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EDISON'S Bar
 at the Factory 47th & Main

Food sellers feed hungry fans

By Diana Elliott
 Of the Emerald

While many people were betting on the final score of Saturday's football game, the director of the University food concessions had other forecasts on his mind. Erik Branelt, who supervises the vendors, had to make weather and attendance predictions to determine the number of hotdogs he should order for the fans.

Successful guessing translates into profitable business for Branelt of Tiffany Food Service, the contract holder of the Autzen Stadium and McArthur Court concessions.

"When people come to football games, they come all bundled up, but they have their umbrellas and sunglasses just in case. I'm always ready for both extremes," Branelt says. "I have to guess what the weather will be like, and take into account who the opponent is."

And Branelt says he has

become a skilled guesser since he began directing the University's concessions 2½ years ago.

"Sometimes I'm wrong, but I always learn from the past," he says.

And experience has taught Branelt to stick with the basics.

"The esoteric foodstuffs have gone by the wayside," Branelt says. "When I tried to sell granola bars, they wanted candy bars. The public doesn't want a sit-down dinner... most just want a hot dog. So I try to sell them the best hot dog in the state."

But while fans may become "fair-weathered" in the rain, they are faithful to the Ducks despite wins and losses, Branelt says.

"Consecutive wins don't increase attendance. Last year the average attendance was 32,328. This year it's been 25,532, and the team has done better."

Once Branelt predicts the attendance, he then decides how

many vendors will work.

"There's only so many potential dollars out there, and I want to ensure that they (the vendors) make enough, since they're paid totally on commission," Branelt says.

Taking care of his workers is one of Branelt's primary goals. "I want them to enjoy it. And I think most of them do."

Steve Rintoul, a sophomore from Australia, says he enjoys his job. He's only worked as a vendor twice now, but he thinks it's the ideal way to meet people, especially "pretty American girls."

Sometimes fans aren't such a pleasure to meet though, says one vendor who requested anonymity.

"We get some abuse. I usually try to be funny or something. I figure that if you're going to make a fool of yourself, you might as well get into it," he says.

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