



FOOD PURCHASING: TOUGHER JOB AHEAD IN '73

The headaches that go along with trying to plan menus are apt to get worse as the year goes by. *GOLF-DOM*'s gloomy forecast in the October/November, 1972, issue (see p. 59), unfortunately, concurs with the prevailing pessimism among Washington food experts. They see no letup in the ever escalating level of food prices.

About the only help they can offer the harried club manager is to say that some items will not be going up as fast as others. But few, if any, major food items will experience price cuts.

In fact, the Nixon Administration is now on record as stating that maybe food prices should be allowed to go on rising. That cheering note was sounded by Secretary of Agriculture Earl L. Butz. He is

Washington food experts expect food costs to continue rising. Managers will be forced to decide between price increases and menu cutbacks

by WILLIAM LOOMIS

personally opposed to any price controls on food, because, he insists, "they won't work."

Under the circumstances, the most critical issue in the food business remains the soaring price of most beef cuts. Don't expect any letup here, advise Government agricultural experts.

These officials expect to see another spurt in beef prices between now and the middle of the year.

And these price hikes are likely to be across the board.

It is unlikely that steak prices will rise more slowly than rib roast, for example. Fillet and porterhouse probably will chase each other up the price scale.

The point of all this, say the experts, is that there won't be much leeway to offer in keeping menu prices down by substituting one cut for another. Granted, some cuts are cheaper than others and have been all along. But they all are going up in price proportionately at about the same pace and will continue to do so in the months ahead.

And there's not much sign of relief. Farmers insist that it is costing them more all the time to bring cattle to market. Federal officials go along with this. Processors'

continued

FOOD *continued*

labor costs are going up as well without any signs of lowering union demands.

As if the beef price issue weren't enough, the experts warn that pork prices will remain at record levels between now and July. And these prices also will remain across the board. Bacon is high, so are pork chops, as well as ham cuts. There is some hope that prices will level off as the year goes on, but it is well to remember that pork prices right now are at record highs.

Furthermore, farmers are not showing any inclination to return to the days when hogs glutted the market. It now looks as if they will continue to try to tailor hog production to market demands, thereby stabilizing prices at high levels with new price increases reflecting rising farm costs.

Another food that is experiencing a strong upward push is fish. When fish goes on the menu these days, it normally has to be priced far higher than a few years ago, according to Federal experts. In the months ahead, it is likely that fish prices of the most desirable species will be far ahead of what they

were a year ago.

This rise in fish prices is likely to continue. The catch of fish has not been increasing in recent years, although demand for fish has been. Therefore, fisherman and wholesalers and retailers are getting more for the product. Experts say that it will take some time to increase the take of fish and in the interim, it is expected that prices will go on climbing.

The other basic meat, poultry, is the one fairly bright spot. Experts say that prices on chicken and turkey will probably be only a shade higher than they were in the first half of 1972. This trend should continue.

But one expert makes this point for restaurant owners. "You have to remember that the housewife has probably been buying more poultry herself. When she gets out to dinner occasionally, she's just likely to say the hell with the cost, I'd just as soon have a steak."

Often overlooked, because they are not such obvious big ticket items, are bread, cereal and bakery products. Wheat prices are going up so much that the Government has given the farmers a "go-ahead" with plans to increase wheat

production, something that is usually tightly controlled by planting allotments. The Government fears that if wheat production isn't boosted, prices of staples, such as bread and cereal, will skyrocket.

As it is, bread, cereal and bakery products are expected to rise in price much faster than the index for all food products.

Among the other items:

Egg prices will be sharply higher this year, but still below the 1970 high.

Citrus fruits will come down from last year, but other fruits, such as pears, peaches, grapes and berries, will be higher.

