



 **Newport Creamery**[®]
at the sign of the golden cow

At the Sign of the Golden Cow

The Sign of the Golden Cow was first established as a symbol of the Newport Creamery in 1950. The Cow represents the Creamery, gilded for its relationship to Newport.

The Golden Cow has historic significance that predates its conception. In Colonial days, symbolic picture signs were used to identify business establishments at a glance. In those days, many people were unable to read and so these signs were functional as well as artistic.

Today the Sign of the Golden Cow stands for the exceptional richness and quality of the ice cream made at the Newport Creamery, where gold leaf weather vanes still point the way.

The Newport Creamery's Special Programs

The Newport Creamery has always believed that people are the heart of the business, and has offered programs of reward and incentive.

Programs are designed to encourage growth and education which strengthen the organization. They include comprehensive training programs for employees, to develop courteous hospitality toward customers and prompt customer service. Management training helps build the organization as well. Other programs reward exceptional performance, encourage suggestions, promote safety, build sales, provide family services and develop staff loyalty.

A unique scholarship program has been established by employees in memory of Mason Rector. The Mason D. Rector Memorial Scholarship Fund has distributed over 300 scholarships totaling more than \$120,000 to Newport Creamery employees and their children.

In addition, the Newport Creamery participates in a variety of community activities as part of the company's commitment to public service.

The Cream of the Crop

The Newport Creamery continues to refine and update the look and layout of restaurant design. Expansion and remodeling programs are designed to provide the most up-to-date facilities in a warm, welcoming atmosphere.

The restaurant design reflects the company's goal to provide a comfortable, attractive interior to best serve the interests of customers.

The Newport Creamery continues to stress the company's original commitment to quality in preparation and service of ice cream and meals. The Creamery uses only the finest, freshest ingredients including pure milk and cream from New England dairies, making premium quality ice cream in small batches to preserve freshness.

Fresh ground 100% USDA beef and locally gathered ingredients are used for all menu items. The menu reflects the Newport Creamery's continuing interest in providing healthy, wholesome meals. New menu items are constantly being introduced to satisfy changes in customer tastes.



A History of Quality and Service

The story of the Newport Creamery begins in 1928, with a wholesale milk business located at 79 Van Zandt Avenue in Newport. The company survived the depression and emerged as a retail operation owned by Samuel M. Rector, one of the original partners.

The Creamery's first retail business was home delivery of milk, begun in 1932. With a growing reputation for high quality and good service, the company grew and prospered. In 1940, Mason D. Rector, son of the founder, opened a "Milk Bar" at 208 West Main Road in Middletown, and the Newport Creamery as we know it opened its doors.

The Milk Bar opening coincided with the Creamery's earliest production and sales of ice cream. During World War II, butterfat and sugar were rationed, affecting the production of ice cream. After the war, however, business boomed. In 1949 the ice cream and food manufacturing plant was built and a second restaurant opened, this time in Pawtucket.

In the next decades, scores of new restaurants opened throughout Rhode Island and into Massachusetts and Connecticut. Today the company continues to grow. President Peter W. Rector represents the third generation of the Rector family to lead the business, as it expands on its original formula for success.

As Peter Rector says, "Success like ours in today's crowded food industry isn't easy. But the Newport Creamery has never taken the easy road. We prefer to use superior planning, efficient organization and the highest quality products to give pleasure to thousands of customers of all ages who come to our stores."

Over the years, the Newport Creamery has become much more than just an ice cream store. Each Newport Creamery restaurant becomes part of the neighborhood, a place where friends meet to enjoy themselves.

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The Newport Creamery, Inc.
Corporate Headquarters
208 West Main Road
Middletown, RI 02840-4939
(401) 351-1530

The Newport Creamery Corporate Officers

Peter W. Rector
President

Victoria M. Patykewich
Treasurer

Leo P. Bandieri
Vice President
Retail Operations

The Newport Creamery Board of Directors

Peter S. Damon
President
Bank of Newport

Francis G. Dwyer
President
Gustave J. S. White Real Estate, Inc.

