

Dine Out at 1998 PRICES – June 4TH-10TH

By Maurice Rees

If you want to go out to eat for the same price you did 20 years ago, Debbie Cock and staff at the Double "C" Truck stop are offering you that opportunity. As part of their 20th Anniversary, they will be offering a daily special at 1998 prices from June 4 - 10. Specials are for "eat in" only.

To ensure the Double C Truck stop has been successful has been a lot of hard work for Debbie and many of her immediate family, who have and continue to work at the restaurant.

To keep ahead of the price squeeze and control costs, she has to constantly check for sales on required inventory, yet ensure everything is high quality. Over the years she has found condiments, which customers normally don't think of being costly, can really add to the costs. She has found that instead of individual packets, it is much more economical to buy larger containers, and then transfer to individual serving portions for customers. Checking sale prices means she has to do some travelling to town, but she combines other business such as banking or other errands

at the same time.

Aside from buying right, Debbie has found the key to success is a hard working staff, who put the customer's need first with great service, friendly smiles, and a family atmosphere. All of this has helped develop a large clientele of local families, who come to the Double "C" on a regular basis.

The family atmosphere is made possible, because many members of the Cock and Kaulback families are staff. With 20 years operation even grandchildren get involved along with sisters and daughters of some sisters. With a friendly cohesive family working together it's been a trademark of the Double "C", starting the first day 20 years ago. All this has contributed to development of an extensive very loyal customer base comprised of many truckers, some who have been coming to the Double "C" for most of the 20 years.

Debbie Cock said, "They keep coming back because we have always treated them like family. Those guys have a hard job and many are away from their friends and family for extended times. They appreciate our

friendliness, and regardless how busy we are, we rush to serve them quickly".

"We try to attend any events they have and we draw a trucker's name and post it on the menu board" she added.

In addition to a loyal following from the trucking community and many local families, Debbie credits much to the restaurant's success to a very dedicated supplier base. Sysco is the largest food supplier, but she would be lost without great support from TRA Wholesale, Truro; Canada Bread, Pepsi and Dalcam, Halifax for great sanitation products.

Debbie buys as much as possible from local suppliers, who have benefited from the Double "C" success. Preferring to support local companies, Wilson's Home Heating is supplier of propane and furnace fuel; a lot of produce comes from Masstown Market; cucumbers and tomatoes from Stokdijk's in Beaver Bank. Whenever, she can buy local she will.

Going back over 20 years ago, Debbie and late husband, Darrell believed, the current site would work as a family-operated truck stop. The twinning of

Hwy 104 with the Cobeguid Pass in the early 90's caused some businesses on Hwy 4 through the Wentworth Valley to close down even before the toll highway opened.

In 1997, the Esso station and Voyageur Restaurant, which had been successful for many years, closed as a result of being off the main highway. Many members of Debbie's family, including herself, had extensive food experience, while Darrell a trucker by trade had an extensive network of contacts of short-haul and long haul drivers and knew many trucking industry executives.

When the Voyageur closed in 1997, they saw an opportunity and were confident they along with many family members could make it work and it would be a job creator for their families. Now 20 years later, their confidence has proven to be true.

It's not been easy, but the Double "C" Truck stop continues to be successful. It employs 20+ people and the large parking lot always contains several 18 wheelers, and several cars and SUV's of local families.

If you want to dine out, and enjoy 1998 prices, the Double "C" will be offering a daily special at 1998 prices from June 4th to 10th. June 10, 1998 was the day the Double "C" opened 20 years ago.

Deadline for the July issue of The Shoreline Journal is June 19



Congratulations to Debbie and her team at the Double C Truckstop on your 20th Anniversary!

From your friends at TRA Cash & Carry



212 Willow St., Truro (902) 895-7047



photo courtesy tripadvisor

Congratulations to Double C Truckstop on your 20TH Anniversary from your friends at



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Established June 10, 1998

In celebration of our 20TH Anniversary we will be having a special each day from June 4TH to June 10TH with 1998 prices!

Specials are eat-in only!

OPEN 7 a.m. - 9 p.m.

RR #1, Lower Debert

3926 Hwy. #4, (902) 662-2988

SANITATION SUPPLIES



We are pleased to work with Double "C" Truckstop to meet all your sanitation supplies requirements. Congratulations on your 20TH anniversary.

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2-2 Lakeside Park Drive, Lakeside NS B3T 1L7

Ph: 902-404-3008 www.dalcam.ca

Lee C. Clarke - Cell: 902-471-9891