

THE FOOD DEALER

"The Magazine for the Michigan Food Market"

FALL, 1978



Shirley Georgi, chairman of Peschke Packing Company, left, was presented Michigan's food industry Man of the Year Award by the Associated Food Dealers at the association's 14th Annual Awards Banquet recently. AFD president Ray Shoulders, right, is pictured above chatting with the 1978 award recipient.

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LARRY JOSEPH, right, operator of Market Square of Birmingham, and an AFD director, proudly looks over the champion Anjou-Maine steer he purchased at the Michigan State Fair. Joseph paid \$2,055 for the 1,370-pound steer, for which he donated half to a Jewish retirement home in Southfield and the other half to the Capuchin Monastery in Detroit.



Peschke's Shirley Georgi 1978 Man of the Year

Shirley Georgi, board chairman of Peschke Packing Company, was presented Michigan's food distributor industry 1978 Man of the Year Award by the Associated Food Dealers during AFD's recent 14th Annual Awards Banquet.

In addition, Gus Harrison, Michigan's Lottery Commissioner, and WJBK-TV2 were honored as recipients of AFD's Distinguished Service Awards, along with various food and beverage firm representatives.

The eight other recipients of distinguished service awards in their various categories, were:

Michael Simon, Ever-Fresh Juice Company, manufacturer category; Vincent (Jim) Vitale, Faro Vitale & Sons, wholesaler category; Robert Sawaya, Halling-Keil Company, broker category; Isadore Malin, Belmont Paper Company, wholesale distributor category.

Also, Bernard Mellen, Spirits Marketing and Mohawk Liqueur, beverage distributor category; Miss Bernadette Garmo, Melody Farms Dairy, service category; and Miss Frances McClain, Faygo Beverages, Salesperson/driver category.

Presenting the awards were AFD officials Ray Shoulders, Jerry Yono and Ed Deeb. Purpose of the awards is to give due recognition to those individuals who have excelled in service to their employers, retailers, the community and the total food and beverage industries in the spirit of progress and the

AWARD RECIPIENTS — Pictured at left are the 1978 AFD award recipients.

Top Row, left to right, James Bleicher of WJBK-TV2; Francis McClain, Faygo Beverages; Isadore Malin, Belmont Paper Co.; and Bernadette Garmo, Melody Farms Dairy. Middle Row, Shirley Georgi, Peschke Packing; AFD president Ray Shoulders; Mike Simon, Ever-Fresh Juice Co.; and Vincent (Jim) Vitale, Faro Vitale & Sons.

Bottom Row, AFD director Ed Deeb, Robert Sawaya, Halling-Keil Co.; and Bernard Mellen, Spirits Marketing and Mohawk.

free enterprise system. Chairman of this year's event was Phil Lauri.

Robert Keil, president of the Detroit Food Brokers Association, commended AFD for its awards program, while assuring the audience AFD and DFBA would continue to work together for the good of the industry. Mr. Keil also presented AFD Director Deeb with an Outstanding Service Award on behalf of the DFBA.

Featured Speaker was Oakland Circuit Judge Alice Gilbert, who assured AFD and AFD's Task Force on Crime that their work and efforts is not in vain, and that she full supports any effort to reduce crime.

AFD wishes to acknowledge and thank the following companies for assisting to make the banquet the big success that it was:

Coca-Cola, Dr. Pepper and Squirt for co-sponsoring the cocktail hour along with other AFD friends; Bachman Foods, Kar-Nut Products and Wilson Dairy Company for providing the snack foods and chip dips; J. Lewis Cooper Company for the dinner wines; The Detroit News for printing the program; and The News and the Detroit Free Press for the photography; Art Robbie and Mike Bem of Hiram Walker Company for their assistance; and the following companies for their support and assistance.

Anheuser-Busch, Inc., Carling National Breweries, Detroit Coca-Cola Bottling Co., Faygo Beverages, Ever-Fresh Juice Co., Kozak Distributing Co., Metroplex Beverage Corp., Miller Brewing Co., Pabst Brewing Co., Pepsi-Cola Company, Schlitz Brewing Co., 7-Up/Canada Dry Bottling Co., Stroh Brewery Co., and Vernor's Inc., as well as to all companies who permitted their people to be with us. Thank you all so much.



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EDWARD DEEB

OFF THE DEEB END

What Bottle Bill?

Now that the returnable container bill is law, it is interesting but not so amusing, to hear and read of the news media reporting the measure as a "bottle bill."

Hell, the measure includes making it mandatory to return both cans and bottles, and puts the grocery stores back into the rubbish reclamation business.

So far, some \$120 million has been spent by breweries, soft drink firms, wholesale distributors as well as grocers and supermarkets to enact that law.

Already, the cost of beer and soft drink in Michigan has doubled, and this does not include the cost of deposits, 10 cents or 20 cents per container, or 5 cents if it is certified and usable by other firms.

In an informal poll of customers by our members, people were saying either they did not vote for the measure, or they were misled to think only bottles were covered but not cans.

When word leaked out to the news media that AFD was considering a move to get signatures to repeal the unfair, inequitable and discriminatory law, the environmentalists and media began clamoring "you didn't even give the law a chance."

The fact of the matter is that the AFD Board has authorized a campaign to seek the necessary signatures to repeal the law. We have deliberately waited the start of the campaign to assure "enough" time to measure the impact of the law, good or bad. Obviously, we are planning to eliminate this as an excuse with the environmentalists and media for misleading the public.