Charles A. Hambly
Chairman of the Board
Newport Savings and Loan

Joachim A. Weissfeld, Esq.
Hinckley, Allen, Tobin & Silverstein,
Attorneys at Law



Newport Creamery

Main Office and Plant: 208 West Main Road,
Middletown, R.I. 02840 (401) 847-0390

June 15, 1987

You are cordially invited to attend a kick-off Press Conference to introduce the Newport Creamery's new LITE MENU. The LITE MENU offers meals with reduced calorie, cholesterol and sodium content for our customers who choose to eat healthy or who have special dietary requirements and restrictions.

DATE: TUESDAY, JUNE 23, 1987
PLACE: THE NEWPORT CREAMERY
665 CENTRAL AVENUE
PAWTUCKET, R.I.
TIME: 1:00 - 4:00 P.M.
Rain or Shine

Joining members of the Newport Creamery staff will be Mr. Leo Bandieri, Vice President of Retail Operations, myself and Ms. Peggy Raymond of the American Heart Association, R.I. affiliate. During the afternoon, the Pawtucket Heart Association Mobile Unit will be on hand for testing cholesterol levels and blood pressure as well as offer suggestions and advice on nutritional meal planning.

Please join us for this Newport Creamery first!

Best regards,

A handwritten signature in cursive script that reads "Donna M. Medeiros".

Donna M. Medeiros
Advertising Manager

DM/rp

NEWS RELEASE

RELEASE DATE: JUNE 23, 1987

CONTACT: DONNA M. MEDEIROS
ADVERTISING MANAGER
401-351-1530

NEWPORT CREAMERY INTRODUCES NEW LITE MENU

The Newport Creamery, a chain of 38 ice cream and sandwich restaurants in Southern New England, introduced a new LITE MENU which offers breakfasts, salads and sandwiches--all featuring reduced caloric, cholesterol and sodium content.

"Our company recognized a real need to provide appealing and varied meals for customers who have special dietary requirements or restrictions. But this menu is also for those who simply choose to eat healthy," said Leo Bandieri, Vice President of Retail Operations. The Newport Creamery, a chain of company owned and operated restaurants, is one of the first to offer such a unique menu as a service to its customers.

The new LITE MENU was carefully researched and developed over a period of 6 months by the Newport Creamery in association with Ms. Peggy Raymond, Chairperson of the Nutrition Committee of the American Heart Association, Rhode Island affiliate. She is also a registered Dietician at the New England Clinic for Cardiovascular Health and Nutrition. The LITE MENU is in full compliance with guidelines established by U.S. Government agencies.

Premiering at all Newport Creamery restaurants in June 1987, the LITE Menu format provides data for each menu item--listing its ingredients and its sodium, cholesterol and caloric content. Each customer thus can select a full meal which suits his own diet choices or maintains guidelines set by his health care professional. And, the new LITE MENU is priced to be consistent with the Newport Creamery's philosophy of offering healthy, wholesome meals at reasonable prices.

The LITE MENU features, for example, "Scrambled EGGBEATERS Egg Substitutes"--a 5oz. portion cooked in 100% corn oil with lowfat milk, served with 2 slices of toast and one tab of margarine. This breakfast has 282 calories, 329 mg. of sodium and no cholesterol.

Each of the 38 Newport Creamery stores will feature the new LITE MENU along with the standard menu, Kiddie Menu and other daily specials.

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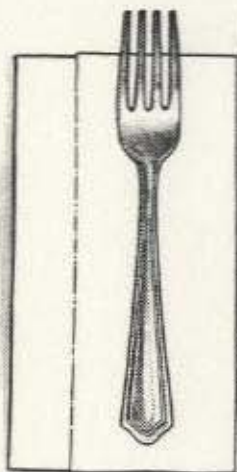
Thinking of trying our new Lite Menu? Good for you.

The healthiest of breakfasts, lunches, and dinners. All lower in calories, sodium, and cholesterol.

Newport Creamery
Dishin' out the smiles.



How to be healthy, wealthy, and wise.



Newport Creamery
The Lite Menu

It's easier to be healthy when you eat right. That's why we've created the Newport Creamery Lite Menu. It's a menu of healthy, delicious dishes that are lower in calories, sodium, and cholesterol. The portions are just what you need to feel good and stay healthy.

