

THE FOOD DEALER

"The Magazine for the Michigan Grocery and Beverage Market"

SUMMER 1985 ISSUE



KOWALSKI PRODUCTS WIN TOP HONORS

AFD MEMBER, Kowalski Sausage Company, attended the 16th Annual Michigan Meat Purveyors and Michigan Meat Association Convention in Lansing, and came away with four special awards. Kowalski won two Grand Champion awards for their boneless ham, and summer sausage; and two Champion awards for their bacon, and party tray. Above, Ron Kowalski, left, president of the company; and Russ Herzfeld, general manager, display the prestigious ribbons.

HERE'S TO YOU, AMERICA.



THE BOARD

• OFFICERS, 1985

Chairman
*** JERRY YONO**
 Detroit Food & Drug Center

Vice Chairman
TOM SIMAAN
 Armour Food Market

Vice Chairman
*** TONY MUNACO**
 Mt. Elliott-Charlevoix Market

Treasurer
JOSEPH SARAFIA
 Park Lane Cork & Bottle

Executive Director
EDWARD DEEB

• DIRECTORS, RETAIL MEMBERS

SIDNEY BRENT
 Kenilworth Market

GEORGE BYRD
 Byrd's Choice Meats

WILLIE COOPER
 S&D Variety Store

DON HARRINGTON
 Meat-N-Place

*** LARRY JOSEPH**
 Market Square

ROBERT KATO
 Mission Valley Market

*** PHIL LAURI**
 Grub Street Hermit

FRANK TUMBARELLO
 Frank's Party Store

*** LOUIS VESCIO**
 Vescio's, Inc.

*** HARVEY L. WEISBERG**
 Chatham Super Markets

SAM YONO
 Tel-Kaif Party Store

• DIRECTORS, GENERAL MEMBERS

AMIR AL-NAIMI
 Metro Grocery, Inc.

*** PHIL SAVERINO**
 Phil's Home Catering Company

*** ALLEN VERBRUGGE**
 City Foods Brokerage

VINCENT (JIM) VITALE
 Faro Vitale & Sons

BILL VIVIANO
 Prince Macaroni of Michigan

MAURY YOUNG
 M.A. Young Consultant

• REGIONAL OUTSTATE ADVISORS

SAM COSMA
 Atlas Super Market

JACOB GRANT
 Farmer Grant's Market

* Past Chairman



THE FOOD DEALER

Official Publication of the Associated Food Dealers
 125 West Eight Mile Road, Detroit, Michigan 48203 • Phone (313) 366-2400

Volume 59 — Number 2 — Copyright 1985

Edward Deeb, Editor **Nick Delich, Associate Editor**
Jack Azzam **Lisa Bennett** **Gina Schmelzer** **Brenda McManus**
Elizabeth Meldrum **Louise Querciagrossa** **Thelma Shain** **Christine Wojt**

The Food Dealer (USPS 082-970) is published quarterly by the Associated Food Dealers, at 125 West Eight Mile Road, Detroit, Michigan 48203. Subscription price for one year: \$3 for members, \$5 for non-members. Second Class postage paid at Detroit, Michigan. Send Form 3579 to 125 West Eight Mile Road Detroit, Michigan 48203.

CONTENTS

• • •

Frozen Food Sales Are On Upswing	Page 5
Produce Department Attracts New Customers	5
Off The Deeb End	6
Chairman's Message	8
Hitting The Switch For AMT's	10
Chain Drops Adult Magazines	10
Store Image Is Important To Success	12
Inspections Reduce Accidents And Losses	12
About Your Shopping Carts	18
New Supplier Members	26
A Formula For Success	26
AFD Supplier Member Directory	27



AFD MEMBERS GET FREE LEGAL ADVICE

JAMES BELLANCA, left, of the law firm of Bellanca, Beattie, DeLisle, et al, is shown discussing a legal matter with an AFD member at our offices recently. Free legal clinics are a unique, special service offered to AFD members at regular intervals during the year. Members are entitled to a free half-hour private consultation with AFD's legal counsel at our offices at these meetings. Sessions are by appointment only — on a first come, first served basis.

The new Stroh: CHECK US OUT!

CHECK OUT OUR SALES GROWTH.

Best sales trend among the top three brewers: up 6.1% in 1983.

CHECK OUT OUR BRAND EXPANSION.

Stroh's/Stroh Light join Old Milwaukee, Schlitz and Schlitz Malt Liquor in national distribution. Schaefer/Schaefer Light now in 47 states.

