

OHIO

FROM PAGE E1

so people at Expo Center events held throughout the year.

The companies pay licensing fees that can amount to thousands of dollars for the right to have their products featured.

Columbus-based Cox is the

only food concessionaire at non-fair events, but other vendors can also sell foods at the state fair.

Doughnuts from Columbus-based Brooks Pastries have been a fair fixture for years at the dairy barns, selling at a rate of 10 dozen to 20 dozen a day, company owner Donald Wess said. The contract with Cox will make them available across the

fairgrounds, challenging Wess and his seven workers to increase production a hundredfold at fair time.

Wess said he's not worried.

"You can make doughnuts when you've got the equipment and help," he said.

"I think it'll be increased business. We have the option to sign up again next year if it works out good for us, and ev-

erybody I talk to seems to think it should. And I think it should, too."

Cox and Schoenwald said the program could become a model for other states, including Florida, where Cox is also the official fair food vendor. Cox said his company also has contracts with major fairs in Georgia, South Carolina and Tennessee.