Breakfast

NEWPORT OMELETTE
Two portions omelette with your choice of meat or vegetables. Served with toast and fruit. **100**

NEWPORT PANCAKES
Two pancakes with your choice of fruit or vegetables. Served with syrup and fruit. **100**

NEWPORT TOAST
Two slices of whole wheat toast with your choice of fruit or vegetables. Served with butter and fruit. **100**

NEWPORT SMOOTHIE
A delicious smoothie with your choice of fruit and yogurt. **100**

NEWPORT JUICE
A delicious juice with your choice of fruit. **100**

NEWPORT FRUIT
A delicious fruit salad with your choice of fruit. **100**

NEWPORT SALAD
A delicious salad with your choice of vegetables and dressing. **100**

NEWPORT SANDWICH
A delicious sandwich with your choice of meat and vegetables. **100**

NEWPORT SOUP
A delicious soup with your choice of vegetables and protein. **100**

NEWPORT DINNER
A delicious dinner with your choice of meat, vegetables, and potatoes. **100**

NEWPORT DESSERT
A delicious dessert with your choice of fruit and cream. **100**

The U.S. Government recommends that you eat a diet that is low in calories, sodium, and cholesterol, and that you eat a diet that is high in fiber, fruits, and vegetables.



Thinking about eating lighter lately? Good for you. Introducing the Newport Creamery's new Lite Menu. Pick from the healthiest of breakfasts, lunches, and dinners. All lower in calories, sodium, and cholesterol. In fact, the entire Lite Menu complies with health and dietary guidelines set by U.S. Government agencies. Each dish is made from the freshest, most nourishing ingredients. And each dish is sold at the Newport Creamery's honest, money-saving prices.

For goodness sake, why not try our new Lite Menu today?

Newport Creamery
Dishin' out the smiles.

Newport Creamery The Lite Menu

If you have a healthy respect for good food, you'll really appreciate the Newport Creamery's new Lite Menu. Nothing but the freshest, most nutritious ingredients. Every item lower in calories, cholesterol, and sodium. The whole menu is in compliance with health and dietary guidelines set by U.S. Government agencies. So when you're looking for the restaurant offering the healthiest foods you can find, lean on us. And now for a little lite reading:

Breakfast

Served daily till 11 A.M.

SCRAMBLED EGG BEATERS* Egg Substitute

5 oz. portion scrambled with low-fat milk, cooked in 100% corn oil. Served with 2 slices of toast and 1 tab of margarine. \$1.80

Calories	Cholesterol (mg)	Sodium (mg)
282	-0-	329

EGG BEATERS OMELETTES — 5 oz.

Egg Beaters omelette cooked in 100% corn oil with low-fat milk. Served with 2 slices of toast and 1 tab of margarine. Your choice of: Plain—5 oz. \$1.80/Low-fat cheese—3/4 oz. slice \$2.05/Broccoli—2 oz. \$2.30/Peppers and onions—2 oz. \$2.25/Mushrooms—2 oz. \$2.20

	Calories	Cholesterol (mg)	Sodium (mg)
Plain	282	-0-	329
w/veg.	287	-0-	329
w/low-fat cheese	347	15	236

LITE FRENCH TOAST

2 slices of French toast made with Egg Beaters and low-fat milk. Syrup and margarine available. \$1.45

Calories	Cholesterol (mg)	Sodium (mg)
358	3	492

LITE CEREAL — 3/4 oz.

Cereal with 6 oz. low-fat milk. \$.75

Cereal with 6 oz. low-fat milk and banana. \$1.00

	Calories	Cholesterol (mg)	Sodium (mg)
Plain	146	9	353
w/banana	251	10	354

PLAIN TOAST*

2 slices, toasted plain. \$.60

Calories	Cholesterol (mg)	Sodium (mg)
128	-0-	146

PLAIN ENGLISH MUFFIN*

2 halves, toasted plain. \$.70

Calories	Cholesterol (mg)	Sodium (mg)
145	-0-	364

PLAIN BAGEL*

2 halves, toasted plain. \$.75

Calories	Cholesterol (mg)	Sodium (mg)
165	-0-	198

*Served with 100% corn oil margarine. Jelly available.

