

McSnack: Quickie McD in Sodus Point

By CLIFF SMITH

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Add "McSnack" to "McNuggets," "McDLT," "McChicken," "McPaper" and the rest of the spinoff words derived from "McDonald's."

McSnack — a first in New York state and perhaps the country — opens tomorrow in the Wayne County lakeside community of Sodus Point. It's a walk-up rather than a walk-in or drive-through version of McDonald's, and it could be a prototype for other tourist towns.

"I've always wanted to open a McDonald's in Sodus Point to meet the needs of fishermen, boaters and vacationers, as well as the residents," says Robert E. Weichbrodt, who holds the franchise for four conventional McDonald's in the same county.

"SOME McDONALD'S officials and I came up with the name after deciding to go ahead with the experiment."

Although there'll be no inside seating, there will be a canopied deck with tables plus more tables in the yard area.

Instead of the usual McDecor of yellow and red, the popular beachfront color of gray will predominate on the Greig Street building that once contained Hot's Point, a hot dog and hamburger eatery.

"Blending in with the landscape is something McDonald's always tries to do," says Jason Bellush, communications director for Arnold & Co., the agency handling McDonald's promotion in upstate New York.

Plans are to keep McSnack open through September. "There are no other seasonal McDonald's that we're aware of, with the exception of a store that was tested in a Massachusetts vocational school during one school year," Bellush says.

THE LIMITED MENU — Big Macs, regular hamburgers, cheeseburgers, fries, soft drinks, ice cream and pop corn — isn't a first, though.

"We've played around with mini-Macs — small restaurants with a limited menu — in some shopping mall locations because of space problems," says Bellush. One of those is in Crossgates Mall in the Albany suburb of Colonie.

Open from 5 p.m. to 1 a.m., McSnack will be able to accommodate snackers before, between and after full meals eaten elsewhere.

If big eaters find McSnack and its menu too confining, though, they can head for the nearest sit-in McDonald's 10 miles away in Williamson.