We wonder what would happen if a law were passed by the legislature requiring citizens to give back their daily newspapers to the paper boy, so he can take it back to his manager, who in turn would take it back to the newspapers' warehouses. The papers would scream "bloody murder."

And so it is in our industry. All we ask in our effort to repeal the returnable container law, is that the news media treat the issue fairly and squarely . . . and this time, give us equal time and space. It is primarily due to this, that the voters were indeed misinformed.

We are confident when all the facts are fairly presented, and this issue goes before the voters again, they will make the proper decision to repeal this unfair piece of legislation. Time will tell.



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THE PRESIDENT'S CORNER

Inflation Is Everyone's Responsibility

By RAY SHOULDERS
AFD President

Recently, President Carter issued necessary guidelines to hold down inflation, along with a plea that labor and management do what is necessary to adhere to the guidelines.

I have always advocated that inflation is the bell weather for determining the strength or weakness of our economy, not only at home but abroad as well.

Management has the responsibility to hold down costs on products and prices of goods to assure the public a steady flow of quality products at fair consumer prices.

Labor has a responsibility to society, and to the survival of the companies they



SHOULDERS

work for, to hold down negotiations within the President's guidelines.

Negotiations and understanding by management and labor teams is essential to assure fairness all the way around. This would also include public confidence that labor and management are working for the best interest of our nation.

The ultimate is to be able to produce the very best products and services at fair prices . . . and assure the public that not only will our companies remain competitive here in the U. S., but also with the companies from other nations competing with them. Obviously, cost is the key factor for assuring competitiveness.

By issuing his recent guidelines, President Carter in effect called upon the nation's business and labor communities, including AFD, to do its share to fulfill the goals on a voluntary basis, which, hopefully would help keep the U. S. economy stable and put a halt on run-away inflation.

It is not only the responsibility of labor and business to make a genuine effort to adhere to the President's guidelines, but also a duty of everyone in our nation, to help re-establish the U. S. as a highly competitive nation based on a strong foundation.

The producers and workers in our society have the ability not only to produce quality goods, but to increase the productivity per worker to help achieve the above goals.

Let us all roll up our sleeves and prove to the world once again, as we have on numerous occasions in the past, that nothing is impossible if we all pull together.

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Returnable's Digest

What Michigan Retailers can learn from the experience of other deposit states.

The positive approach to handling returnables.

Keep the customer in mind.

"Customers are going to recognize the ease of handling cans."

What to expect starting December 3rd.

Should I use checkstands or a special return station?

What about refunds: Cash, credit slips or off-receipt?

The uncluttered look.

Your back room: Order out of chaos.

Bagging vs. sorting: Two systems to consider.

Keeping your store as clean as it is now.

Security will be important.

Where to get more information.

What your friends and competitors have to say about returnables.

The Michigan Deposit Law: Choices and Challenges

Michigan will require deposits on beer and soft drinks sold in cans and bottles starting December 3rd.

Whether or not the law is a good one is a moot point. The fact is that it's the law. The question to Michigan retailers is, will you be ready when it takes effect?

If you aren't quite ready now, or are looking for alternative ways of handling returnables, then this manual is for you. It's based on scores of interviews with people like you as well as with grocers and retailers in other deposit states.

Some helpful lessons.

Fortunately, you don't have to go the forced deposit route cold, as did retailers in Oregon and Vermont several years ago. You can look to the experience of these states, plus the more recent experience of Maine, for guidance.

For example, you may not be aware that Oregon retailers hurt their beverage business by not adopting efficient handling systems early enough and by cutting back on some brands and packages without considering their customers' preference. They've since learned their lesson.

No one would argue that any of these states is a Michigan. Combined, Oregon, Vermont and Maine fall far short of Michigan in market size and annual sales of soft drinks and beer. As one Michigan beer distributor said, "We spill more beer here than they sell in Oregon." Still, the problems



Beverages are your biggest profit-maker in your store, next to perishables. And cans are a major reason why.

at the store level in Michigan are not much different from the problems faced in Oregon and New England.

How to manage returnables: A positive approach.

Cutting back on brands and packages is a negative approach to the deposit law. It reduces competition in your

store and takes into consideration only your needs, but not your customers. And retailers who forget that the customer wants a variety of brands and packages could lose business.

The best approach is a positive one. Concentrate on making the law work for you *and* your customers. Devise an efficient in-store handling system for returnables. Do your best to make the process shorter and less cumbersome.

Remember, redemption is a service every retailer has to provide. So you and your competitors will be judged by customers every day on how well your systems operate. If yours works particularly well, you may benefit by customer goodwill and higher sales.



Take a positive approach to the law and gear your handling system to your customers.

Keep the customer in mind.

The ideal in-store returnables system should be geared to your customers. No system will completely prevent customers from complaining about returning cans and bottles. But a good system will minimize inconvenience and make it relatively easy for customers to get a refund. If in doubt between alternative systems, bend in favor of the one the shopper is likely to prefer.

In a consumer survey conducted in Maine a few months after the deposit law took effect, shoppers were asked their main complaint. It was the lengthy lines at the refund counter. This could be a problem in your store, as well, particularly during peak shopping periods. To shorten the customer's waiting time, you could:

1. Allocate extra labor and space during your store's peak periods of shopping.
2. Remind customers of slack periods when they can more conveniently return empties. This could be done using in-store signs or bag stuffers.
3. Think about different systems for peak versus slack periods.

