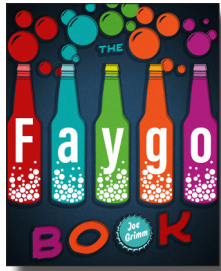


The Faygo Book program descriptions

For social media and promotional materials.



"JOE GRIMM CAPTURES NOT ONLY THE HISTORY OF FAYGO, BUT ALSO THE EMOTIONAL CONNECTION DETROITERS HAVE WITH THE BRAND. IT'S AS IF WE'VE BEEN INVITED TO A CONVERSATION WITH FEIGENSON FAMILY MEMBERS. *THE FAYGO BOOK* IS A WONDER-FUL INSIDE LOOK AT ONE OF DETROIT'S MOST FAMOUS BRANDS."

—KEITH D. WUNDERLICH, AUTHOR OF *VERNOR'S GINGER ALE*

The Faygo Book is the social history of a company that has forged a bond with a city and its residents for more than a century. The story of Faygo, Detroit's beloved soda pop, begins over a hundred years ago with two Russian immigrant brothers who were looking to get out of the baking business. Starting with little more than pots, pails, hoses, and a one-horse wagon, Ben and Perry Feigenson reformulated cake frosting recipes into carbonated beverage recipes and launched their business in the middle of the 1907 global financial meltdown. It was an improbable idea. Through recessions and the Great Depression, wartime politics, the rise and fall of Detroit's population, and the never-ending challenges to the industry, the Feigensons persisted. Out of more than forty bottlers in Detroit's "pop alley," Faygo became the last one standing. In *The Faygo Book*, author Joe Grimm carefully measures out the ingredients of a successful beverage company founded in dicey times in a boom-and-bust town. Take a large cup of family—when the second generation of Feigensons gambled with national distribution against towering odds—and add a pinch of innovation—a rambunctious rainbow of flavors and advertising that infused Faygo with nostalgia. Mix in a quality product—award-winning classics (and some flops) that they insisted on calling "pop," despite the industry's plea for a more grown-up name. Stir in a splash of loyalty to its locally hired employees, many of whom would stay with Faygo for decades. These are the values on which Faygo has hung its hat for generations, making it an integral part of communities across the country. *The Faygo Book* is the story of a pop, a people, and a place. These stories and facts will tickle the taste buds and memories of Detroiters and Faygo lovers everywhere. **(300-word version)**

The Faygo Book is the social history of a company that has forged a bond with a city and its residents for more than a century. The story of Faygo, Detroit's beloved soda pop, begins over a hundred years ago with two Russian immigrant brothers who were looking to get out of the baking business. Out of more than forty bottlers in Detroit's "pop alley," Faygo became the last one standing. Within the pages of *The Faygo Book*, author Joe Grimm carefully measures out the ingredients of a successful beverage company found in dicey times in a boom-and-bust town. Take a large cup of family, a pinch of innovation, carbonate it with nostalgia and a rambunctious rainbow of flavors and you have Faygo pop. Yes, we call it pop, despite the industry's plea for a more grown-up name. *The Faygo Book* is the story of a pop, a people, and a place. These stories and facts will tickle the taste buds and memories of Detroiters and Faygo lovers everywhere. **(175-word version)**

The Faygo Book is the social history of a company that has forged a bond with a city and its residents for more than a century. The story of Faygo, Detroit's beloved soda pop, begins over a hundred years ago with two Russian immigrant brothers who were looking to get out of the baking business. Author Joe Grimm mixes the ingredients of a successful beverage company confectioned in dicey times in a boom-and-bust town. *The Faygo Book* is the story of a pop, a people, and a place. These stories and facts will tickle the taste buds and memories of Detroiters and Faygo lovers everywhere. **(100-word version)**

The Faygo Book is the story of a pop, a people, and a place. Its stories will tickle the taste buds and memories of Detroiters and Faygo lovers everywhere. This is the narrative of how a family forged a bond of more than 100 years with a city and its residents and became the company standing in Detroit's "pop alley." **(60-word version)**