

Coffee: Shops exceed demand?

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come into an area, it increases business for everyone," said Chris Jackson, Starbucks media representative for the Northwest region.

Jackson said the expertise that Starbucks brings from being one of the first producers of espresso can really increase coffee knowledge, raising business for all.

While the new Starbucks location may be able to offer food at the adjacent Cucina Presto! restaurant in addition to brand-name coffee, customers find that small stands such as The Duck Stop and Java John's have what the other places are lacking.

"I get my coffee here because I'm in a hurry, or when I am running late to class," said Lyndsay Price, a customer of The Duck Stop. "They are very fast compared to the Starbucks on 19th."

Price said she tried the new Starbucks on 13th Avenue, but she found the service unappealing. "I like the service better [at The Duck Stop]," she said.

Chris Lyon, the barista at Java John's, located across the street from the bookstore, said he found the market they cater to unique, and the addition of Starbucks wouldn't affect Java John's business.

ness.

"We have sort of a different market — not a sit-down market where people want to kick it — but a service for students who want something fast," he said.

One technique Java John's is trying is to start serving organic coffee in the near future. "There's so many different choices," he said. "We are looking for something to set us apart."

As for how much coffee University students and the community can consume, nobody really knows.

"We started serving coffee three years ago, and as far as I know, all the coffee shops are still around," Williams said. "But maybe this will be the situation that dictates; there has been an elastic demand up until now."

Tim Duy, a graduate teaching fellow in economics, had similar thoughts. "I've wondered myself, 'How many can this area maintain?'" he said. "I thought it before, and then Starbucks opened."

Duy also said Starbucks has a chance in the market because of its reputation. "It may be a case of brand loyalty," he said. "Starbucks might be able to enter the market; people know the name and go there."

Another deciding factor could be in relation to the global market. "If prices increase on the world market, it will be hard to raise prices because of the competition," Duy said.

Duy said personal choice plays a role in how customers make their decision. "I tend to go to Coffee People because there are free refills," he said.

For student Krystal Demos, Coffee People is also more attractive because of the free refill, and she doesn't really think about switching.

Despite her preference for the "good atmosphere" available at Coffee People, however, she said she thought Starbucks was making an impact. "It used to be a lot busier in here," Demos said.

Lyon said he thought Java John's wouldn't be affected. "The EMU is our biggest competition," he said. "I think Coffee People and Starbucks will end up battling it out."

Overall, Williams said he thought the new Starbucks would attract people at first, but customers will come back to The Duck Stop.

"People have the choice ultimately in where they get their coffee," he said.

Project: Other state schools may join

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sity through the project in the past year.

The project has many benefits, according to Davis-White Eyes, and "enriches our campus environment."

It symbolically recognizes a land and a culture that existed before European settlers drew the arbitrary lines of the state of Oregon, Hubin said. Native tribes "can know that their students can come to Oregon and have their heritage respected and honored," he added.

This project is a "really wonderful opportunity" for Native American students, Davis-White Eyes said.

The project was developed through a collaborative effort on the part of the University president's office and the admissions office, Hubin said. In addition, CEOs and attorneys from the nine Oregon tribes helped work out many legal details.

University representatives are traveling to Oregon tribal councils "to make sure that this is a joint effort," Hubin said.

Hubin also said the project is part of an "institution-wide initiative to establish new partnerships and relationships with the tribes of Oregon" called the University of Oregon Native American Initiative.

"We want to build bridges to

other cultures," Davis-White Eyes said.

New programs to preserve Native American culture, language and tradition are a major part of this broader initiative. The University is making an effort "to support the sustenance of native traditions," Hubin said.

Other projects in this broader initiative include the construction of a traditional longhouse to serve as a community center for Native American peoples, he said.

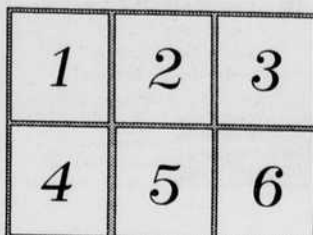
A proposal to extend the Aboriginal Rights Residency Project to all seven Oregon universities will go before the Oregon University System later this year, Hubin added.

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