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At European Noodles, you're a somebody

By DON ATANASOFF, News Editor
In today's world, word of mouth advertising is normally not sufficient to run a successful business. However, despite not advertising, having no salesmen, or heavy promotions of any sort, a small Markham firm specializing in Italian dishes and pasta is growing almost faster than it is capable of expanding.

European Noodles on Hood Rd. has more than doubled its size since moving to Markham 1 1/2 years ago. And in order to keep up with the demands for its homemade products, it currently in the process of expanding again. One of the secrets of why this unusual style of company has flourished has been the hard work of Elena Quistini and her husband Orlando. Using only fresh and top-grade

and raw materials, they turn out such exotic noodles as smoked salmon, orange, lemon and lime; and spinach. They make all their own sauces and do all their own cooking. They also make lasagna, ravioli, cannelloni and other Italian pasta dishes using veal instead of other, less desirable meat fillings. "We use only the best ingredients," said Mrs. Quistini. "While it's more expensive,

we feel its worth it because it tastes better. We feel its the quality that has made this business grow. "By using veal, we also don't offend anyone," she added. "Almost anyone can eat veal — unless they can't eat meat at all."

Approximately 95 per cent of the Quistini's business is done with restaurants, hotels and banquet facilities. However, the public is always welcome and a walk-in trade, especially on Saturday mornings is beginning to flourish. Recently, an agreement was reached with Ziggy's (a Loblaw's deli operation) to sell the products at the 3501 Yonge St. store. "Ziggy's took over 500 pounds last week," added Mrs. Quistini.

Mrs. Quistini said her mother taught her how to make fresh pasta. But when her mother developed diabetes and couldn't eat white flour anymore, Mrs. Quistini decided to develop a substitute pasta made from Durum wheat flour.

Her family liked the alternate pasta so much, they suggested to Elena that she open a business. So, that's exactly what she did.

European Noodles opened 3 1/2 years ago in Scarborough in a small outlet, but it wasn't long before the demand for the product had outstripped the ability to produce it.

As the business grew, it was no longer possible to run it as a one-woman operation, so Mrs. Quistini decided to expand and move its operation to larger premises in Markham. Her husband became involved on a full-time basis and the couple added staff. Right now, they have eight full-time employees. With two shifts, the output can reach 4,000 lbs. of assorted pastas a day.

While much of the company's business is done with major businesses, Mrs. Quistini says she still hasn't forgotten the little guy. In fact, she says she still supplies her first customer, Old World Market in the Don Mills Shopping Centre.

"Everybody we deal with is treated like Mr. Big," says Mrs. Quistini proudly. "Whether the person buys one tray of lasagna or enough to serve 500, they get the same quality and the same service. The product is good, and the price is fair."

Mrs. Quistini says she's in a quandry as to what to do in the future. She has been asked to franchise outlets in other parts of Ontario and a United

States company wants to buy in bulk, about 7,000 to 10,000 lbs. a week.

"The business is mushrooming, and we're

moving a little faster than expected," she concluded. "But I think we're becoming the largest fresh pasta dealer in Ontario."

Markham man goes into car business

By STEVE HOUSTON, Staff Reporter
Everyone dreams buying an exotic car at one time or another and while he can't make that dream come true, a 19-year-old Markham man can at least make it cheaper.

Frank DeLuca is a young entrepreneur that has taken a love of fast, foreign cars and turned it into what he says promises to be a profitable enterprise.

He can buy a car and have it imported without adding on the usual dealer mark-up that most buyers pay thousands of dollars more for at foreign car dealerships. That's because he imports them one at a time.

Mr. DeLuca took advantage of the Ontario Youth Secretariat's Youth Venture Capital program and took out an interest-free \$5,000 loan last October to start the DeLuca Motor Corporation.

"I love cars," Mr. DeLuca said. "I think that when you love a product it's much easier to sell."

