

**“We start with an  
understanding of why  
more foodservice operators  
have used Syracuse China  
than any other make.  
Then we go from there.”**



**SYRACUSE CHINA®**

**First Name in Foodservice Presentation**



SYRACUSE CHINA®

**The largest  
commercial pottery  
complex  
in the world—**

**IT'S NO ACCIDENT** that Syracuse China is the "standard of excellence" upon which other makers are measured. Because 109 years ago Syracuse China was first to recognize and satisfy the need for commercial chinaware in the U.S. . . . and, ever since, has consistently anticipated the trends that shape the American lifestyle.

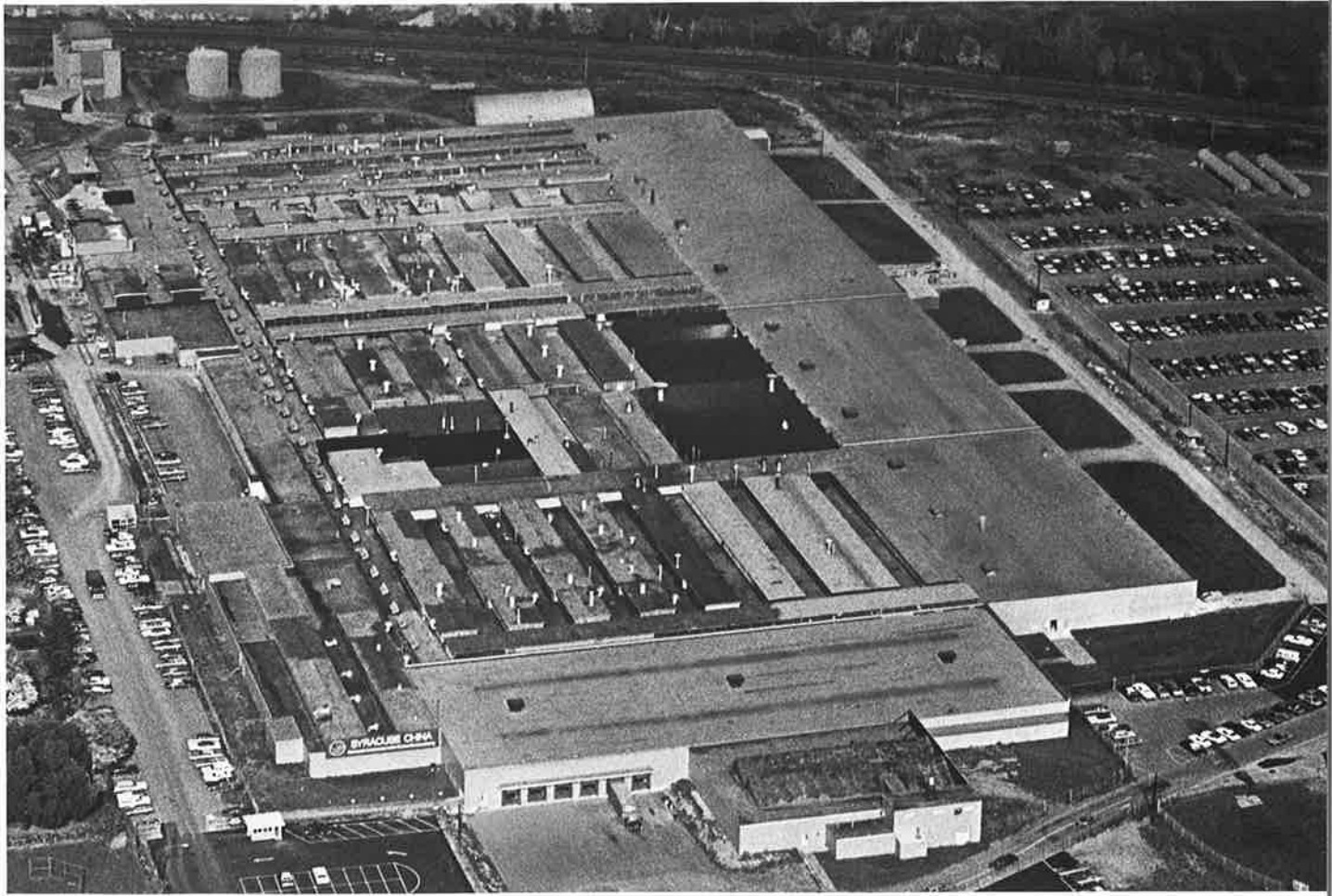
This promises to be a pivotal decade for the foodservice industry. During the 1980's, Americans will begin to spend as much money annually for foods consumed away from home as for home-prepared foods! Some forecast they will be spending even more for food away from home. Experts predict that foodservice industry sales will exceed \$250 billion at retail value by 1990.