During the early weeks of the new law, many questions about the system will be asked of your employees such as, "Where do I go to return these cans?" Think about using well-placed, easy-to-understand signs to direct shoppers to the return area.

Complaints will be common during the immediate post-law period. Although the customer may really be complaining about returnables in general, most complaints will

be directed at your store's returnable system. An effective way to handle these complaints is to tell the shopper that her comments are welcome and that you'll take them into account.

You'll probably be faced with the problem of shoppers bringing back empties of brands not sold in your store or purchased out of state. Some managers turn these customers away. Others choose to take the empties back and refund the deposit. They look at the situation as an opportunity to keep someone in the store who may spend a lot more than the refund money. You should decide in advance what your policy will be and inform your people.

Don't wait until December to get your returnables sys-

tem in place. Get your customers used to seeing the setup and signs during the last two weeks of November. Allocate space in the back room in time to receive returns. Train your employees with dry-runs. Test the system before your customers do.

The Can Manufacturers Institute wants to help you make this law work. Call us for assistance or advice. We won't have all the answers, but we've studied the problems and we're as concerned as you are about the situation.

What to expect starting December 3rd.

To begin with, you can count on taking back about as many deposit cans and bottles as you sell. If your store is

The importance of cans to your customers.

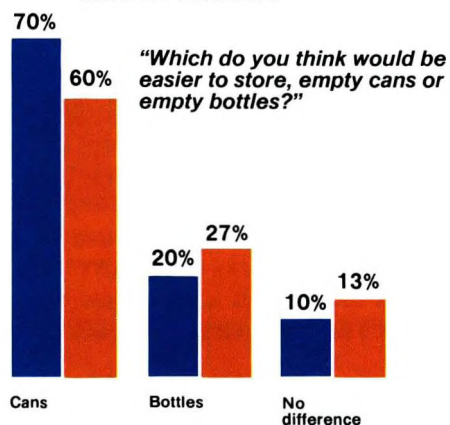
Cans are an important part of the Michigan beer and soft drink market. They're too important to be taken off the shelf, as some Oregon retailers did to their great regret.

Seventy-five percent of the 80 million cases of beer consumed annually in Michigan is purchased in cans. Soft drinks in cans hold 30 to 40 percent of their market. These figures are even higher in Michigan's urban areas and during summer months where (and when) cans are the preferred beverage package.

Convenience is the reason. And this convenience includes several important features: ease of handling, lightness, unbreakability, compactness, and recyclability. All of these advantages of cans exist today and will be amplified starting December 3rd.

Your customers see cans as offering a real advantage over bottles. A June 1978 survey of regular purchasers of soft drinks and beer asked which they thought would be easier to store at home, empty cans or empty bottles. Cans were preferred by two-thirds of those surveyed. The major reason given for this widespread preference was safety.

SURVEY RESULTS



Cans are adaptable to your in-store handling needs.

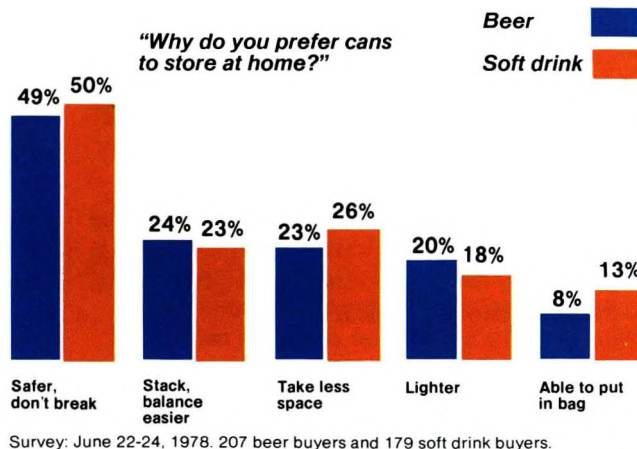
They can be stowed in plastic bags or sorted in cases. This flexibility plus cans' lighter weight (1-2½ pounds for a case of empty cans versus 20-25 pounds for a case of empty refillable bottles) make cans much easier to handle than bottles.

Now, beverages in cans make more sense than ever.

Here is what one Michigan retailer thinks about the future for cans:

"I believe in Michigan you're going to see a substantial increase in can volume. I think customers are going to recognize the ease of handling cans as opposed to bottles. I think we're going to recognize the ease. And I think our distributors are going to recognize certain advantages. So I think all three of us will direct our efforts pretty much in the same direction and that's toward cans."

Cans have every reason on their side to increase in popularity in Michigan after December 3rd. It's all the more important, then, to realize that your retailing objectives will be best met by keeping cans on the shelf and letting your customers take it from there.



particularly convenient to customers, you may get back *more* than you sell. Although extra returns add to your costs but not to your profits, they may be a blessing in disguise. Because they mean more shoppers in your store.

Peak return periods during the week will probably be late Saturdays, Sundays, and Mondays. Post-holiday periods will be busier times, as will be the end of the month, because of last-minute returns to collect cash to pay bills. However, enough customers will maintain irregular return habits to keep your people busy any time of the day, week or month. So be prepared.

Checkstands or return stations?

Basically, you have three choices where to redeem deposit cans and bottles in your store: checkstands, a special return station or the courtesy desk.