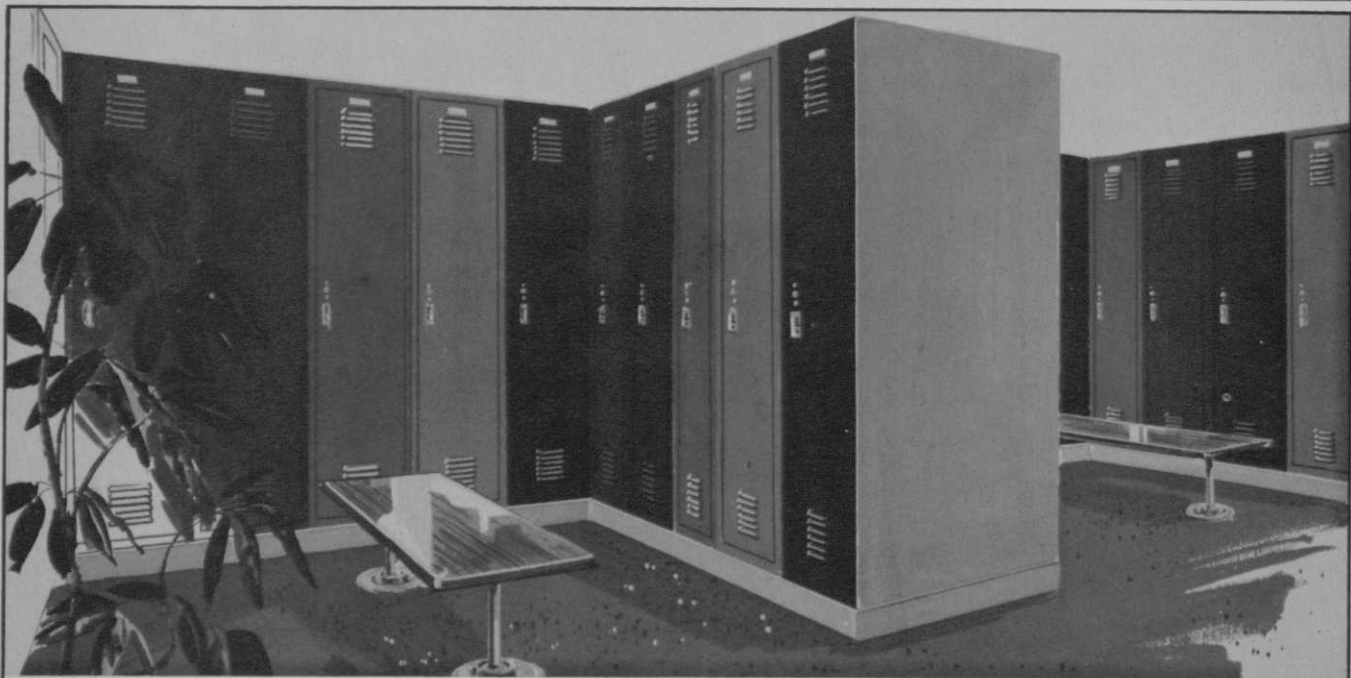
Most vegetables are going to cost more—and so will coffee.

Hard liquors will probably fluctuate. Wines will continue their spectacular climb of recent years with no letup in sight.

Says one Government expert:

"It certainly is frustrating to keep putting out these gloomy price forecasts, but I see nothing but higher prices for at least another year."

It all adds up to some tough decision making for menu planners and a stiff prod from club accountants to raise prices. □



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AMERICAN WINES

American vintners have moved out from under the shadow of European generic names.

COMING

They are calling their wines after the grape from which it is made.

OF AGE


Managers should be familiar with these varietals and change their wine lists accordingly by ROBERT SCHARFF

The familiarity of old classic generic names, such as Burgundy, claret, Chablis and Rhine, have for many years caused confusion among American wine drinkers. A French Burgundy tastes much different than a California Burgundy. And in turn, both of these taste different than a New York State Burgundy. The reason for this is that a French Burgundy

might have been made from Pinot Noir grapes, a California Burgundy from Zinfandel grapes and a New York State Burgundy from Baco Noir grapes. Hence, the obvious reason for taste difference. Other reasons exist, too, but chiefly, grape variety is the culprit causing the confusion. Grape variety became rightfully a concern among premium vintners, and it

followed that better identification would come from making *varietal* wines.

To some wine fanciers, the word *varietal* is a new term. But there is no hocus-pocus about it. Simply, a varietal wine is named after the grape from which it is made. For example, Gamay varietal wine is made from the Gamay grape. This wine has a taste all its own, because



it reflects the unique qualities of this particular grape.

From almost the beginning of the wine industry in the United States, generic names have been used to describe this wine. These generic titles specify a general kind of wine, with certain characteristics. Originally these names were taken from the geographic regions of Europe from which the wine came. Chablis, for instance, is a dry white wine of the general type as that originally grown in the Chablis district of France.

It is not difficult to see how the generic taste-type names we know today in America came into usage. We must remember that when the early vintners came to the United States, they used the same names for their wines that were used in their homelands. In addition, American wines were unknown to the public in the early days, and the winegrowers and merchants, who tried to sell them, tried to identify

the taste characteristics of their wines by comparing them to similar known European wines.

