

YOUR BUSINESS

Monday Morning

FRIDAY'S CLOSE: ▼ DOW: 8,306.35 (-133.69) ▼ S&P 500: 898.81 (-12.62) ▼ NASDAQ: 1,434.54 (-22.69) ▼ RUSSELL 2000: 388.50 (-3.77)

QUICK TAKES

With Pint Pal, the chill is gone

How often do you complain after sitting down with a pint of premium ice cream that quickly melts and makes your hands cold? Well, Joshua Braunfeld says his "Pint Pal" can save you from this.

Made of neoprene, the same substance used in flexible beverage holders, Pint Pal surrounds the carton. Hands stay warm, ice cream stays cold. At about \$4, the Pint Pal is scheduled to debut at Publix in May. Braunfeld, 29, is a hometown Weston boy who has already been in Publix, but as a high school bagger. "I think I bagged Dan Marino's groceries one time," he said.



After earning undergraduate and graduate degrees at Brandeis University, Braunfeld climbed the Wall Street ladder to find himself at **Bear Stearns Cos. Inc.** He was laid off after little more than a year in October 2001. Two weeks later, drowning his sorrows in Chunky Monkey, he noticed the wet-cold-hand thing.

"The first thing that popped into my head was 'Pint Protector,' he said." Instinct told him, he said, that many people bypass bowls and eat right from pint-size cartons. Later research verified it. Braunfeld sunk something less than \$100,000 of his own funds into manufacturing and packaging the Pint Pal.

"Don't hold the cold," is the trademarked slogan. The Pint Pal will also be available at some drug stores. Braunfeld's research, mercifully, didn't identify how many of us tend to not only eat from the carton, but to polish off the pint at one go.

— KAREN-JANINE COHEN
BUSINESS WRITER

French, Germans not likely to buy American

When France and Germany opposed war in Iraq, some Americans boycotted French and German products.

But trade cuts both ways. Seventeen percent of French consumers and 13 percent of German consumers polled said they were less likely to buy U.S. goods because of the U.S. invasion of Iraq, according to the survey taken April 11-13 when U.S.-led forces were taking control of Baghdad.

The survey by New York-based public relations firm **Weber Schandwick** gave no indication how much attitudes in France and Germany changed in response to calls by some U.S. legislators and "America First" groups to boycott French and German products, Reuters reported.

Those boycott calls have especially hurt French business. **W. J. Deutsch & Sons Ltd.** of White Plains, N.Y., an importer of French wines, said sales dropped 10 percent in the past two months, with more Italian, Australian and Spanish

wines sold instead, *The Washington Post* reported.

— DOREEN HEMLOCK
BUSINESS WRITER

Heineken flows again after leak is repaired

Heineken NV resumed beer production at a French brewery after it halted bottling for a week because of radioactive contamination.

The factory restarted filling bottles and kegs earlier this month.

A leak occurred in a repair room April 7 after a maintenance person incorrectly handled an instrument containing cesium-137, a radioactive metal widely used in devices to detect liquid flow in pipes and tanks.

"There's no possibility of contaminated beer," said Corinne Goff-Lavielle, a spokeswoman for the Amsterdam-based brewer. The brewery supplies the south of France.

— BLOOMBERG NEWS