A 1977 *Progressive Grocer* survey of Oregon and Vermont retailers found that three of four stores use checkstands, while about one of four operates a special return station, either at the very front or the very rear of the store. Courtesy desks are rarely used because space is limited.

Checkstands. The use of checkstands as the return point avoids having to set up a separate station. In the long run it may not save money, especially in larger stores. Checker time is expensive labor and a good part of a checker's daily hours could be spent handling customers' empties. On busy days this system could cause bottlenecks in checkout lines.

Return stations. If checkstands are out, you may want to consider setting up a special station at the end of the checkstand line or elsewhere in the store. To keep labor costs low, you might assign a bagger or lower-level clerk full-time to this station. However, under Michigan union rules, baggers cannot dispense cash, only credit slips. Some stores which prefer cash and separate stations, but can't afford a



For credit slips, either set up a special register or they can be written by hand.

full-time checker, will man the special counter only during peak periods. During off-peak periods, including evenings, the stores can revert to the checkstand, or man the special station only when a customer appears.

Cash, credit slips, or off-receipt?

Many stores use a combination of these refund methods, depending on factors such as the number of persons in line,

the number of containers being returned, and the time of day.

Consider these points before you decide:

Cash. Cash is a customer pleaser. It often ends up being spent on other store items. The Michigan Food Dealers Association is recommending using cash over credit slips to its members to avoid extra handling. Since the credit slip must be redeemed at a regular checkstand, the customer who just wants to redeem empties is inconvenienced. That customer may find another store to redeem his empties the next time.

Credit slip. Credit slips don't tie up money inside your store and they discourage customers from using your store simply as a redemption center. If you are unionized, the slips will make cheaper labor possible at your return station, since baggers are allowed to dispense them.

If you use credit slips, a special register can be set up to issue them or they can be handwritten. Precautions should be taken in storing unused credit slip pads. If the slips are handwritten, write legibly because some customers will attempt to alter the figures. The larger you make the slips, the less likely they will be lost and never redeemed.

Off-receipt. Stores using the off-receipt method require customers to hold on to their returnables until they are finished shopping. The empties are then counted at the checkstand and the refund value is subtracted from the sales slip. To make toting the empties easier for the customer, these stores provide special shopping carts with large bottom storage racks. The drawbacks of the system are hold-ups at the checkstand and greater customer inconvenience. On the plus side, perhaps, are less overall labor costs for you.

The uncluttered look.

To keep your front section from looking cluttered and unsanitary, you might consider using large mobile bins, carts, or tubs, which can be easily transported to the back room for unloading and sorting.

The various wheeled containers available cost from \$80 to \$175 apiece and hold up to 20 cases of beverage cans and bottles. Besides reducing clutter, you don't have to tie up your shopping carts.

A Can Manufacturers Institute experiment in Vermont may provide some direction for small markets and convenience stores. In the test, special buggy racks, holding 10 trays or 240 cans, and costing \$15 each, were placed in several small Vermont stores. Customers returning cans were encouraged to sort them in the proper trays on the racks. Participating store managers are extremely happy with the system because it allows clerks to tend to regular checking duties and gives their stores a much less cluttered look. Buggy racks, when full, are rolled to the back for unloading.

Order in the back room.

Your back room will bear the brunt of the deposit law. Back rooms can easily become overcrowded and even un-

sanitary when thousands of empty cans and bottles are added.

Some retailers in other deposit states have built additional outdoor and indoor storage space. They've purchased old truck trailers for use as outside bottle sheds and even fenced in small areas behind their stores.

The costs of outdoor construction, according to the *Progressive Grocer* survey, run as high as \$16,000. Trailers have been purchased for as little as \$2,000. Uncovered corrals are even less expensive but are susceptible to theft.

You should also know that the Michigan Liquor Control Commission and your local government may be roadblocks to your expanded storage space plans. So be sure to check with the MLCC regarding liquor storage facilities and check your local zoning laws. If you need any help, contact your trade association.

Bagging or case sorting.

Retailers have developed, through trial and error, two basic sorting systems for back room use: the bag-in-the-box system and case sorting.

Bagging. Bagging has emerged as the preferred system for handling and storing cans in the back room. It is now in general use in Oregon and Maine. Back room sorters quickly become adept at pitching empty cans into plastic-lined cardboard boxes lettered with brand and wholesaler names. When full, the 4-5 mm bags are tied and removed to await wholesaler pickup.

The bags hold 10 cases (240 cans) and are light enough for anyone to handle. They can be conveniently stored be-

may be to have your sorters count 24 cans into case trays, then dump 10 trays of cans into the bags.

Case sorting. If you are a grocer or a convenience store operator, your return rate of empty cans could be relatively low. In that case, you probably will prefer case sorting over bagging. To improve cans' stability in storage and handling, you could bind stacked trays with string or shock cords. Or, on pickup days, the trays could be inspected by the driver, then bound for easy transfer to the wholesaler's truck.

Whatever system you use for handling returnables, CMI is ready to suggest ways to help you make it work. Call us if you need advice or assistance.



Smaller stores with a lower return volume will probably prefer case sorting over bagging.



Even with multi-distributor sorting, boxes for cans take up relatively little space in your back room.

fore wholesaler pickup on shelves built along back room walls.

