
To Buy...or not to buy ** Specialty soda says it all; [SEVENTH Edition]

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Abstract (Document Summary)

Dogstarr Cafe Soda is not only a decent "boutique" soda, but it's an advertising gimmick brought to you by the folks who own the funky Dogstarr Cafe, 29 N. Sixth St., in downtown Allentown.

Full Text (182 words)

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There's a message in this bottle. It says, "Drink this soda and don't forget where you bought it 'cause we want you to come back and buy some more at the Dogstarr Cafe."

Dogstarr Cafe Soda is not only a decent "boutique" soda, but it's an advertising gimmick brought to you by the folks who own the funky Dogstarr Cafe, 29 N. Sixth St., in downtown Allentown. Owner Matt Starr says he introduced his private soda label about a year ago after a company called, naturally, My Private Label, sent him information on its products.

Dogstarr Cafe Soda costs \$1.49 a bottle and is available in five flavors: sarsaparilla, raspberry lime rickey, fruit splash, white birch beer and the best-selling vanilla cream. Those are Starr's two boxers, Sable and Xander, on the label.

"It's advertising," Starr says. "My other soda is about the same price and I don't get advertising with it. I figure if I can get one new customer out of it ..."

Wendy Solomon

[[Illustration]

Photo by Unknown; Caption: Photo shows a bottle of Dogstarr Cafe Soda

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