

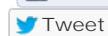
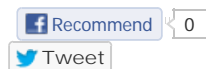
BUSINESS

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It's A Mall World For Mickey's Cafe

January 16, 1991 | By George Lazarus.



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This may be a difficult retail environment, but that won't stop Mickey Mouse from coming to Chicago.

In true entrepreneurial Disney spirit, Walt Disney Co. plans to open in late spring—perhaps May or June—in Schaumburg's Woodfield Mall a second prototype of its Mickey's Kitchen restaurant.

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The initial Mickey's Kitchen, the company's first restaurant outside its theme parks, opened last April in a shopping mall in Montclair, just east of Los Angeles, with results that one source called "fantastic."

Presumably, there will be more units of Disney-themed Mickey's Kitchen, which has a broad menu including fries shaped like Mickey Mouse and Donald Duck. Disney declines to provide details of a future expansion program.

However, based on an expansion plan for Disney Stores, which sell Disney licensed products and other merchandise, including a talking Mickey Mouse watch, there could be as many as 50 or even 100 such units.

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The initial Mickey's Kitchen is adjacent to a Disney Store at the California location, as will be the second unit in Woodfield.

The Disney Store at the northwest suburban shopping center, which claims to be the biggest volume producer of all Chicago area malls, will move to 14,000 square feet of space to be split with Mickey's Kitchen. That space is in the Sears wing of the mall.

There are now 78 company-owned Disney stores nationally, and another 40 are expected to be built in 1991. Not all of these will have a Mickey's Kitchen companion.

Why the big jump from the Far West to Chicago?

“We wanted to try the Midwest,” says a spokesman for Disney, whose fiscal 1990 revenue totaled \$5.8 billion, of which \$3 billion represented volume from theme parks. “It's (Woodfield) a top mall, and we like the demographics there.”

Yet, no matter where Disney decided to put its second Mickey's Kitchen, the venture has a huge plus. And that's a name that has worked magic with youngsters and adults again and again.

- Jack Hanrahan, vice president and media director on client Kraft General Foods at Leo Burnett Co., has assumed the same responsibility on the Philip Morris USA account. Bob Houghtlin, Burnett VP and media director and a 25-year agency veteran who previously headed Philip Morris media buying, has been offered a post he's considering with the agency's Frankfurt, Germany office, a Burnett spokesman said. Burnett is seeking to strengthen its international operation, which accounts for 40 percent of total billing, and “we need his expertise there (Germany),” the agency spokesman said. Other Burnett Chicago staffers have taken positions overseas.

- Jeffrey S. Knapple, formerly director of sports marketing at Frankel & Co., joined Northbrook-based Kemper Sports Marketing as president and chief operating officer. He reports to Steven H. Lesnik, chief executive.

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DDB Needham has its foot in the door at Blockbuster Video, the ad agency's Washington, D.C., office picking up the video rental chain's estimated \$3 million advertising account in the Washington, D.C.-Baltimore market. The other finalist for this account was incumbent Bernstein-Rein of Kansas City, Mo., which also does national advertising for Ft. Lauderdale-based Blockbuster Entertainment Corp.

On the move: Ernest A. “Ernie” Brown rejoined Lois/GGK Chicago as senior VP and management supervisor on the agency client Alberto-Culver Co. . . . Michael A. Rosenbaum was named to the newly created post of chief operating officer and deputy managing partner at Financial Relations Board. . . . Fernando Baca was named a division manager in the Chicago area for Philip Morris USA, succeeding Sandra Boyd, who was promoted to a section sales supervisor; both are based in Schaumburg. . . . Elaine Purnell was appointed Midwest regional advertising director for Kelly Communications, a

Charlottesville, Va., publisher of Pinnacle magazine distributed in hotels and resorts.

Strictly Personal: Birthday greetings to David P. Murphy, Chuck Werle, Sid Paddor, Tara Lazarus and Peter Monkewicz.

- Ace Hardware Corp., an Oak Brook-based dealer cooperative, retained San Jose & Associates for Hispanic marketing and promotion, marking the first time Ace has had an

October 4, 1991

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Disney Store

agency of record in that ethnic market. Pierson & Flynn handles the creative portion of Ace's consumer ad account; Bozell Chicago is agency of record for media buying. Ace had 1990 sales of \$1.7 billion.

On Tap: Merchandising Executives Club's Jan. 31 dinner in the Marriott O'Hare features a view of the top of 1991 economic prospects from Howard Bernick, president and chief operating officer of Alberto-Culver Co.; Gerald

Jerry Barber, president of Milan, Ill.-based Eagle Food Centers; and William Post, president of the Levy Organization, the restaurant concern. For information, call James C. Alexander at 312-332-1601.

Former Chicagoan Michael J. Eckert, who has been president and chief operating officer of The Weather Channel, moved up to chief executive of the Atlanta-based cable TV channel.

George L. San Jose, president & chief creative officer of The San Jose Group, a multicultural advertising agency.

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