In the 1970's we saw the impact of new value systems and life styles on the giant foodservice market. In the coming decade, we see sophisticated marketers, challenged to grow in a more competitive environment, upgrading the character of foodservice to meet constantly higher patron expectations. In this respect, there is no equal to Syracuse China for your foodservice.

Our 109 years in the china business proves one thing at least: consistently fine quality, sound innovations arising from experience and market trend perception, and faster/surer service add up to Syracuse China Value . . . and that never goes out of style!

For the next 100 years, come with the leader.  
Syracuse China.

Located in Syracuse, New York, the Syracuse China factory is *the largest commercial pottery complex in the world*. Within this sprawling, 16.1-acre plant are the most advanced ware forming and decorating processes available today for chinaware production, much of it designed by Syracuse China engineers. Literally tens of thousands of commercial china pieces are created, inspected, decorated, inspected, glazed, inspected and re-inspected daily and shipped to Syracuse China distributors to fill the needs of the nation's foodservice operations. A virtually self-contained facility, the plant houses design and model making studios . . . engineering and test laboratory facilities . . . complete machine shops . . . product exhibit areas . . . conference facilities . . . over 50,000 sq. ft. of warehouse space for inventory of "Hospitality" items, the industry's most complete open stock program . . . facilities to manufacture 100% of decals used in Syracuse China patterns . . . and facilities to process, blend and control all glazes and pigments used in china decorating and finishing operations. Adjoining the factory are unique storage silos and mixing chambers, computer operated for holding carefully inspected raw materials and for blending these substances in precisely controlled clay formulations. On site, Syracuse China has created one of the largest industrial fuel tank farms in Central New York, purposely installed for storage of alternate standby fuels in the event of a critical energy shortage. This reserve fuel capability enabled Syracuse China's more than 1,000 employees to continue production, uninterrupted, during the severe winter of 1977 fuel/energy emergency when a 100% curtailment in industrial use of natural gas forced many plants in the Northeast to suspend operations for several weeks.





SYRACUSE CHINA®

**Patron  
or patient  
satisfaction...  
social values**

**Life  
expectancy...  
durability  
values**

## The advantages of Syracuse China for today's foodservice operation

Hunger satisfaction has always been the most basic human drive. The affluent U.S. society has been fortunate to shift the emphasis from "hunger" to "satisfaction"! The marketing concept came to the foodservice industry during the 1960's as operations became skilled at identification of new needs and developed new concepts to fill the needs.

During the 1970's, "2nd generation" marketers concentrated on upgrading the character of foodservice to meet ever-rising standards of expectation/satisfaction.

During the 1980's industry marketers will require utmost tabletop system flexibility as they seek to meet growing nutrition concerns, remain competitive and consolidate customer loyalty.

When it comes to upgrading tabletops for any reason, foodservice marketers find there is no equal to chinaware service! Only ceramic ware has stood the test of thousands of years of acceptance by the most advanced societies. No equally pleasing substitute has ever been found; none of the modern substitutes succeeds in capturing the uniquely satisfying qualities of today's chinaware.

Syracuse China pioneered the development of institutional chinaware. No one knows better than Syracuse China today, how to meet the patron's or patient's deepest satisfaction drives!

On the basis of its *chemical* properties, fine Syracuse China is one of the most durable of man-made substances. It is accurate to say that Syracuse China must be broken . . . it does not break!

When it comes to *mechanical* characteristics—the ability of individual chinaware shapes to absorb the shocks of volume foodservice handling—Syracuse China is pre-eminent. Syracuse china engineers perfected the rolled edge design concept which made institutional chinaware practical . . . the standard of the world!

Our engineers went a step better: they created *weight-balanced complete table services* to meet the need for in-service compatibility of the individual shapes required for specific menu formats. They refined the welt edge and added bridge-type truss construction.

