

MGT 4329 ASL
1040 Class
Spring 2019

Better Gourmet

Anthony Trimarchi Phil Forma

- The Yellow Sticker was not displayed
- Protein bars, fruits, and other healthy snacks displayed at counter
- Manager did was not fully aware of program but was very nice in answering our questions and taking the time to speak to us
- They will display yellow apple in the future
- Encouraged by the fact that this program helps extend their message of healthy eating

gourmet health kitchen

Mikey's Bagels

Tottenville, 7420 Amboy Rd.

Danielle LoCastro, Saron Lam

Interview Date: Thursday, April 11, 2019

- Did not display the yellow apple
- Yogurt parfaits with fruit and granola were available near checkout
- Did not aware of nomination
- Expecting a positive reputation and a loyal customer base
- Belongs to the National Federation of Independent Business (NFIB)
- Donates food to schools
- No promotion



Staten Island's #1 Health Spot & Juice Bar

Call it a Wrap

1198 Forest Ave, Staten Island, NY 10310

Survey

- Managerial Staff was kind, and open to conversation
- Took extra steps to try and answer our questions
- Ultimately, store had no knowledge of the program, and was not interested in participating

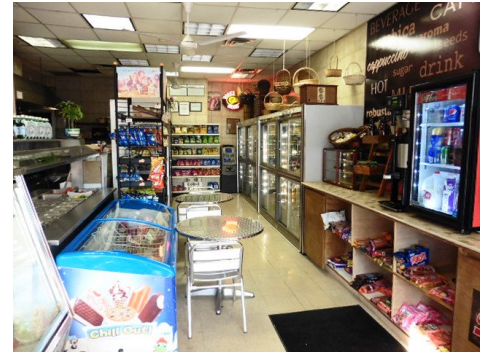
Observations

- “Good Samaritan Award”
- Health Conscience Environment

Bernard Veneziano & Louis Gregorio

Leo's Deli

- *Yellow apple was displayed*
- *They didn't know too much about the SINFI Organization*
- *Suggested that the stores with the yellow apple should be better marketed*
- *They make donations to the churches and schools*



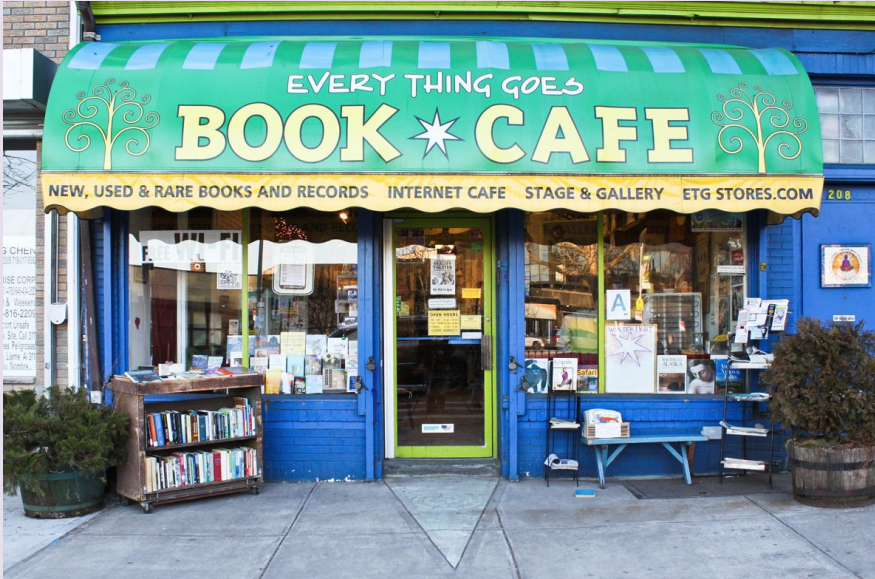
Milk & Things Deli- Forest Ave





- The store did not display the yellow apple, I handed them the yellow apple to put up on their store windows. They felt the SINFI was a program based on bringing the stores in the communities together to create a healthier community.
- The employee I talked to said he had seen an increase in some customers, he works the night shift and he said he sees new faces regularly. He said he felt this program could move the stores toward healthier products and make it better off for everyone that buys their produce.
- The employee I talked to hadn't expressed SINFI to his customers, I told him their store had been nominated. He seemed to know more about the program more than even knowing that his store was actually selected for the program.
- They do not use a social media platform, they do have a website and I recommended to them they could post our program on their site if they find the program helpful as a way of advertising our mission as SINFI.
- He was not sure how to answer this particular question about their brand image changing but I gave him our SINFI handout that lists all our goals of the program to ensure him what it was about. The yellow sticker I distributed to the manager and he put it up in the store while I was leaving, so I will check back with them to see how it's working out for them, they originally had seen the yellow apples around the island but didn't know they were selected for the same program.
- He said his owner often makes food donations of food products that are going to waste or get thrown out they put them to good use by donating, the employee could not describe exactly what they donated when I asked.
- The only thing I observed that was at the front counter was a basket of bananas, and near the candy section was oats bars.
- He told me, he only works overnights so he can only judge how they do for sales as far as night time, so he couldn't be an accurate source for customer balance purposes.
- To his knowledge they were not apart of any of the programs that were listed.
- He said possibly increasing their social media platform and getting their name out there could be beneficial to them, he always acknowledged the importance of giving the customers fresh and healthy produce to keep a steady number of customers coming in and out.