CHECK OUT OUR MEDIA SUPPORT.

Year-round national network TV for Stroh's and Old Milwaukee on top-rated programs. Heavy regional/spot TV for Schlitz Malt Liquor, Schlitz, Schaefer. Radio, print and outdoor for all our brands.

CHECK OUT OUR YEAR-ROUND PROMOS.

15 national brand display promotions to build extra sales. Plus practical in-store merchandising programs: "Beer Plus" and "Stroh Steps."

CHECK OUT OUR RETAIL IMPACT.

Significant brands in all domestic beer segments. Number One in the popular (Old Milwaukee), malt liquor (Schlitz Malt Liquor) and price (Schaefer) segments. Service from 7 breweries, 1,100 wholesale teams.

Check out our new industry review brochure, the Stroh "Family Album 1984." Write to:

THE STROH
BREWERY
COMPANY
One Stroh Drive
Detroit, MI 48226
National Retail
Sales Department



Frozen Food Sales And Profits Are On The Upswing

The performance of frozen foods is heating up and so are grocers' profits. Premium-priced dinners and entree items, geared toward the upscale and diet-conscious consumer, may be responsible for setting this category on fire, but so is the change in consumer lifestyles. Today, in addition to the increase in one and two person households, there also has been an increase in the number of working women. Add to that the proliferation of microwave ovens in use and it is easy to see why frozen foods have grown in popularity.

According to a recent survey conducted by FIND/SVP, a New York based research firm, retail sales of prepared frozen foods hit an estimate \$5.8 billion in 1984 and that figure is expected to double (measured by 1984 dollars) between 1985 and 1990. As a whole the category of frozen foods showed an impressive 9.2 percent gain from 1983 to 1984.

The avalanche of new premium-quality products coupled with the economic recovery seem to be key factors in the success of frozen foods. But, what about the traditional less expensive product lines — the TV dinners, pot pies, down scale single dishes and pizzas? The FIND/SVP report projects that these products will decline 1 to 4 percent annually for the remainder of the decade. The only product in the traditional group that is expected to grow moderately is prepared vegetables.

The study predicts that sales of nationality foods, partially Mexican and Oriental dishes, will triple by the end of the decade. And, although hors d'oeuvres and breakfast foods currently account for less than 4 percent of all frozen food sales, the FIND/SVP study projects combined sales of the lines to quadruple by 1990.

Another study conducted by the National Food Association (NFFA) indicates that frozen food departments in conventional supermarkets are not only pro-

fitable, they are very profitable.

To determine the performance of a department, stores measure weekly sales that are generated per square foot of space occupied. In the NFFA study, frozen foods averaged \$8.74 in sales per week for each square foot of display space. This figure exceeded the total store average of \$7.13 by more than 26 percent.

The study showed that frozen food profits range from 5.9 to 14 percent of total department sales. Weekly net profits averaged \$1,352 per store and varied from \$400 to more than \$2,500 per week. In total food sales frozen foods account for 8.1 percent of total store sales.

These figures and predictions seem to back up the conclusions of the NFFA survey: "Frozen food departments are substantial net profit contributors to supermarket profits, and they have potential for even greater sales and profits."

But, what can a retailer do to take advantage of the apparent boom in frozen foods? The NFFA survey offers several recommendations:

- Stores should continue to develop a total frozen food merchandising strategy that will generate 1 to 25 percent sales increase at current gross profit margins.

- Retailers should consider further data analysis of high priority categories.

- Involve brand management, sales management and sales teams in developing strategies for marketing, promotions and merchandising.

- Train manufacturers' and brokers' sales personnel to identify and communicate effectively with key distribution center/supermarket frozen food decisionmakers.

In the area of promotions and merchandising, the NFFA suggests that stores make use of tie-in promotions, manufacturer point-of-purchase materials, in-store signs, and new item displays.

Your Produce Department Can Attract New Customers

When picking their supermarket, customers look for a produce department with fresh, appealing, succulent fruits and vegetables. Smart merchandisers have long recognized that produce is a key department in the supermarket. It is the one by which many customers judge their store. For five consecutive years, consumers surveyed by the Food Marketing Institute have rated produce as the most important department in their store. If customers appreciate your produce department, the reasoning goes,

they will appreciate your whole store.

In addition, although the department represents only about 10 percent of typical store sales, its net profit contribution is measured at levels nearer to 40 percent. From the standpoint of both net profit and consumer attitude, then, the produce department is critical to total store operation.