He developed his love for automobiles while working in a body shop at the age of 13 and carried the affection on while working for relatives who sell cars wholesale. He obtained his licence as a dealer when he helped his cousins out at car auctions; they co-ordinated.

proper connections" and did so with a European dealer who will now ship the cars to Canada.

"It's a good program for people like me who want to start something up," Mr. DeLuca said. "More people should take advantage of it."



FRANK DELUCA Entrepreneur

He attributes his confidence and determination in getting the business off the ground to his upbringing. His parents have had their own business selling men's wear for 28 years.

Since the business started last fall, Mr. DeLuca says he has completed orders for eight Audis, three BMWs, one Ferrari and two Mercedes-Benz sedans. He added that the first cars should roll into the country in June.

Mr. DeLuca said the reason he can offer cars without the eight to 10 per cent mark-

up" is because he doesn't keep the cars on a lot and therefore has no inventory to account for and maintain.

"The most important thing is having the connection," he said, explaining how he manages to offer cars at a cheaper rate. "I also have an experienced broker helping to cut through the red tape."

He admits some people he has dealt with were skeptical about dealing with someone as young as he but said "when they see that I'm serious and I'm professional they let me bargain with them."

He adds that the company did run into some "roadblocks" but again pointed out the determination and level of professionalism he maintained to prove DeLuca Motors a business to be reckoned with.

With this, he offers advice for other young business people interested in turning an idea of their own into a money-making venture.

"You have to keep up a good attitude and not worry all the time about failure," he advises. "And always keep your eyes open for new avenues."

To confirm this, he points out that he is currently working on being the only Canadian representative to sell stretch limousines manufactured by Kelley Stageway in the United States. He found out about the company scanning through an American business magazine and sent inquiries about them.

"It's easy for a young person to start a business," he said. "You just have to have the determination and willingness to let yourself go."



Oodles of Noodles

Elena Quistini displays some of the many varieties of pastas produced at European Noodles on Hood Rd. in Markham. The business has more than doubled in size since she began it as a one-woman operation three and a half years ago.

Home of the Week

Old school house north of Stouffville

Our home of the week is located on Kennedy Rd. just south of the Bloomington Sideroad.

A school house in the 1950s, it has been completely redesigned and remodelled to form 3,000 square feet of living space.

The house is situated on three acres and has a large carport and barn/workshop situated just beside it.

A large hallway in the middle of the home leads to all the living space. To the right is the kitchen and dining room. The kitchen has a breakfast nook, a built-in dishwasher and a built-in BBQ. The dining room sports a massive wagon wheel chandelier. Near the kitchen is laundry room where the washer and dryer are located.

The large living room has a floor-to-ceiling fireplace made of natural stone. A large window in the living room looks out on the back of the property.

There's also a family room off the hall with a built-in wood-burning stove.

There are four bedrooms with the master having two walk-in closets, its own four-piece en suite and an enclosed sun porch.

