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 Detroiter.

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.