According to FMI, the produce department offers an unparalleled ability to set an image for the entire

store, build traffic and gain new customers. Quality, variety and excitement generated in the produce department can carry through in all of the departments that follow. And since fresh produce is a must in the weekly diet, every shopper will be regularly exposed to your produce department.

There has been a great awakening in produce. The consumer's interest in health and nutrition is on the rise and a real diet culture has been developed.

Off The Deeb End

EDWARD DEEB
AFD Executive Director



AFD's IDEAS/PROFIT EXPO STIMULATES BUSINESS THROUGHOUT MICHIGAN

We are fast approaching the 1985 Michigan Food and Beverage Exposition sponsored by the Associated Food Dealers. The dates this year are Sept. 30 through Oct. 2 at Cobo Hall, Detroit.

Last year we drew some 4,000 registrants through our exposition, the vast majority of them retailers, both small and large, who wanted to obtain profitable ideas to help run their businesses more successfully.

Most manufacturers, processors and brokers do not have the sales staffs to adequately call on ALL retailers in the State of Michigan. Our Expo offers an opportunity to have retailers of all types meet at one central spot with progressive manufacturers or their reps to share ideas and do businesses. An excellent opportunity for suppliers to display their products and services . . . and an ideal opportunity for retailers to scan the area for a wealth of good business ideas to improve your sales and profits.

So, suppliers, plan from now to be part of the over 200 exhibitors who will be on hand with us . . . and retailers, plan to be part of the 8,000 retail stores and their employees who will be attending. Anyone desiring more information or free tickets to the event, contact the AFD office (313) 366-2400.

Peeking ahead to the Profit and Sales Ideas and new product tips, the Exposition will also focus on several outstanding seminars to help you understand your business better. Such as: Better Food Stamp Handling, Improved Fund and Tax Plans for your Business, How to Improve Employee Relations with better Fringe Packages, How to deal with Workers' Comp. Problems, and Understanding Government and how it works . . . to mention a few.

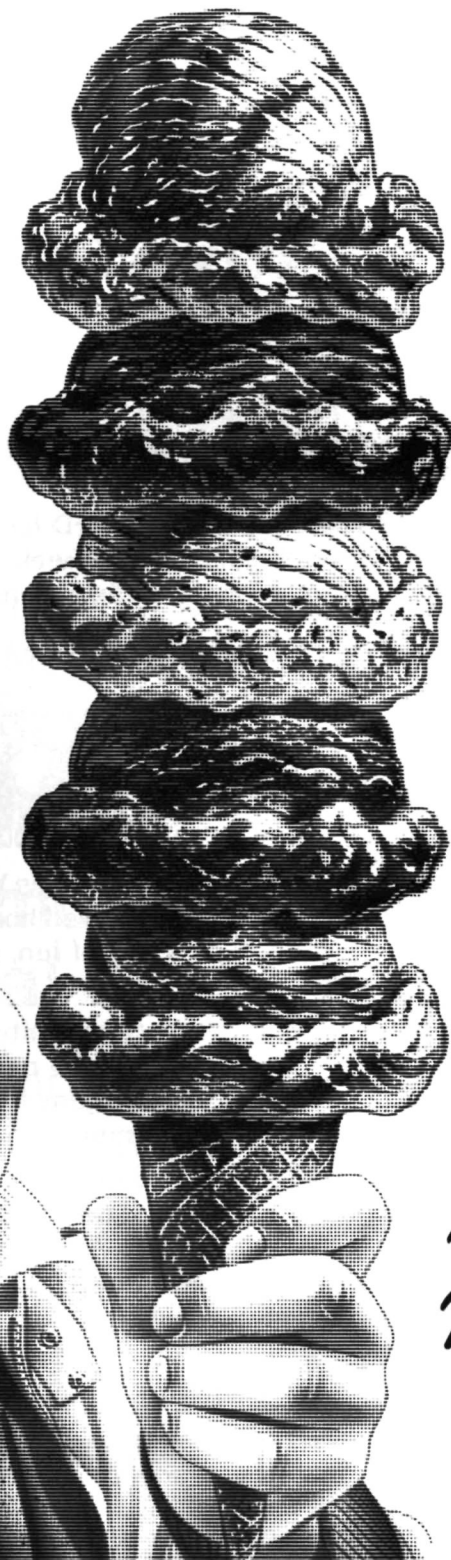
Most people rave about the first one, and spoke about how badly needed a good Expo is for our industry. The beauty of the AFD Expo is that it is (1) voluntary and (2) cuts across the entire industry, and does not simply deal with one product or wholesale house. Thus, you get the best of both worlds at this Expo.