More Syracuse China has been used by more foodservice operators than any other brand; the shapes and items offered in this Hospitality brochure have survived the industry's most severe usage tests.

When it comes to daily operating costs (replacement), we believe that, in conjunction with today's fine ware handling and washing equipment and racks, the typical operation can spend more each day for discarded lettuce than for Syracuse China replacement! Studies by Syracuse China customers show these costs to be much less than one percent per meal!

**The world  
we live in...  
ecological/  
environmental values**

As citizens, we are greatly concerned about "conspicuous consumption" of our resources. As business people, we know we will be increasingly restricted in our waste disposal practices as we seek to restore the natural harmonies of our environment. Syracuse China ware makes a positive contribution in this long term challenge.

Crafted from readily available inorganic earth elements . . . clay, feldspar, quartz, sand, alumina . . . Syracuse China ware consumes none of the earth's scarcest organic resources (as do substitute products). Completely stable and inorganic, Syracuse China ware presents no atmospheric or environmental pollutant problems associated with disposal of costly organic substitutes.

**Non-toxicity...  
hygienic  
values**

Federal Specifications: "China, Vitrified M-C-30ld" stipulates ware 10" diameter and smaller to have 0.2% maximum water absorption . . . larger ware to have 0.5% maximum water absorption . . . when measured on broken glazed pieces of about 2.5 sq. in. size, which has been boiled 5 hours in water, and soaked for 20 hours.

Our tests are even more severe than Federal Specifications require, since tests are conducted upon un-glazed ware. In 1150 tests conducted between January 1978 and January 1979, average absorption amounted to less than 0.05%. Thus, Syracuse China ware greatly exceeds U.S. Government standards for porosity. Syracuse China ware is judged to pass the requirements, too, of the United States Potters Association Ceramic Dinnerware Surveillance Program, which is accepted by U.S.F.D.A. for lead and cadmium release control.

**Product  
consistency...  
uniformity / high quality  
values**

Using advanced electro-mechanical body blending techniques, latest manufacturing/decorating methods and many more critical quality control/inspection systems than any other pottery, Syracuse China provides to its customers characteristically fine quality ware which is unsurpassed for uniformity . . . the "standard of excellence"!

Consistency appears in many forms, and lots of little ways. The uniformity with which handles are joined to cups . . . is an example. The uniformity of foot smoothness is another. The refinement of decoration is another. And, consistency of colorations, perhaps the greatest challenge of all, is still further evidence of Syracuse China's supremacy in the art of china creation.



SYRACUSE CHINA®

## 1858-1980 More than a Century of Leadership

From the beginning, the artisans and marketers of Syracuse China have anticipated and responded to needs and trends in the American lifestyle.

**1858** Establishment of Farrar's Rockingham and Yellow Ware Pottery, Syracuse, N.Y. as the forerunner to Syracuse China Company.

**1871** Organization of the Syracuse China Company, known then as Onondaga Pottery Company. "Ironstone" (heavy duty pottery) was produced with "O.P. Co." backstamp.

**1885** First American semi-porcelain ware produced, carrying confident guarantee against cracking and under glaze crazing.

**1888** First American pure translucent china, "Imperial Geddo," formed the early technological basis for modern dinnerware.

**1891** First production of a line of thin, translucent dinnerware marketed, for the first time, as "Syracuse China."

**1893** Syracuse China received the High Award Medal at the World Columbian Exposition, with citation reading in part:

*"... in recognition of the superior character in all respects of the fine table china produced at this pottery. This company is the pioneer in the manufacture of these goods in the U.S...."*

**1896** First American chinaware maker to produce rolled edge shape. This marked the first appearance of a complete line of commercial china ... with the innovative shape which has become the world standard.

**1897** First installation of a self-contained ceramic lithographic decalcomania department.

**1904** Syracuse China received the Grand Prize Medal at the Louisiana Purchase Exposition.

**1908** The world's first successful under glaze multi-color decalcomania.

**1921** First construction stage of present-day plant (which now spreads over 16.1 acres after frequent expansions).

**1928** Ivory Hotel China.

**1932** Rich brown Adobeware China.

**1933** The embossed Econorim shape ... and Syratone decoration process.

**1937** Perfection of Shadowtone decoration process.

**1938** Vitritone process perfected for mass color effects.

**1945** Airlite ultra light weight china introduced for airline use.

**1949** Winthrop shape introduced.

**1953** Essex shape perfected.

**1955** Trend shape created for tray services.

**1959** Formation of Vandesca-Syracuse, Ltd. subsidiary which is, today, the only chinaware maker in Canada producing ware comparable to Syracuse China ware.