The primary problem with the bagging system is its lack of pinpoint accuracy. Short-counts do occur and can cause hard feelings between retailers and wholesalers. Short of counting cans as they go into the bags, the best solution

Keeping your store clean.

After December 3rd, you'll have what looks like two conflicting laws to comply with: the deposit law as well as state and local sanitation laws.

Front-end sanitation problems should be easily solved by placing drip trays beneath your wheeled storage carts or bins. If you use rubber tubs, they can be sprayed with disinfectant and wiped down before returning them to the front.

The main sanitation problem you'll face is pest and rodent infestation in the back room. Besides encouraging customers to return clean empties, the best ways to avoid this problem are to:

1. Maintain strict segregation of empties from food products, especially produce and meat.
2. Limit employee handling of empties to your sorters.
3. Prohibit sorters from handling other food products.
4. Stow cans in plastic bags as quickly as you can.
5. Exterminate twice-monthly or as necessary.

If you can't find an acceptable open location to store empties, then you may have to build an addition outside the store or build a sealed room within the back area. A storage room with floor drains is ideal because it can be washed down.



When filled, the bags are tied, removed from the boxes, and stored for the next pick-up.

Keeping yourself protected.

Since a full bag of cans will be worth \$24.00, you'll want to treat empties as you would valuable merchandise. If you don't you could lose a lot of money.



Outdoor storage of returnables gets them out of your back room, but can create security problems.

To minimize security problems, you might consider doing the following:

1. Use same precautions and procedures in discharging empties to drivers that you use in receiving normal merchandise.

2. Take a quick count of filled bags and bottles once or twice a day.
3. Occasionally spot-check filled bags of cans to ensure that your counts are right and your sorters are not being over-generous to suppliers.
4. Don't store empties outside, unless the storage area is theft-proof.
5. If your store borders a non-deposit state, ensure that non-deposit empties are weeded out.

The number to call is 1-800-638-8242.

Starting September 18th, CMI will have a toll-free number that you can call to have questions answered. If you are uncertain about what system to use or where to find the necessary equipment, we can pass on our best advice and information. Keep our number handy: 1-800-638-8242.

In the coming weeks, CMI will be in various parts of Michigan conducting seminars on managing returnables for retailer trade groups and individual companies. If your company or group is interested in having CMI representatives make a presentation to your people, just let us know.

Meanwhile, CMI would appreciate hearing from you if you are planning a different approach to handling returnables on December 3rd. With your continued cooperation and feedback we can deal with the deposit law the way it should be handled.

Together.

What other retailers have to say about returnables.



Ed Deeb, Associated Food Dealers (Detroit)

"The best way to deal with the law is to be objective. Analyze your total retail needs, your suppliers' needs and problems, and your customers' needs, and then attempt to do the best you can. We hope we can learn from Oregon. Initially, when the Oregon law went into effect, the vast majority of retailers in that state virtually eliminated cans only to find a couple of years later that it was a mistake. Hopefully, Michigan retailers will not make the same mistake."

Don Taylor, Michigan Food Dealers Association

"The most important thing is to not let your frustration be known to the customer, who in many cases may have voted for the act. I'd really hate to see retailers have the attitude of 'Let's make life easier in the back room' instead of the attitude of 'Let's make life easy for the customer up front.'"

Bob Blakeman, Shop Rite (Lansing)

"I would like to attack this thing in a positive way. Hopefully if I do things in a positive manner, my customers will respond positively."



Chain Official (Portland, Maine)

"It's a difficult, costly, bad proposition at best, this returnable bottle and can law. So I think anything you can learn from others who have been through it will help. Find out what they're doing, then take the best of what you've found, discard the worst and tailor your program to your own capabilities and characteristics."



Larry Joseph, Market Square (Birmingham)

"Every conceivable package that is available we will handle, for the simple reason that the chain stores will not cater to the consumer's needs. They don't have the room. In this respect, I think the aggressive independent will look on this law as a cloud with a silver lining."



Bill Bollman, Kroger (Detroit)

"I like to think of us as realists. It was a popular vote. It's going to happen whether we like it or not. If we can develop a very efficient system that will keep our costs down, we might really be able to offer customers a value and, in the process, come out ahead."

Store Manager (Portland, Maine)

"Keep in mind that a lot of things may happen or may come up that were not in your plans. Be flexible enough to handle them and let the customer be your number one priority because that is really the issue. Anybody who doesn't think that is kidding himself."

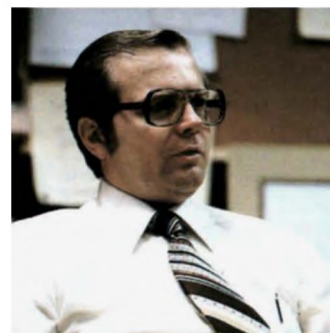
Ray Kottke, A&P (Detroit)

"The people of the state of Michigan have said, 'We want a bottle bill to eliminate litter in our environment.' So our challenge, as retailers, is to work the mechanics of this thing in such a way to give the customer a pleasant experience when she returns cans and bottles. This is our responsibility. This is what we've got to do."



Store Manager (Portland, Maine)

"The approach we took here was that at least 60 percent said they wanted the bottle bill, so we geared our approach to that. If you make things difficult for the customer, you are going to establish an image you don't want. We tried to create a system that was as smooth and hassle-free as possible."