We urge everyone in this industry to support such a major Expo as this. It should be by far the one major food and beverage event of the year that everyone attends, suppliers and retailers alike. After all, we are all in this thing together! See you Sept. 30th.

Our ice cream takes a lickin' everywhere but at the cash register.

Seems like everybody loves London's Farm Dairy ice cream and ice milk. Forty delicious flavors so creamy-rich and naturally-good. London's is just the thing to cool down these hot summer days.

Maybe that's why London's moves out of your freezer so fast. Or maybe it's our new package design, so colorful and attractive to catch your customer's eye. Either way, London's is a big profitmaker.



Make sure your freezer is well stocked with London's Farm Dairy ice cream and ice milk. Your customers may have a hard time deciding which flavor they want, but they'll always leave with one thing — a smile.



London's Farm Dairy,
2136 Pine Grove Avenue,
P.O. Box 887, Port Huron,
Michigan, 48060. (313)
984-5111.

*Michigan's
Natural Choice*



Chairman's Message

JERRY YONO
AFD Chairman



COMMUNITY RELATIONS IMPROVING CONSIDERABLY

This July we concluded another important year of vigorous community relations activity to assure that residents and businesses are getting along harmoniously for the good of the total community.

Over the last four or five years in particular, AFD has worked closely with several community-wide organizations at all levels to both seek their in-put, and for them to hear our in-put so as to improve the rapport, feelings, sensitivities and understandings between all segments.



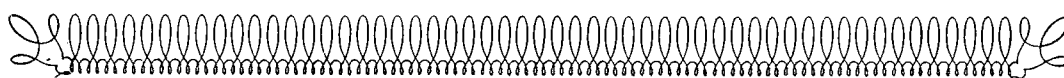
One of the chief vehicles for this endeavor has been Youth Day, where AFD, working with over 65 community organizations have played host to some 10,000 youngsters at Belle Isle in Detroit, and treated them to a day of fun, games, sports, clinics and of course lunch courtesy of our industry's companies.

We recently completed an important community survey working with the Anthony M. Franco Company which showed that the perceptions of the community toward their food stores are not as bad as in years gone by . . . and that industry and the community share several goals on how to improve our society.

As a result of this massive AFD activity and involvement, there is no question but that Detroit and other communities around the state are far better off. Not only is AFD doing its share as a viable organization, but the AFD members individually are also helping by sponsoring their own picnics and other types of goodwill events.

Crime is up slightly in the state, but with increased police on the streets, the outstanding efforts of our industry and members, there certainly is more peace and harmony in the communities in which we work and do business.

Proudly, we are happy and pleased to state we of AFD play an important role in this improved situation. Thank you all . . . and keep trying even harder!



AMARETTO di SARONNO



Extends Best Wishes to the Associated Food Dealers
and Your 3,700 Members for Another Successful Year

JOE DAVID and RAY LALLI

Glenmore Distilleries Universal Liquor Company

7399 Middle Belt Road, W. Bloomfield, MI 48033
(313) 851-4001

Hitting The Switch For ATMs

By **Thomas K. Zaucha**, president, National Grocers' Association

As the growth of the automatic teller machines (ATMs) continues in the supermarket arena, the independent grocer who wants to make this service available to his customers is confronted by various hurdles and challenges. To successfully meet these challenges the independent retailer will have to rely heavily on his warehouse, state and local association, and his national association.

N.G.A. applauds the efforts of several of its warehouses and state associations that have taken a strong, proactive position in the development and acquisition of ATMs for their respective members. We as an association plan to strengthen and expand these efforts on a national scale.

We are currently negotiating with companies that operate national "switches" with the goal of establishing a system enabling members to provide ATM service to customers at a reasonable cost — and thus compete with the large corporate chains who are able to obtain ATM service more easily. What N.G.A. can do is bring together the joint economic power of independent retailers who by themselves might not have sufficient market clout to obtain ATM service in their stores.

A major chain can go to a network, or a switch, and not only obtain the service but obtain a discount on the transaction fee. But an independent retailer with far fewer stores, and thus fewer potential transactions, has a much more difficult time in obtaining the service at all — let alone at a competitive rate.

By negotiating with companies that control national ATM hookups, we hope to obtain favorable rates and guarantee availability of ATM service even for our smallest members.

Surveys have shown that customers are increasingly anxious to have ATM service at the retail food store where they shop. To provide the service, the retailer must be able to hook into a network that

serves several banks, and because of the costs of installation, equipment and service, those networks and banks are not interested in locations with insufficient transaction potential.