**1964** Launched major plant expansion ... tripled production capacity, added kilns, new warehousing and computer replenishment incorporated into industry's largest, most advanced shipping center.

American Shape introduced using newly perfected revolutionary Syralite alumina body affording a refined, thinner china with wearing characteristics to equal sturdy, heavier conventional china.

**1971** Centennial Observance.

Formation of Syracuse China Corporation with broadened "total tabletop" marketing concept.

**1972** Industry's first automated system for receiving, mixing and blending precise formulations of chinaware body for utmost consistency. Introduction of faster/surer service concept for Syracuse China customers. New Chinapak™ compact shipping container system.

**1975** Introduction of Great Plate concept featuring best elements of the platter and the plate. Formation of Country Ware as new division to produce and market Syralloy® hand cast metal tableware and Salad Bar or Buffet accessories for the foodservice industry.

**1976** Signet Shape, featuring Syralite alumina china body, introduced. Olympus Shape introduced.

**1979** Gibraltar Shape Cook 'n Serve ovenware, created in flint body, introduced as the industry's new standard of quality and durability.

## “HOSPITALITY”...

### The Syracuse China open stock concept for faster / surer service

#### **Patterns with personality**

The Hospitality Group Program has been created to provide patterns with personality . . . matched by responsive customer service. In this Portfolio you may select from many usage-proven shapes, and from a brilliant collection of patterns with great character . . . maintained on Syracuse China's Open Stock basis!

You will find in this Portfolio patterns suited for many foodservice atmospheres: colonial tavern; smart contemporary; country casual; old world elegance; hearty masculinity; charming traditional or oriental. You will find patterns for tray service or table service. And, whether your operational needs are those of restaurant or coffee shop, hospital, hotel or motel, college or club, contract plant or business feeding . . . you may select from many Hospitality patterns those which will make a distinctive contribution to your foodservice enterprise . . . with confidence that service will be faster / surer than typical for the industry!

#### **Faster / Surer Service**

To provide faster / surer service, Syracuse China has established the patterns (and items except as noted) in this Portfolio as Open Stock. Since "Open Stock" is a concept which may be broadly interpreted, the Syracuse China Open Stock concept needs to be described:

We believe our order shipment performance of Hospitality Open Stock patterns to be generally faster and surer, in terms of fulfillment of specific shipping commitments, than is typical of industry performance. To make this extremely responsive service possible, we use computer predictions of customer needs as a basis for regular replenishment of our stocks.

On occasion we obtain Hospitality pattern orders whose extraordinary size, in total or in individual items, tax or exceed computer-predicted requirement levels. These orders are individually reviewed and scheduled with customers, by our Customer Service Department, to assure most satisfactory shipment conditions on a custom basis.

On occasion, too, we obtain Hospitality pattern orders for decoration of items not regularly maintained in Open Stock. These items will be prepared on a custom basis which will be defined by our Customer Service Department at the time of order acceptance.

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#### **Custom Syracuse China**

We recognize the vital role of the tabletop in your foodservice merchandising program . . . and by no means wish to imply that this Hospitality Group Portfolio communicates the full range of the tabletop merchandising capabilities available to you through your Distributor and Syracuse China! (This Portfolio does not specifically deal with Custom china.)

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We have sought to speed your selection task by devoting an entire page, front and back, to each Hospitality pattern. On the front of each page we present full color photographs which reveal the essential character of the shape and pattern . . . and the range of available items in the pattern. Also provided is a brief description of the pattern, the most prevalent thematic applications . . . and characteristics of the china shape in which the pattern is stocked.

On the reverse of each page, every item in which the pattern is stocked and recommended for service is depicted photographically. To supplement this graphic presentation, the "trade" description, the diameter or brimful capacity, and suggestions for practical usages, are provided. Where "mix or match" options can be recommended, these are shown.

**IMPORTANT:** In addition to the Hospitality pattern items regularly stocked, it is sometimes possible to obtain special items decorated with your preferred pattern . . . on a custom basis. In like manner, certain patterns can be produced on alternative shapes . . . on a custom basis. Request your Syracuse China Sales Representative to determine feasibility of such custom decoration processes.