However, prior to Prohibition, the use of European geographic names got out of hand. Thus, when the American wine industry began again to produce wines in 1935, the Federal government limited the usage of generic taste-type names to the following: Burgundy, claret, Chablis, Champagne, Chianti, Malaga, Marsala, Madeira, Moselle, port, Rhine, Sauterne, Haut-Sauterne, sherry and Tokay. Some argument can be made with the concept of using European names in the first place, but usage had established the taste-types. They were considered an aid rather than a deception to the consumer and were written into law.

The amount of help, however, that these taste-type names have been can be questioned. Most American generic named wines on-

ly vaguely resemble the wines that actually come from Europe, and each producer of wine decides for himself the characteristics each of his generic wines will have. For example, Sauternes is a specific district near Bordeaux that produces sweet, luscious white wines, yet much California Sauterne (note the final *s* is dropped in the United States) is rather dry, which makes the generic use of this name especially illogical. It is not unheard of for an American winery to label the identical wine Chablis and Sauterne. Incidentally, in wine parlance, dry means that all of the grape sugar was fermented out, and the opposite is sweet rather than wet.

In recent years, however, to identify more exactly the taste of their wines and to get away from the shadow of European generic names, some progressive winegrowers in both California and New York—the major American wine producing

continued

WINES *continued*

states—are calling their wines after the grape variety from which they are made. To bear a varietal name of a grape, according to Federal law, a wine must derive at least 51 per cent of its volume from the grape whose name is used, and must have the flavor and aroma of that grape. Some varietal-named wines are made 100 per cent from the grapes named; others use other grapes in their blends.

Fortunately, most of the varietal names fit into the taste-types of generic titles. For instance, Cabernet Sauvignon (wine made from the grape of the same name) can be placed in claret group. Pinot Noir is a member of the Burgundy family of red dinner (table) wines. California Barbera corresponds to a Chianti. Among the wines, Riesling is of the Rhine type; Chardonnay is equivalent to a Chablis; Aurora, Semillon and Sauvignon Blanc are Sauternes; Pinot Blanc and Chenin Blanc are akin to the Vouvrays of the Old

World. To help you to plan your wine lists, as well as when ordering varietal wines, we have tabulated on this page the more popular varietal wines of both California and New York State and have placed them into their proper taste-type families. By the way, most, if not all, the American varietals are considered dinner wine class.

Some vintners, especially in New York State, use both a varietal and generic name to best describe their wines. For instance, a Baco Noir Burgundy tells you that the wine is a Burgundy taste-type produced from the Baco Noir grape. Likewise, a Dutchess Rhine wine has the basic characteristics of the German type of the same name, but it is made from the native American Dutchess grape.

A few varietal wines have a unique flavor that compares only to itself. The Zinfandel is one such varietal. This species is now the most heavily planted of California's wine grapes and appears as a varietal—under the grape name—and

in a large share of the California Burgundies and clarets. It is probably not fair to characterize Zinfandel only as a single wine type. It is several, depending on who makes it and where it is grown. A Zinfandel from the Central Valley of California will be different from that of the north coastal counties, and both will be distinct from a Zinfandel of the Cucamonga region. More than that, Zinfandels can be two widely different wines when young and when well aged. Many young Zinfandels, in their second or third years, resemble a good French Beaujolais—tart, exceptionally fruity, with a pronounced aroma of the grape. That is the way most of us know it.

After a few years of bottle age, however, the Zinfandel softens, mellows and develops a distinct bottle bouquet. Young, it is like wines best drunk young; aged, it can carry the distinction and authority of a classic aged wine.

Because the soil and climate can change the taste characteristics of a wine, most varietal bottle labels in the United States contain some geographical information, such as the name of the state or the viticultural area of a state in which the grapes were grown and fermented, and were the wine was produced. For instance, a varietal label may carry such geographical information as California Pinot Noir, Napa Valley Cabernet Sauvignon or New York State Isabella. Incidentally, according to Federal regulations, a wine is entitled to use an appellation of origin if at least 75 per cent of its volume is derived from grapes both grown and fermented in the place or region indicated by such appellation, and it must be fully produced and finished within that place or region. Some states, such as California, go even further than Federal law and require that 100 per cent of the grapes come from that state.