JUICES — 6 oz.

	Calories	Cholesterol (mg)	Sodium (mg)
Orange Juice \$.55	84	-0-	2
Grapefruit Juice \$.55	76	-0-	2
Apple Juice \$.55	69	-0-	12
Salt-Free V-8			
Vegetable Juice* \$.70	40	-0-	50

FRUIT

Fresh fruit cup. \$1.30

Calories	Cholesterol (mg)	Sodium (mg)
100	-0-	5

INFORMATION

	Calories	Cholesterol (mg)	Sodium (mg)
Margarine (100% Corn Oil)	34	-0-	44
Jelly	60	-0-	-0-
Lite Maple Syrup—2 tbsp.	100	-0-	6
Banana (small)	105	1	1
Low-Fat Cheese— 1/4 oz. slice	70	15	410
Mayonnaise—1 tbsp.	99	5	20

The U.S. Government recommends that daily cholesterol intake be less than 300mg, sodium intake less than 3000mg, and that calories be limited either to the number needed to maintain your current body weight or to an amount recommended by your physician or dietitian.



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Sandwiches

LITE TUNA SALAD

3 oz. all white-meat tuna packed in water, prepared with mayonnaise and celery, served with lettuce. \$1.80

Calories	Cholesterol (mg)	Sodium (mg)
381	35	463

LITE TURKEY

3 oz. of low-fat turkey slices with mayonnaise and lettuce. \$2.30

Calories	Cholesterol (mg)	Sodium (mg)
259	30	595

LITE GRILLED CHEESE

2 slices of low-fat cheese, grilled plain. \$1.35 w/tomato \$1.55

	Calories	Cholesterol (mg)	Sodium (mg)
Plain	304	30	1066
w/tomato	319	30	1076

LITE GRILLED CHEESE AND TUNA

3 oz. all white-meat tuna with slice of low-fat cheese, grilled plain. \$2.05

Calories	Cholesterol (mg)	Sodium (mg)
459	41	1099

LITE SEAFOOD SALAD

3 oz. seafood salad prepared with mayonnaise and celery, served with lettuce. \$2.40

Calories	Cholesterol (mg)	Sodium (mg)
272	16	586

LITE PEANUT BUTTER AND JELLY

2 tbsp. peanut butter with jelly. \$.80

Calories	Cholesterol (mg)	Sodium (mg)
172	-0-	396

LITE CHICKEN SALAD

3 oz. of chunked white meat prepared with mayonnaise and celery, served with lettuce. \$2.10

Calories	Cholesterol (mg)	Sodium (mg)
381	64	408

LITE VEGETARIAN POCKET

Syrian pocket filled with:

A. 3 oz. broccoli and 3/4 oz. low-fat cheese \$1.55

B. 2 oz. peppers and onions and 2 oz. mushrooms and 3/4 oz. low-fat cheese. \$1.55

Calories	Cholesterol (mg)	Sodium (mg)
264	15	706

LITE LETTUCE AND TOMATO

Served with 2 tsp. of mayonnaise. \$1.10

Calories	Cholesterol (mg)	Sodium (mg)
203	4	257

Sandwiches available on: whole wheat, pumpernickel, white bread, or Syrian pocket.

All of the above calculations based on the use of white bread.

Salads

LITE SALAD PLATES

Served on a bed of lettuce with sliced tomato and cucumber, 3 oz. of low-fat cottage cheese, and your choice of: Tuna Salad \$2.35/Seafood Salad \$3.00/Chicken Salad \$2.70

	Calories	Cholesterol (mg)	Sodium (mg)
Tuna	369	40	661
Seafood	215	18	690
Chicken	354	68	506

COTTAGE CHEESE AND FRUIT SALAD PLATE

3 oz. of low-fat cottage cheese on a bed of lettuce, surrounded by fresh fruit. \$1.90