An unobvious shift has occurred in recent years as consumers have grown accustomed to using ATMs and are beginning to look for them at convenient shopping locations. Early on, the ATM was viewed as a service to the bank, providing an opportunity for less paperwork, less labor, and a chance to move into new marketing areas without opening a full-fledged branch. Stores where the machines were to be located could demand a piece of the action.

Now, because of consumer demand, the banks view the ATM as a customer service that can be sold and are dictating the terms to retailers who wish to obtain ATMs in their stores.

However, by joining together, N.G.A. members have enormous economic power and companies operating national systems are taking notice. We are confident that an attractive program can be developed that will result in N.G.A. obtaining a discounted transaction fee, with savings passed on to members.

The technology involved in providing the retailer with an ATM is primarily a customer oriented service providing the retailer with few cost savings. The extension of the technology, however, with the utilization of a POS terminal which permits the customer to use the bank card for purchases, has very important benefits in reduced handling of checks and increased cash flow.

While we recognize that this stage of the technology has not yet reached large consumer acceptance, it is crucial for N.G.A. to prepare for its members the necessary information relative to its utilization as well as assurance that the independent will be an equal player in the acquisition and utilization of the technology.

Will Others Follow This Unusual Move?

Sheetz Convenience Stores, which operate in Pennsylvania and Maryland, recently stopped carrying adult magazines. The decision to stop was reached at a Friday evening management meeting and the company began pulling the magazines off the shelves on Saturday morning.

The decision not to carry the magazines is a permanent one, according to a company spokesman.

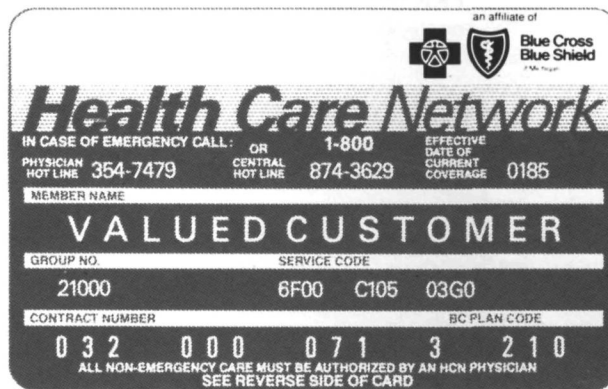
"We did receive some pressure from outside groups," he said, "But the decision we made was definitely internal, no one group forced us to do this, it was a management decision. I don't think that we've ever been comfortable selling adult magazines and it certainly doesn't protect the kind of image we want in the areas where our stores are.

This isn't in any way, shape or form an attempt at censorship," the

spokesman continued, "We just decided that we no longer want to sell adult magazines. Just as any customer has the right to purchase what they want, any business has the right to offer the products they want. Sheetz doesn't want to sell adult magazines."

There have been protests from one of the publishers of an adult magazine, however, Sheetz insists it is not attempting to censor anyone.

Stay healthy with us.



There's a new kind of Blue Cross coverage that not only gives you complete hospital and emergency services coverage but is designed to keep you and your family healthy. Health Care Network is your best source for health maintenance organization (HMO) coverage. Here's why.

Even doctor's office visits are covered.

With your Health Care Network card there are no claim forms. You will receive no bills... not even for services like office visits, well-baby care or physician fees.

Choose your own doctor.

You pick your own primary care physician from our list of more than 600 carefully screened, qualified doctors in private offices throughout Wayne, Oakland, Macomb and Washtenaw counties.

Instant recognition.

The Health Care Network card is backed by Blue Cross and Blue Shield of Michigan, so it is recognized instantly by most hospitals and doctors in Michigan and across the country. Health Care Network is the only HMO in this area that gives you this kind of confidence.

Saves money.

You'll never have to pay for doctor's office visits. There are no complex claim forms to fill out. You and your family will receive complete health care coverage with confidence and you will never receive a bill for covered services.

Call or write for more information on the best HMO health care plan for your family.

You're part of the Blue Cross family.

Health Care Network

26900 W. Eleven Mile, Southfield, Michigan 48034 (313) 354-7479

An affiliate of Blue Cross and Blue Shield of Michigan

**NOW AVAILABLE
TO
AFD MEMBERS**

Store Image An Important Factor To The Success Of Your Market

Store image is the composite of all the sensations that come from the environment of the store and reach the minds of those who shop and work there. Those who are a part of the store's work force for a long while will often fail to notice the changes that occur which will alter the store's image. Here is a check list which may be helpful in evaluating your current "store image."