Most vintners in the United States do not apply vintage dates to their varietal wines. They prefer to blend their wines to the highest possible—and unvarying—standard each year. Those who date their wines do so to aid the buyer in determining their age, and to accommodate those who care about mi-

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TABLE OF AMERICAN VARIETAL WINES

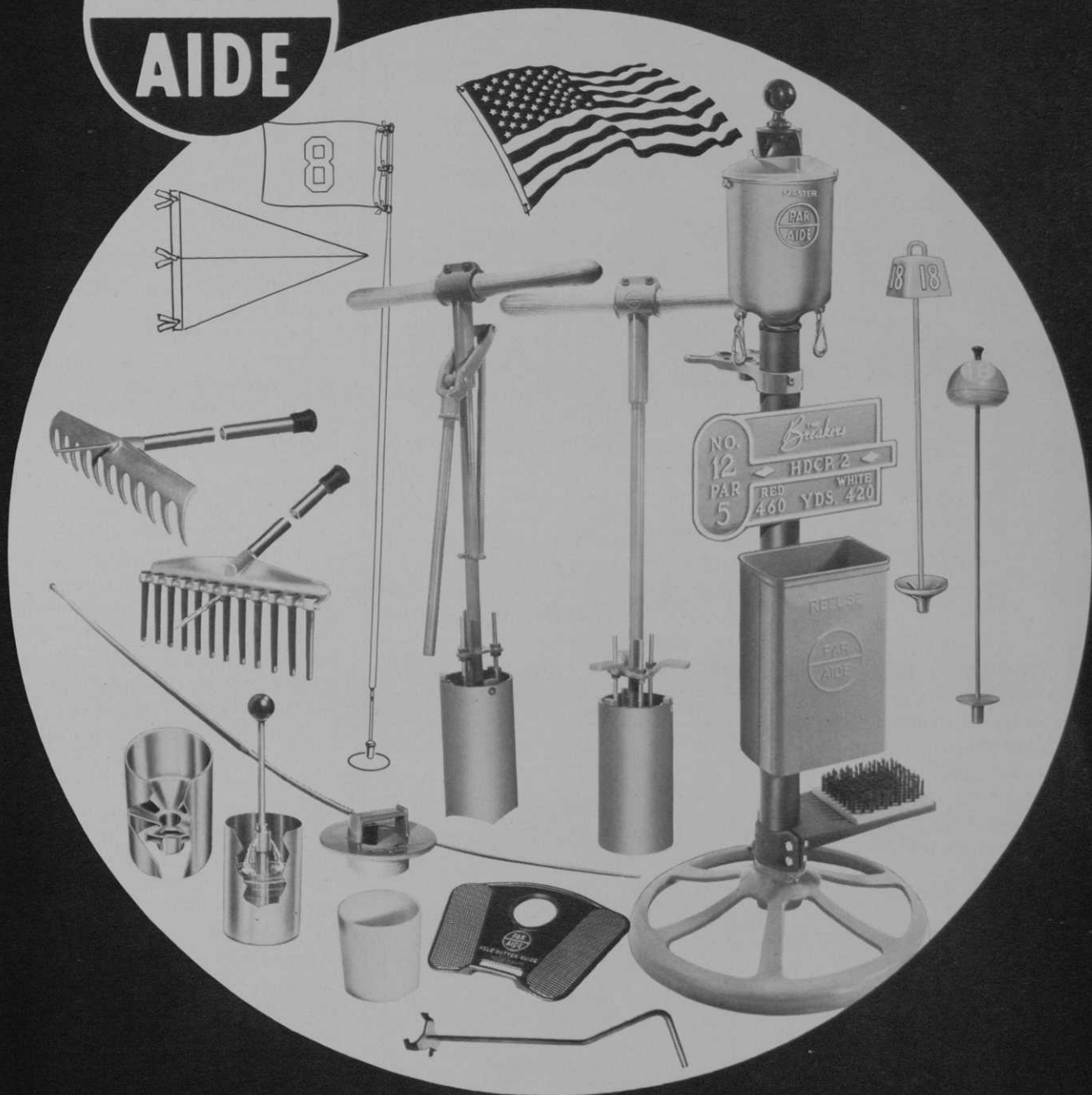
Generic taste-type	California varietals	New York State varietals
Burgundy (red dinner wine)	Pinot Noir Charbono Gamay Red Pinot Zinfandel*	Baco Noir Isabella
Claret (red dinner wine)	Cabernet Cabernet Sauvignon Gamay Beaujolais Grignolino Zinfandel	Chelois
Chianti (red dinner wine)	Barbera	Barbera
Rosé (pink dinner wine)**	Grenache Gringolino Gamay	Catawba Isabella Seibel
Chablis (white dinner wine)	Pinot Chardonnay Folle Blanche Pinot Blanc Chenin Blanc White Pinot	Pinot Chardonnay Delaware Diamond
Sauterne (white dinner wine)	Sauvignon Blanc Semillon	Aurora
Rhine Wine (white dinner wine)	Riesling Sylvaner Traminer	Riesling Dutchess Vergennes