Calories	Cholesterol (mg)	Sodium (mg)
167	5	344

LITE NEWPORTER SALADS

A healthy portion of our tossed salad with 1 slice of low-fat cheese and your choice of: Tuna Salad—3 oz. \$2.90/Chicken Salad—3 oz. \$3.20/Seafood Salad—3 oz. \$3.50/Turkey—1 1/2 oz. \$2.90

	Calories	Cholesterol (mg)	Sodium (mg)
Tuna	349	50	745
Chicken	347	78	590
Seafood	218	28	774
Turkey	141	30	587

SALAD DRESSINGS

	Calories	Cholesterol (mg)	Sodium (mg)
100% Corn Oil and Vinegar—1 tbsp.	45	-0-	-0-
Low-Cal French (Catalina)—1 1/2 oz.	48	-0-	327

Beverages

	Calories	Cholesterol (mg)	Sodium (mg)
Coffee—6 oz. \$.60	3	-0-	2
Decaf Coffee—6 oz. \$.60	4	-0-	1
Tea—6 oz. \$.60	-0-	-0-	19
Low-Fat Milk—12 oz. \$.70	150	15	184
Low-Fat Milk with Coffee Syrup—12 oz. \$.80	259	15	184
Coca-Cola*—12 oz. \$.65	144	-0-	14
Sprite*—12 oz. \$.65	144	-0-	47
Diet Coke*—12 oz. \$.65	1	-0-	33
Iced Coffee—12 oz. \$.65	3	-0-	2
Iced Tea—12 oz. \$.65	-0-	-0-	19

Beverages may be served with low-fat milk upon request.

Asides

LOW-FAT COTTAGE CHEESE—3 oz. \$.60

Served on a bed of lettuce with sliced tomato and cucumber.

Calories	Cholesterol (mg)	Sodium (mg)
67	5	344

FRESH FRUIT CUP \$1.30

Calories	Cholesterol (mg)	Sodium (mg)
100	-0-	5

LITE TOSSED SALAD—10 oz. \$1.30

Crisp garden greens with tomatoes, cucumbers, green peppers, carrots, radishes, and red cabbage. Served with dressing on the side.

Calories	Cholesterol (mg)	Sodium (mg)
17	-0-	15

The Newport Creamery Restaurants

RHODE ISLAND

Headquarters:		
Middletown	208 West Main Road	(401) 351-1530
Barrington	296 County Road	245-2212
Bristol	8 Gooding Avenue	253-5599
Coventry	781 Tiogue Avenue	821-2265
Cranston	Garden City	944-3397
Cumberland	2010 Mendon Road	333-1141
East Greenwich	563 Main Street	884-1294
East Providence	579 Taunton Avenue	434-3211
Greenville	585 Putnam Pike	949-2122
Lincoln	Lincoln Mall	333-2150
Middletown	208 West Main Road	846-2767
Newport	181 Bellevue Avenue	846-6332
	49 Long Wharf Mall	849-8469
Pawtucket	665 Central Avenue	724-3170
	100 Main Street	724-4630
	474 Pawtucket Avenue	728-3060
Providence	465 Angell Street	831-1054
	1387 Broad Street	461-9070
	673 Smith Street	351-4677
Wakefield	418 Kingstown Road	789-0016
Warwick	278 Rhode Island Mall	821-7789
	1256 Warwick Avenue	463-8317
	148 Warwick Mall	737-9253
	2680 West Shore Road	732-6569
Westerly	128 Granite Street	596-4456

MASSACHUSETTS

Brockton	666 Oak Street	(617) 586-9145
East Walpole	Walpole Mall	668-3359
Fairhaven	261 Washington Street	994-6800
Fall River	President Avenue	678-6346
Mansfield	254 Chauncey Street	339-6832
New Bedford	1071 Kempton Street	997-8383
Newton	241 Needham Street	964-6043
North Dartmouth	169 N. Dartmouth Mall	999-4727
Seekonk	699 Fall River Avenue	336-4519
Shrewsbury	Olde Shrewsbury Village	842-5405
Swansea	Swansea Mall	679-0308
Worcester	14 Park Avenue	799-7335

CONNECTICUT

Mystic	Olde Mistick Village	(203) 536-1590
Waterford	850 Hartford Turnpike	443-1803
	Crystal Mall F-113	