

Sea Food Cocktails Are Big Business

Loves His Own Product



Louis Quartararo, president of the Lu-Vac Products, Inc., at 325 Washington street, finds a whole tray of shelled shrimp

too tempting, and draws a smile from Miss Lillian Corona, 1906 Mission street. What is little known about this Santa Cruz industry as that 65,000 cases of

seafood cocktail are shipped from here each year. The company has been in business for 10 years.

One Of West's Top Producers Located In SC

By Wally Trabling

The largest producer in the west of sea food cocktails is located in the heart of Santa Cruz.

Last year about 780,000 jars of the spicy fish appetizers left the Lu-Vac Products, Inc., plant at 325 Washington street.

It will come as a surprise to most Santa Cruzans—for there is little hint of the product involved when you pass by the plant. Once inside you're in for another surprise. So scoured is the production area even the fishy smell is missing.

President of the year-round operation is Louis Quartararo, 1057 Escalona drive.

"As far as I know we are the largest fish cocktail producers in the west," he said

Using the brand name "Lassco," cocktails are available with shrimp, crab, lobster, halibut and shrimp and abalone.

"Our secret is in our sauce," Quartararo said. Its formula was devised by Louis' father, Vincent, Sr., 35 years ago for home use. The friendly, gravelly-voiced senior is a partner in the firm.

Here's a good question? Why shouldn't seafood cocktails be a big Santa Cruz product—being smack dab on the edge of the sea?

Surprise again. The supply cannot be satisfied through local sources. So, shrimp is shipped from Japan, halibut from Canada and Alaska, crab from Oregon, lobster from Denmark, and abalone from Mexico.

Nearest product source are tomatoes from the Hollister area. Tomatoes are largest basic ingredient for the sauce.

"Our shrimp cocktails are our largest seller," Quartararo said. Thirty-six thousand cases were packed last year.

All this with 12 employees, who handpack the product.

Public acceptance of the Lassco label is growing. Quartararo said that from 1958 to 1960 the business volume has jumped 45 per cent.

The business is 10 years old. A third partner is Louis Vitale, who is also president of the Los Angeles Smoking and Curing company.

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Aptos Chamber Membership Up

The Aptos Chamber of Commerce now has a membership of more than 100 persons.

This was reported by Ray Larsen, at a recent meeting in the Aptos fire house. There are about 6000 persons living in the Rio del Mar-Aptos area he said.

Speaker for the evening was James Hammond, manager of the Greater Santa Cruz Chamber of Commerce. He discussed the election issues.

East Germans Seize Radio

Law Enforcement, School Officials Discuss Problems

Twenty-two city school administrators held an orientation meeting Tuesday with city and county law enforcement officials to improve the prevention procedures and treatment of the school delinquent.

A discussion panel set up for the occasion was moderated by Charles Smith, child welfare and attendance officer for the city schools.

Some of the highlights: Warren Wade, assistant county probation officer, indicated only one of 10 cases admitted to him required

Discovery of coal in Antarctica