Bob Dyckhaus, D&W Markets (Grand Rapids)

"The retailers who take a very positive attitude, make every effort to serve the needs of their customers, and maintain open communications with their suppliers will benefit from the legislation. The ones who have a negative attitude and are continuously coming up with all the reasons why the thing isn't going to work, quite probably aren't going to make it work for themselves."



Returnable's Checklist

- ☐ Gear your system to the customer.
- ☐ Publicize best return times.
- ☐ Test systems before customer does.
- ☐ Decide on best point of return.
- ☐ Compare using cash vs. credit slips.
- ☐ Look into special carts and racks.
- ☐ Think about back room space needs.
- ☐ Compare bagging vs. sorting.
- ☐ Check on bag and box availability.
- ☐ Plan extra sanitation measures.
- ☐ Minimize potential security problems.



Can
Manufacturers
Institute

Twelve New Supplier Members Join AFD

The Associated Food Dealers, Michigan's largest food and beverage association and service organization, representing over 2,800 members, wishes to welcome aboard 12 new supplier members to the association. Their names, addresses and phone numbers are as follows:

METROPLEX BEVERAGE CORPORATION, bottler and distributor of various soft drink products, 5981 W. Warren Ave., Detroit, Mich. 48210; phone (313) 897-5000.

POTOK PACKING COMPANY, meat processor and distributor, 2415 E. McNichols, Detroit, Mich. 48212; phone (313) 893-4228.

THE BARTLEY COMPANY, full-line wholesale grocery, 240 Holland Rd., Maumee, Ohio 43537; phone (419) 893-9433.

BOB ARNOLD & ASSOCIATES, food broker and manufacturers' representative, 950 E. Maple Rd., Birmingham, Mich. 48011; phone (313) 646-0578.

KRAMER FOOD COMPANY, wholesale food distributor, 32021 Edward, Madison Heights, Mich. 48071; phone (313) 585-8141.

SPIRITS MARKETING, INC., alcoholic beverage representative, 2211 E. Jefferson, Suite 490, Detroit, Mich. 48207; phone (313) 393-2220.

ENVIRONMENTAL CHEMICAL COMPANY, producer and distributor of special chemical de-greaser and cleaner, 13869 Herbert, Warren, Mich. 48093; phone (313) 774-6540.

GRILL MEAT PRODUCTS, wholesale meat distributor, 2448 Riopelle, Detroit, Mich. 48207; phone (313) 963-2710.

AMERICAN EXPRESS COMPANY, money order division, 7655 W. Mississippi Ave., Denver, Colorado 80226; local phone (313) 823-0550.

ABE CHERRY DISTRIBUTORS, INC., beverage distributor, 1791 Bellevue, Detroit, Mich. 48207; phone (313) 923-0044.

BACHMAN FOODS, producer and distributor of a wide variety of snack foods, 14220 Eleven Mile Rd., Warren, Mich. 48089; phone (313) 774-8880.

NEEDHAM & NIELSEN SALES LTD., beverage and wine distributors, 36680 Howard Rd., Farmington Hills, Mich. 48018; phone (313) 476-8735.

These new members, and all AFD supplier and service members, and advertisers, deserve your support and patronage. Please refer to the AFD Suppliers' Directory on Page 23 often. In fact, clip it out of *The Food Dealer* and post near your phone.

