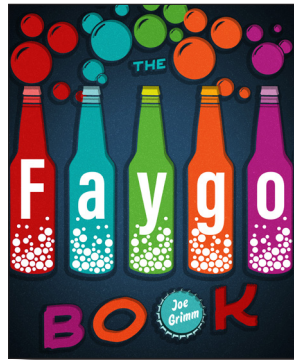


What to Expect from a “Faygo Book” program

The Faygo Book is a story about this much beloved Detroit product, its history, and the loyalty between Faygo and Detroiters.



“BUBBLY, REFRESHING AND FUN, *THE FAYGO BOOK* IS A LOVING LOOK AT THE POP BRAND THAT HELPED DEFINE DETROIT. JOE GRIMM HAS CREATED A NOSTALGIC READ THAT EMBRACES THE CITY’S HISTORY WITH THIS SPECIAL DRINK, THE FAMILY THAT CREATED IT, AND THE FOODIES THAT ADORE IT. LONG LIVE FAYGO AND ALL OF ITS FANS.”
—KAREN DYBIS, JOURNALIST AND AUTHOR OF *BETTER MADE IN MICHIGAN: THE SALTY STORY OF DETROIT’S BEST CHIP*

Author **Joe Grimm** prefers interactive shows and people who ask a lot of questions. He is comfortable going off script based on the interests of the audience. Programming can include photography, artwork, and videos and songs from commercials (where Internet access is available).

The book is a narrative that has six major parts.

The program will reflect most of them, though not necessarily in the same order as the book:

1. Pop culture: This long-running love affair people have with this Detroit pop
2. The Russian immigrant brothers who created Faygo and ran the company for 40 years
3. The ingredients that go into pop and Faygo’s rainbow of flavors.
4. The change in direction that happened with the second generation and how that challenged the family’s loyalty to Detroit.
5. Advertising from street marketing to innovative commercials with names like Jim Henson, W.C. Fields, Thomas “Hitman” Hearns, Joan Rivers, Alex Karras, and Laurel & Hardy.
6. After 80 years of Feigenson family ownership, the company is sold – twice -- and where the pop industry is going now.

There will also be a *pop* quiz from the book!



Joe Grimm wrote *The Faygo Book* after building up a tremendous thirst working on *Coney Detroit* with Katherine Yung (Wayne State University Press, 2012). A lifelong Detroit-area resident and twenty-five-year veteran of the *Detroit Free Press*, Grimm is a Michigan State University journalism professor. His favorite Faygo flavor is Rock & Rye.

Email Joe Grimm at joe.grimm@gmail.com to schedule for programming. If you like this presentation, ask the author back for his programs on two other Wayne State University Press books; *Coney Detroit*, which is heavy on photos, and *Windjammers: Songs of the Great Lakes Sailors*, which is heavy on music recordings.