

Cola issue fizzes

By LYNN REICHELL

Terp Cola's appearance at the Student Union last week brought student responses ranging from "tastes like cough medicine" to "a different flavor with some zing to it."

Four in every five students asked did not like the taste and expressed their wit while declaiming the flavor. "It tastes like they're only spending 6 2/3 cents a can!" "It's RC with garlic added." "It doesn't have any oomph!" "I've heard it's very good embalming fluid."

Of course, there were some who took the middle road, saying, "as long as they keep selling Coke it's the individual's taste." A few think "It tastes just the same."

Most students thought that the University Food Service would have a good idea "if they have decent cola in the can." Many enjoyed seeing their school mascot on their soda can and thought it was a good school spirit booster.

However, most agreed that, "It would taste a lot better at 10 cents a can." "They're making such a huge profit and keeping it to themselves." This comment brought to mind the question "Where do the profits go?"

Edward J. Lasnick, food manager at the Student Union, attempted to answer this question by explaining that "When a new company is just starting, they must sell for less even if it costs the same for them to produce the product as it does for the brand name."

"Why shouldn't the food service save the money needed to buy a name and give this to the students by way of the various school activities it helps sponsor?" Lasnick finds the soda "wonderful for the price."

Future plans for Terrapin Cola "depend on what the students want." The food service can only wait...and count cans.