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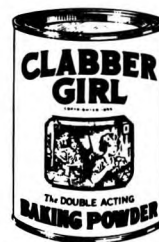
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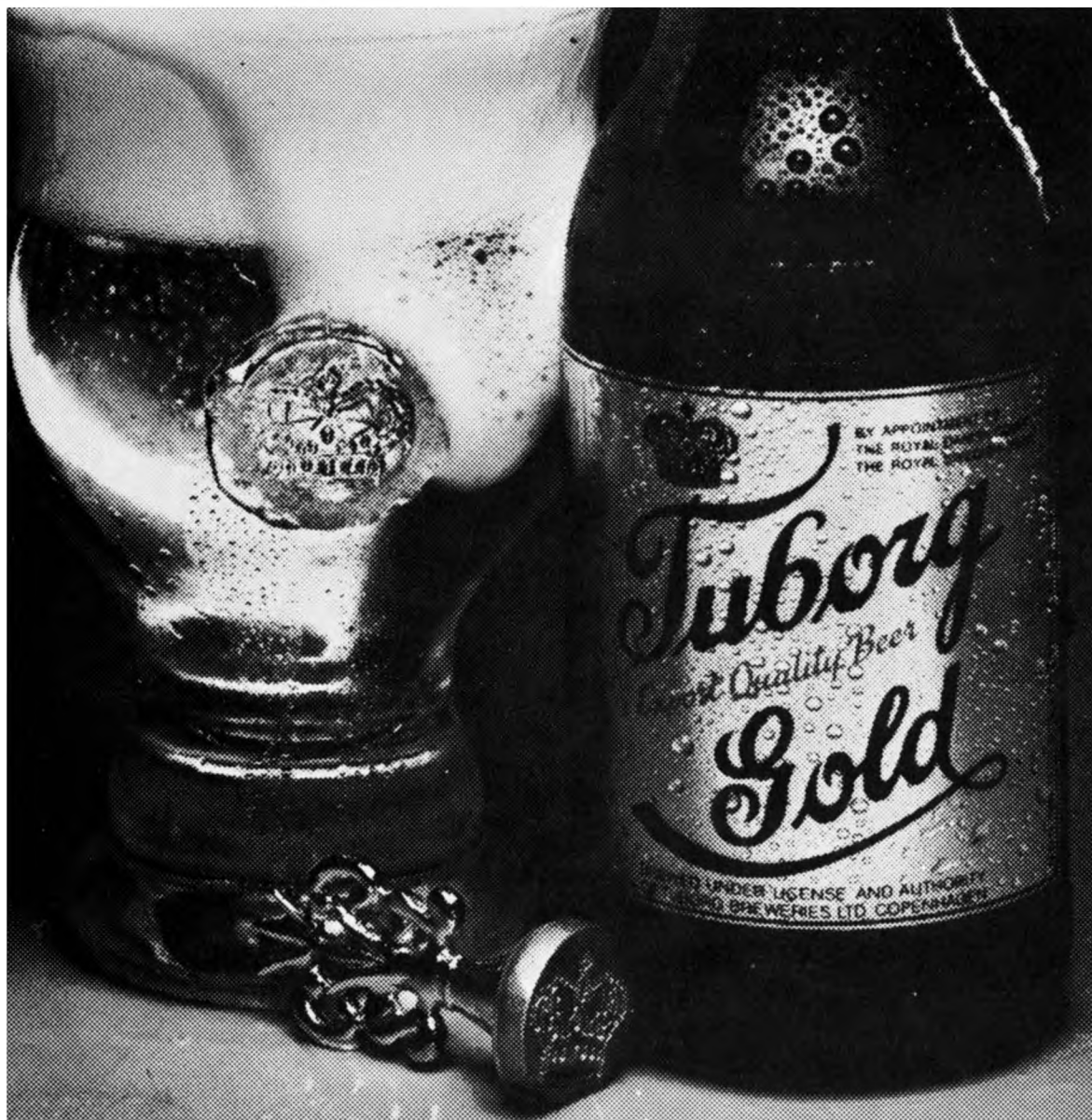
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TRIBUTE TO PHIL LAURI, left, co-owner of Lauri Bros. Market, and a past-president of Associated Food Dealers, as well as a current director, was given by Rep. Frank Wierzbicki, right, from the House of Representatives. Some 100 persons were on hand for the testimonial "roast" of Mr. Lauri, including special presentations from various groups.

Are You On the Team? If Not, Why Not?

MEMBERSHIP APPLICATION

Name of Firm _____

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Owner's Name _____

Check One: Retailer ☐ Supplier ☐

Do you wish Blue Cross Coverage?

Yes ☐ No ☐

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Through membership in the Associated Food Dealers, you can enjoy wide benefits designed to represent our industry in your community. In addition, such services as Blue Cross and all types of general insurance, coupon redemption program, weekly newsletter, and a wide variety of other services are available. Call and let us tell you about them. Or, clip out the application and mail to:

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program for its members and their employees.

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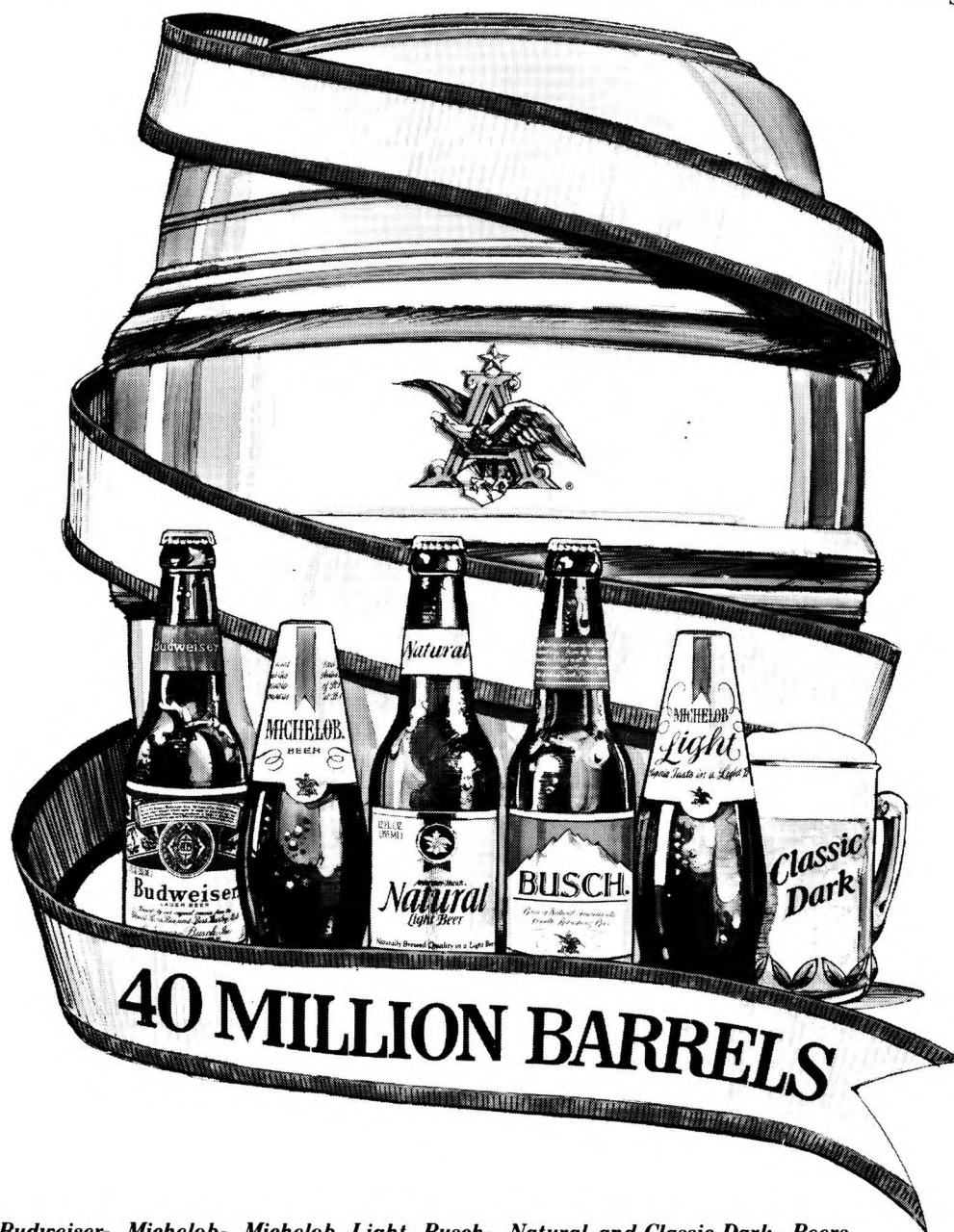
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Abe Cherry	923-0044
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Heath Wine & Spirits	382-2334
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Velvet Food Products	937-6060