ETG Book Cafe

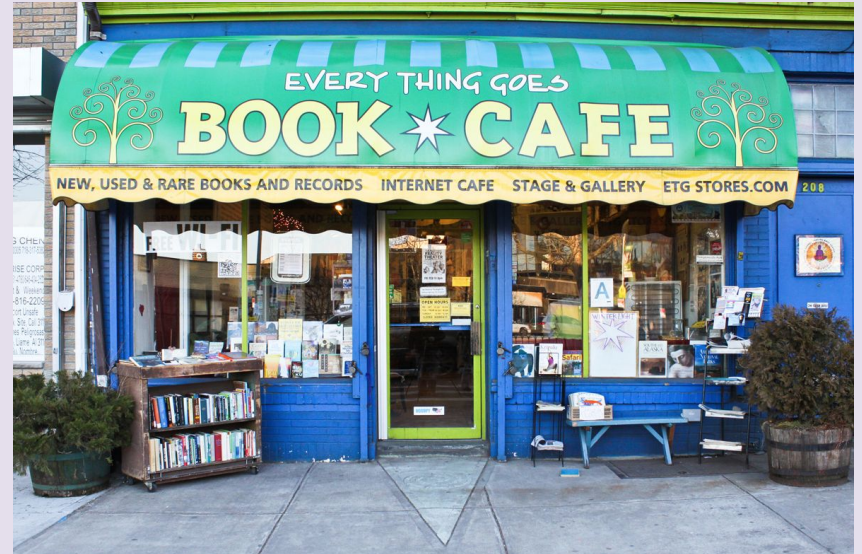
Location: 208 Bay St.



- Displayed 
- Food Items
- Expected  to their healthier food choices
- Actual is hard to tell
- Support SINFI and their message

ETG Book Cafe Continued...

- Posted on 
- Favorable responses 
- Many new customers
- Challenges:
 - Expenses 
 - Storefront impediment 
- Do not donate
- Members of multiple organizations



Bagel Depot Chris Mazza & Mike Beale

- From our observation we noticed that Bagel Depot did not have the Golden Apple. They were really eager to have more fruits and healthier options as they worked with SINFI. Bagel Depot believes SINFI does a great job within the community and appreciates SINFI and what they do in the past.
- Bagel Depot is very humble about their business, customers are loyal to the store and love to come into the friendly environment. Bagel depot has a website as well as an Instagram where they show satisfied customers and what they are known for which is their bagels and sandwiches.



Bagel Depot Continued “2”

- While talking to the owner he told us how he gives back to the community. He said ,“Yes, we do. Every year we donate bagels to New York’s Finest for all the hard work they do for this great city”.
- While looking around we see all sorts of healthy food in the front of the store like Banana, yogurt, and granola. The owner was very open to serving fresh foods and healthier options “Absolutely. I would love to have some fresh fruits in here. Everyone tries to eat healthy and I would love to promote that in my store”.
- Bagel Depot looks like a deli with a returning customer base. From what the owner was saying they receive close to 1000 customers daily and most of them are returning from within the neighborhood.

Big Time Produce



- SINFI is a great program for the community to make healthy choices
- Did not advertise being nominated
- The nomination could not have had a negative effect
- Donate to the Veterans and Boy Scouts
- Could SINFI tell people the food is from Big Time



Baya Bar

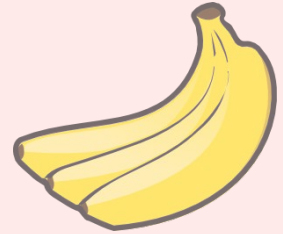
416 Forest Ave, Staten Island, NY 10301

Salvatore Vecchione, Amneek Nagra, & James Avdalas



Store full of fresh fruits, yogurt, parfaits
Nomination can show Baya Bar's commitment to fresh
foods

Lack of awareness of the Golden Apple
All nominated stores should showcase their
accomplishments, and all stores should strive for
SINFI recognition



**Better - Forest Avenue
Billy Gunderson and Michael
Mascarelli**

- Sticker was not posted
- Manager seemed unaware, so we explained it to him and got his opinion on it
- Manager felt that the nomination created loyal customers, and gave their establishment a better reputation
- Believed it is great for small businesses and their customers to make us healthier as a people
- Fresh fruit and vegetables are available in their establishment at all times
- Overnight oats were available at checkout
- Would be open to selling pre-made, fresh grab-and-go snacks



gourmet health kitchen



Heidi's Deli - Arturo Hernandez Jr. & Thomas Worrell

159 Lafayette Ave. Staten Island, NY 10301

- Did not display a yellow apple.
- No expectations
- What do you think about the Staten Island Neighborhood Food Initiative (SINFI)?
 - It's a nice idea just not always practical due to price.
- Didn't advertise being nominated as a "Great Neighborhood Store"
- Not a variety of healthy food options



Royal Crown

Dominique Fisichella and Thomas Caiazzo

1. Expected SINFI to provide fruits and vegetables, along with teaching Royal Crown how to be healthier

2. There was no noticeable difference

3. Royal Crown is satisfied with SINFI but wants more involvement with them

4. They did not advertise it to their customers, only through social media

5. Customers were interested and agreed that Royal Crown offered

healthy options



Continuation...

6. Promoted this nomination through Instagram (social media)
7. Felt nomination did not help brand image
8. Do not make food donations for free
9. Items at cash register: Bananas, Yogurt Parfait, Pastries
10. Would be interested in pamphlets to hand out about fresh fruits/veggies
11. Manager felt it did not change their sales
12. No neighborhood associations
13. SINFI could help Royal Crown with social media



Pastosa's Richmond Rd

- The **Golden Apple**
- Unsure what to expect from participating
- Small Business
- Front Register Area
- Community
- Mario the Manager