**Suggested Syracuse China Dinnerware Requirements For Your New Installation.** No

one can pre-determine your new installation's specific china dinnerware needs. Many variables affect your needs: seating capacity, operating concept or format, menu format, turnover goals, food preparation techniques, staff size, ware handling and storage techniques, etc. When you have established these factors, your Syracuse China representative can be of positive help. The tables below are based on the experience of hundreds of similar operations and will also aid you to prepare a new installation china dinnerware order.

**Ovenware Requirements.** At least in part because of increased public interest in good nutrition, many operators report growing favor for oven-prepared entrees . . . and reduced preference for deep-fried foods. To aid you to integrate more ovenware into your menu presentations, see Syracuse China's "303 Menu Ideas" brochure for Gibraltar ware item applications and Syracuse China's "The Perceived Value of Tabletop Architecture" brochure for entree plating techniques and options.

Item Description	Dining Room Service (Rest., Hotels, Clubs)	Counter Service/ Fast Food Table Service (Coffee Shops, Diners, Restaurants)	Tray Service (Cafeterias, Colleges, Schools, Hospitals, Nursing Care Homes, Contract Feeding)	Catering Service (on/off premises)	Figure your needs here
Trade Name/Usage	Dozens per 100 seats	Dozens per 100 seats	Dozens per 100 seats/beds	Dozens per 100 seats	Dozens per 100 seats/beds
<b>Plate #3/"C"</b> Hors d'oeuvres, Bread and Butter, Salad, Dessert	27	21	36	18	
<b>Plate #4/"D"</b>					
<b>Plate #5/"F"</b> Hors d'oeuvres, Salad, Dessert	24	36		24	
<b>Plate #6/"H"</b> Breakfast, Brunch, Lunch, Sandwich, Small Dinner	18	15	21		
<b>Plate #7/"I"</b>					
<b>Plate #8/"J"</b> Dinner, Roast Beef, Steak, Lobster, Fowl, Pasta, Service Plate	18	Depending on need, 15 doz In lieu of #7 Plate (Option)		15	
<b>Plate #10/"K"</b>					
<b>Great Plate Lg/M/Sm Dish #7/"G"</b> Roast Beef, Pasta, Burger 'n' Fries, Steak, Lobster, Fowl, Fish	9	12			
<b>Dish #8/"I"</b>					
<b>Cup, Tea</b> Use together for Coffee, Tea, Hot Chocolate Service	24	36	21	18	
<b>Saucer, Tea</b>	24	36	21	18	
<b>Newport Cup, Venetian Cup, Java Mug</b> Use with or without saucer for Coffee, Tea, Hot Chocolate Service	24 (Option)	36 (Option)	21 (Option)	18 (Option)	
<b>Bouillon, Unhhd.</b> Soup	12	9		12	
<b>Saucer, Tea</b> Underliner for Bouillon	12			12	
<b>Plate #7, Rim Deep</b> Spaghetti, Clams, Soup, Chili, Cereal	6			12 (Option)	
<b>Plate #8/"J"</b> Underliner for #7 Rim Deep	6			12 (Option)	
<b>Fruit #3½/"A"/"B"</b> Side Vegetable, Fruit, Ice Cream	24	36	36	24	
<b>Bowl, Coupe Deep, Bowl, Grapefruit, Small Bowl, Grapefruit, Large Bowl, Salad Nappy</b> Soup, Deep Dish, Dessert, Salad, Short-cake, Cereal, etc.	9	12	24	15	
<b>Plate #5/"F" or 4/"D"</b> Underliner for Bowl	9			15 (Option)	
<b>Cup, A.D.</b> Use together for After Dinner Coffee, etc.	6				
<b>Saucer, A.D.</b>	6				
<b>Bouillon, Unhhd.</b> Sugar	6	6		6	

The recommended quantities will provide adequate opening inventory. Provided you rotate items in service correctly and maintain adequate inventory levels, your replacement costs will be minimal. Properly used, Syracuse China will cost much less than 1% per meal.



SYRACUSE CHINA CORPORATION  
2900 COURT STREET, P.O. BOX 4820, SYRACUSE, N.Y. 13221

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