*—When aged

**—Most rosé, due to the way they are fermented, usually carry both the generic and varietal names.

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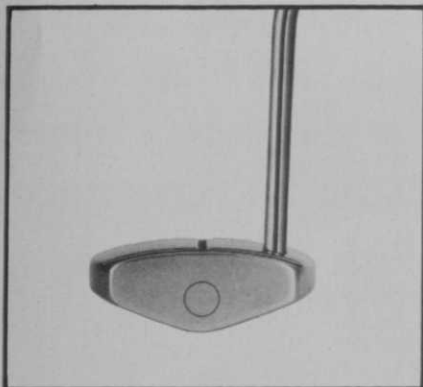
CHAMPION MARKETING SERVICES is presenting Warm-Up with Gary Player, a device that cannot damage the club, cannot fly off and can strengthen wrists.

Circle No. 101
on reader service card



THE TORO COMPANY introduces the Groundsmaster 72 riding rotary mower, first of a new "silent breed" without belts or chains. It can be easily converted into a snow-thruster or sweeper. It has a 72-inch cut, modern styling, electric start, rear-wheel steering, eight-hour fuel capacity, low center of gravity, short-turning radius and quick forward-reverse.

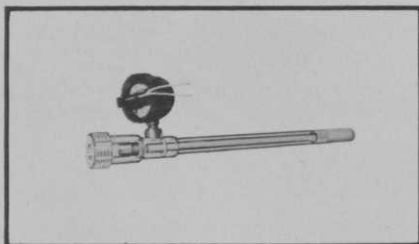
Circle No. 102 on reader service card



SPORTS INNOVATIONS offers the Square Shooter putter, which is said to improve putting by minimizing common putting errors. Features T-shaped aiming line across putter head, establishing

accurately a natural sight line to the hole, goose neck shaft, a large sweet spot and V-shaped putter head base. Putter is available in 33-, 34-, and 35-inch lengths, has Golf Pride grip and built-in ball pickup. Price: \$19.95.

Circle No. 103 on reader service card



IRROMETER COMPANY introduces the model RA Irrometer for automatic control of drip, subsurface or sprinkler irrigation system, which acts as a "dummy root" registering how hard roots are working to extract moisture from the soil. It measures available moisture in the soil directly and continually. Adjustable moisture selector on top of the gauge sets optimum soil moisture. This method of automatically controlling irrigation only permits water when it is needed by the crop and turns off the irrigation system when the crop has had enough.

Circle No. 104 on reader service card



VANDERMOLLEN CORP. adds a 12hp heavy-duty chipper to its 1973 Diadem Brush Chipper Line, which offers the highest hp available on small brush chippers. The unit features the Diadem single casting rotor, which chops branches of up to three inches in diameter into small chips, ideal for mulch and compact bagging. The chipper is available as a skid or wheeled model with four pneumatic tires and roller bearing wheels.

Circle No. 105 on reader service card

PRODUCT DEVELOPMENT "INSTANT REPLAY" GOLF CAR

General Battery Corp. has come up with a system that they think will revolutionize the present method of maintaining golf cars. Its experimental Instant Replay is a slide-out tray that contains a completely integrated battery power source, golf car charger and controller. The company says that the power system can be changed in less than two minutes. The prototype golf car is especially designed to provide space for the system, but any company that adopts it can locate the battery pack according to the design of their car. The original car for the prototype was provided by Pargo.

This is how the system works: Following a round of play, the car is returned to the maintenance area or pro shop. The energy system may then be recharged, unless the car is needed for immediate rental. In that case, the rear bumper is lowered and the system is rolled out onto a specially-designed conveyor. Another charged energy system is rolled into place, plugs are reinserted, and the golf car is ready.

Incorporated into the system is a low voltage indicator light on the car's dashboard. If the light goes on, the golfer knows he has about one mile of operation left to reach the pro shop without damaging the batteries or being stranded. It is his choice: He can finish his round or return to the service area.

General Battery is working on a more elaborate quick change system for large golf car fleets. This development will be reported in an upcoming issue of GOLFDOM.