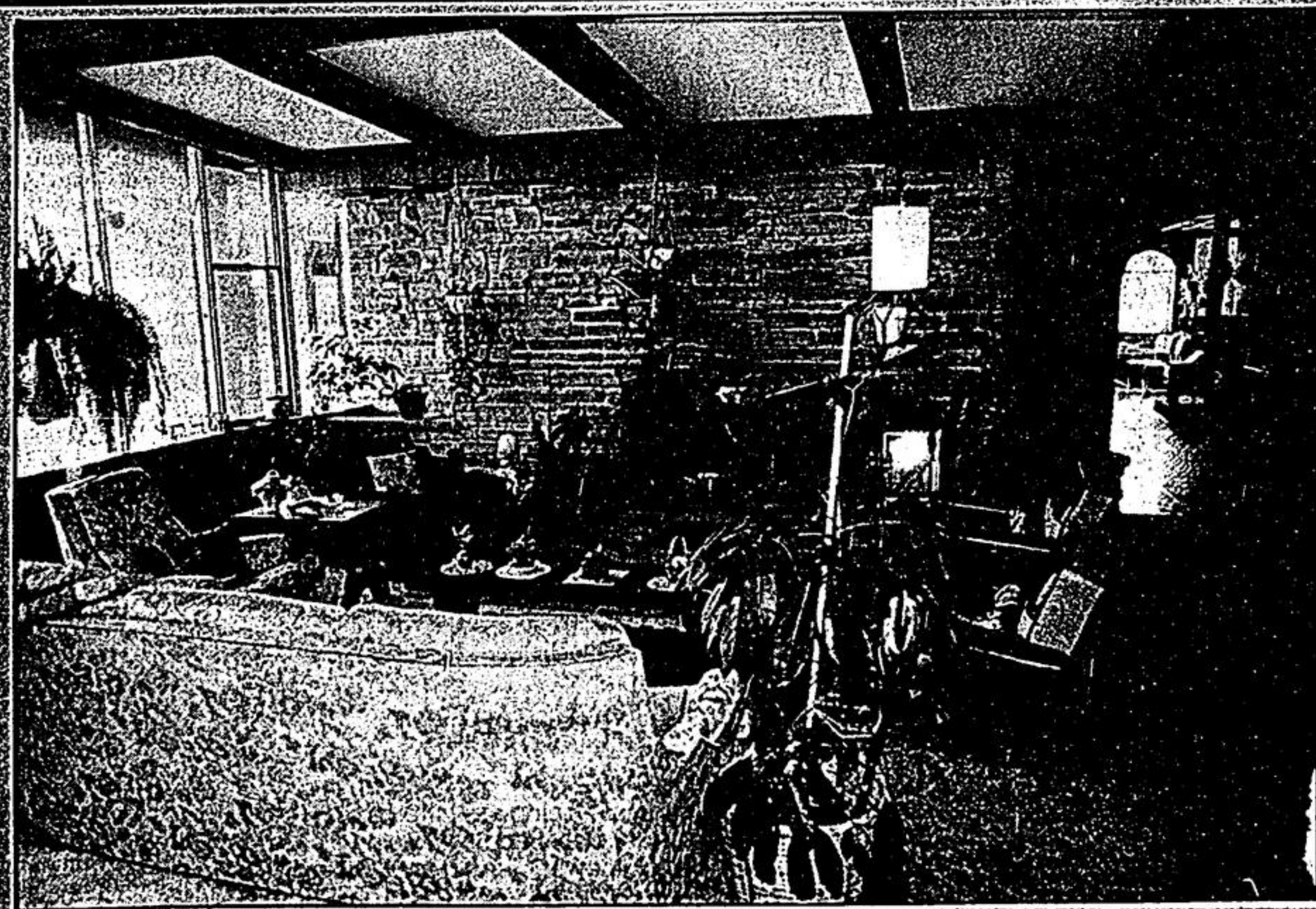
There is another five-piece bathroom and a two-piece powder room.

Heating is supplied by a new oil-burning furnace, water through a deep well and there is a 10' row the bed for the septic tank.

Other features include a sliding wall doorway between the living and the family room, another wood-burning stove, a bar in the living room and a large solar heated inground swimming pool.

The home has an asking price of \$194,900. It is listed with Royal LePage R.E. Services Ltd. in Markham and the agents are May L. and Louis Volt. They can be reached by calling 294-7967 or 728-7068.

Photos by Sjoerd Witteveen



One of the brightest features of the home of the week is the large living room with a floor-to-ceiling stone fireplace. It also had a large picture window.



An unusual feature of the kitchen is a built-in barbecue. The kitchen also has a breakfast nook and a dishwasher.



The Home of the Week has an asking price of \$194,900 and is listed by Royal LePage. The agents are May L. and Louis Volt.



The family room is extremely large and features a wood burning stove for extra warmth on cold winter nights.