



City of Cambridge

Communication No. 5

IN CITY COUNCIL

April 25, 1983

WHEREAS:

This City Council was in receipt of a petition from William Scheft, Vice President, Rix Corporation, requesting permission to hold a one day Consumer Taste Test on the sidewalk at their premises numbered 29-33 John F. Kennedy Street, Cambridge, on May 5th, 1983 for testing the relative merits of Pepsi Cola and another unnamed cola; now therefore be, it

ORDERED:

That the Commissioner of Public Works be and hereby is authorized to grant a one day permit to William Scheft on behalf of the Rix Corporation to accomplish the taste test as outlined in his communication to the City Council on April 12, 1983, a copy of which is attached.

In City Council April 25, 1983.

Adopted by the affirmative vote of 8 members.

Attest:- Paul E. Healy, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script, reading "Paul E. Healy".



RIX CORP. 84 Rowe Street • Auburndale • Massachusetts 02166 • 617-989-4200

RECEIVED BY
OFFICE OF THE CLERK
APR 14 4 42 AM '83
CAMBRIDGE, MASS.

April 12, 1983.

Cambridge City Council
795 Massachusetts Ave.
Cambridge, MA. 02139

ATT: Mr. Paul Healy, City Clerk

Dear Sir:

Rix Corp., in conjunction with the Pepsi Bottling Company, would like to conduct a one day Consumer Taste Test on the sidewalk outside our Store at 29-33 Boylston St., Cambridge. This would be done on April 28, 1983 and involves the consumer drinking a sample from two different glasses and determining what his or her preference is regarding the taste.

The Pepsi Company supplies the personnel and a small stand as well as a promotional robot to attract attention to the display.

I would appreciate your cooperation in granting us the necessary permission. If there is any other information you require, please let me know.

Sincerely yours,

William Scheft
William Scheft
Vice President - Store Operations

WS/mb

5. H-45

Petition of William Scheft, Rix Corp. requesting permission to conduct a one day taste test at the Rix Store located at 29-33 John F. Kennedy St. in conjunction with the Pepsi Bottling Co.

In City Council,

April 25, 1983

4/25/83

Order

Adopted-