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Van Dyke Steak Company	875-0766
Weeks & Sons (Richmond)	727-3535
Winter Sausage Manufacturers	777-9080
Wolverine Packing Company	965-0153

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The Daily Tribune, Royal Oak	541-3000
Detroit Area Newspaper Network	356-3480
Detroit Food & Beverage	358-2580
Detroit Free Press	222-6400
The Detroit News	222-2000
Food Dealer Magazine	366-2400
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Landon Associates	356-3480
The Macomb Daily	296-0810
The Oakland Press	332-8181

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WDIV-TV	222-0444
WJBK-TV	557-9000
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Arkin Distributing Company	349-9300
Continental Paper & Supply Company	894-6300
Environmental Chemicals	774-6540
Household Products, Inc.	682-1400
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Better Made Potato Chips	925-4774
Duchene (New Era Chips)	921-0800
Frito-Lay, Inc.	271-3000
Kar-Nut Products Company	541-7870
Superior Potato Chips	834-0800

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Stanley's Adv. & Distributing Company	961-7177
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Grosse Pointe Real Estate	882-0087
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Detroit Rendering Company	571-2500
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Atlantic Saw Service Co.	965-1295
Comp-U Check	569-1448
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Detroit Warehouse Company	491-1500
Gulliver's Travel Agency	963-3261
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Photo-Scan Midwest, Inc.	852-5772
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Frank Foods, Inc.	833-8500
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Custom Metal Enclosures	545-0900
Hussmann Refrigeration, Inc.	398-3232
Globe Slicing Company (Biro)	545-1855
Great Lakes Cash Register, Inc.	383-3523
Hobart Corporation	542-5938
Julian Equipment Company	535-3535
Lepire Paper & Twine Company	921-2834
Liberty Paper & Bag Company	921-3400
Midwest Refrigeration Company	566-6341
Multi Refrigeration Inc.	399-3100
Pappas Cutlery & Grinding	965-3872
Square D Environmental Contracting	921-2345

TOBACCO DISTRIBUTORS

Fontana Brothers, Inc.	897-4000
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WAREHOUSES

Detroit Warehouse Company	491-1500
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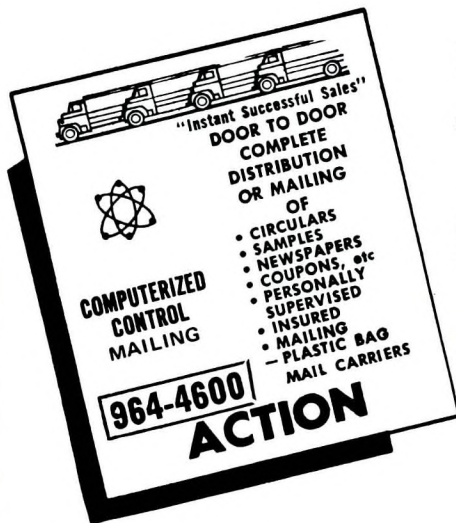
WHOLESALE, FOOD DISTRIBUTORS

Arrow Salvage Company	894-7401
Bartley Company	(419) 893-9433
Central Grocery Company	(1) 235-0605
Continental Paper & Supply Company	894-6300
Grosse Pointe Quality Foods	871-4000
Hesano & Sons	864-6622
Kramer Food Company	585-8141
Kaplan's Wholesale Food Service	961-6561
Lombardi Fine Foods	548-4222
M & B Distributing Co.	(1) 767-5460
Merchants Tobacco, Candy, Grocery Co.	272-5800
Nor Les Sales, Inc.	674-4101
Raskin Food Company	759-3113
The Relish Shop	925-5979
Scot Lad Foods, Inc.	(419) 228-3141
Spartan Stores, Inc.	(616) 878-2000
Super Food Services, Inc.	(517) 823-8421
United Wholesale Grocery Co.	(616) 534-5438
Abner A. Wolf, Inc.	525-7000



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