For more information, contact General Battery Corp., Box 1262, Reading, Pa. 19603.



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WEST

from page 46

gation make the waterproofs economically practical.

The professional at one Bay Area, 36-hole complex sees soft goods and shoes as the exciting producers of increased profit in his two shops.

His stock of apparel includes street wear, even dress shirts and ties, an outgrowth of fashion consciousness among his members. However, they are showing a preference for solid colors, especially in slacks.

Shoes, which for him includes street shoes, are expected to be dominated by the square-toe styles, with leathers making a strong comeback and permanent-spiked models in good demand.

At one of the Bay Area's major municipal courses, the professional sees the popularity of the casted irons as a substantial sales booster. "Many players have become interested in the irons and when they buy, they order woods to match," he says.

In his market he must compete with at least two downtown discount operations, and he has found the interchangeable weights in one line of clubs gives him a customizing service he can advertise. He also offers several lengths and types of shafts in various flexibilities.

He mentioned one other counter item he expects to move well again in '73, the golf glove with the Velcro fastener.

At one of the smaller private clubs in the Bay Area, the professional has a more conservative attitude. In clubs, for example, he says, "I look for the big sellers in the traditional clubs to stay around; I think the exotics will lose some of their appeal."

He believes the soft goods merchandise will continue to reflect a preference for color, in both men's and women's wear.

For women, he is predicting a comeback by skirts, slightly longer than before, especially for older players. His members are confirmed in their preference for wash-and-wear golf fabrics, but, he adds, "They must be of good quality." □

CENTRAL

from page 46

er players. So, one year I sell Brand A in preference to Brand B. But I don't necessarily sell more than my X quota. As I see it, the introduction of new styles doesn't help my immediate business. Over the long run it probably does. A player who might be inclined to keep a set of clubs for three years may trade every two years because he is influenced by the manufacturers' advertising. I profit there. But pros who have been around for a few years don't get overly excited when new style clubs are introduced. They see it as something that promotes a certain amount of brand hopping. It's a kind of a battle among the clubmakers."

This professional makes it plain that he is not disavowing the changes or refinements that are made in clubs every year. Neither do the others. All recognize that manufacturers have to continue their research, continuously strive to come up with new club-making wrinkles or the whole club industry is going to stagnate. The cumulative effect of improvements over a period of several years is considerable. Even the most cynical professional doesn't want to go back to irons and woods that were being manufactured a decade ago.

The same applies to golf balls. New cores, covers, windings and, as has happened this year, larger and fewer dimples, have to be introduced or there is never going to be any improvement in the manufacture of balls. The professional may refuse to get excited by the innovations because usually from year to year they are very subtle, but once again he knows that in the long run the golf ball of this decade is far superior to the golf ball of the last.

Regardless of the degree of enthusiasm with which a professional assesses the merchandise he handles, he can be reasonably sure that if he buys from reputable manufacturers and stocks their top or near-top quality lines, he is going to have something substantial to sell to his customers. Competi-

tion among suppliers assures this.

As for 1973, there isn't a professional in the Chicago district who doesn't feel that it has all the potential for an extraordinarily good season, possibly the best that most professionals ever have experienced. Things are back to what they were five years ago, there is a lot of money afoot around the country clubs and, after last year, there should be a huge playing backlog that golfers want to get out of their systems. If the weatherman will go along, things should be about as good as any professional could hope for. □

EAST

from page 46

seem to have replaced the ever popular knits, because they are substantially cooler in 80-degree-plus temperatures. However, in the North, cotton lyle has been totally replaced by doubleknits in some pro shops. One professional says that doubleknit sales amounted to 98 per cent of his gross sales for soft goods.

There is a slight trend toward solid colors at clubs with more conservative memberships. "My members will seize any opportunity to buy toned down colors," says a Long Island professional.

Many professionals predict a record year in '73 for women's soft goods. Some have hired women buyers to do nothing but buy for women and one has expanded his shop with a trailer annex to house women's inventory. Professionals have increased women's merchandise by an average of 25 per cent over buying last year.

Waterproof shoes are big sellers in heavily irrigated regions and share popularity with stylish new rain gear, which was a top seller in northern and central Florida this year.

There is considerable weather variation from Miami Beach to Bangor, Maine, and if a professional had a bad year he is certain to be from up north where the climate can be disastrous. Professionals in the Mid-Atlantic states were not unscathed by a 15-month rain pattern, but they seem to have weathered the storm. □