bamboo skewers. Spread any remaining marinade over kabobs.

Grill kabobs 10-12 minutes, or until turkey is cooked through, turning once. Makes 4 Servings

Each serving provides: 4 Milk, 2 Proteins, 1 Vegetable, 16 Optional Calories on Weight Watchers Food Plan. Per serving: 126 calories, 1 g fat.

Recipe from "Weight Watchers Magazine Low-Calorie Barbecue Cookbook, 1992."

### MACARONI SALAD

- 2 1/2 cups cooked penne or ziti
- 3/4 cup plain nonfat yogurt
- 1/4 cup chopped onion
- 1/4 cup chopped celery
- 1 hard-cooked egg, finely chopped

- 1 tablespoon prepared mustard
- 1 tablespoon sweet pickle relish

Granulated sugar substitute to equal 2 teaspoons sugar  
1/2 teaspoon seasoned salt  
1/4 teaspoon freshly ground black pepper  
Chopped fresh parsley for garnish (optional)

Directions In large bowl, combine all ingredients until blended. Cover and refrigerate several hours, or overnight. Garnish with parsley, if desired. Makes 4 Servings.

Each serving provides: 4 Milk, 4 Protein, 4 Vegetable, 1 1/2 Breads, 5 Optional Calories on the Weight Watchers Food Plan. Per serving: 181 calories, 2 g fat

Recipe from "Weight Watchers Favorite Homestyle Recipes Cookbook, 1993"

Florine Mark is president and CEO of the WW Group, Inc., the largest franchise of Weight Watchers International.



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