GENERAL APPEARANCE — Are the aisles kept clear of empty shopping carts, stacks of grocery cartons or other items which give the store a cluttered appearance? Are the signs and other point of purchase materials neat and orderly, or is the overall impression one of confusion and disorder?

LIGHTING — Are all the faulty lamps removed and replaced? Is lighting used to show merchandise to best advantage?

SANITATION — Your customers expect the utmost in sanitation in any store handling food. What you may consider in-

consequential may appear offensive to a customer. A case of empty bottles near the snack counter may not contaminate the potato chips but to the customer it portrays sloppiness.

MERCHANDISING PRACTICES — Everything you do in your store to promote sales is merchandising. How you merchandise, the materials you use, the emphasis you place on price or quality and whether you shout or whisper the message, all contribute to the image of your store. Are your merchandising practices contributing to the image you are trying to build?

PRICING — Pricing is perhaps the most obvious indicator of store image. The appearance of a discount store can be attractive in every regard, but still promote low prices. Do your prices and how they are indicated reflect the image you want to portray?

PERSONNEL — Nothing reflects a store image more graphically than its people. A store claiming to be the "friendliest in town" can quickly be discredited if

its people are rude or indifferent to customers. Here are some "non-verbal" employee characteristics which are important and contribute to store image:

■ **Posture.** If your people move around as if there isn't much happening — and even if there is, they don't care anyway, it will definitely affect store image. Posture should reflect a positive, buoyant attitude that reflects a sense of self-worth and pride in the company.

■ **Facial expressions.** Have you ever had a sales or service person mumble "have a nice day," while everything about them says they really aren't interested in you at all? A rule in human relations is don't ask anybody "how are you?" unless it is apparent that you really want to know.

■ **Dress.** There have been radical changes in the way men and women dress in recent years, but there is still a requirement for cleanliness and neatness for employees. Anything less than this will greatly detract from store image.

Regular Inspections Will Reduce Accidents, Losses and Liability

Shopping conditions for customers and working conditions for employees both need regular attention and maintenance in supermarkets. Your policies and practices, as well as your store meetings and training programs, should stress actions aimed at making the store as safe as possible.

One of the best ways to assure that shopping and working conditions are free from hazards is to make regular inspections of the total store.

An inspection compares actual conditions with predetermined standards. Predetermined standards are adopted from legislated code regulations, insurer requirements, and from company and store rules and practices. Inspections may be conducted by federal or state OSHA compliance officers, insurance company representatives, company loss prevention personnel, or by any qualified member of the store management team. Regardless of who conducts them, inspections will be only as effective as the inspector's common sense and knowledge allows.

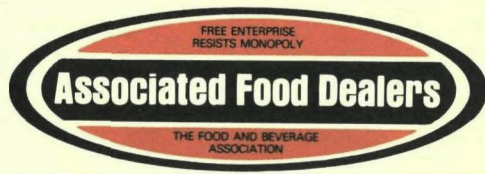
Inspections made by store managers, assistant

managers and store department heads are most important, for two reasons. First, employees view such inspections as positive indications that management cares about their safety and store conditions. Second, store managers will be able to act quickly to eliminate or guard against any hazards discovered in the inspections.

Inspection forms and brief written records of actions taken to eliminate or reduce hazards should be maintained in each store. The completed forms and records will serve to prove management's efforts to protect employees and customers. It is important to remind our readers that any hazard found during an inspection and recorded on a form should be acted upon promptly before such hazard causes an injury.

Store department heads should be required to conduct a formal inspection of their respective departments at least once each week.

On a daily basis, every employee in the store should be alert for hazards which could lead to injuries and/or damage. Such unsafe conditions should be dealt with promptly.



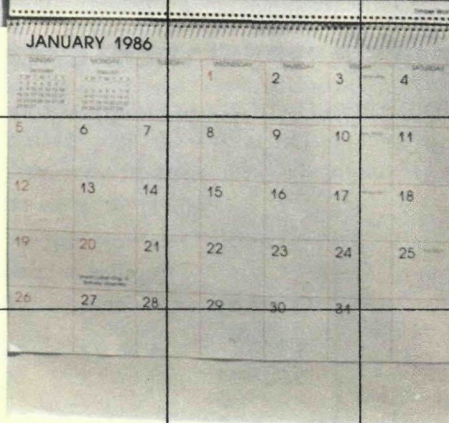
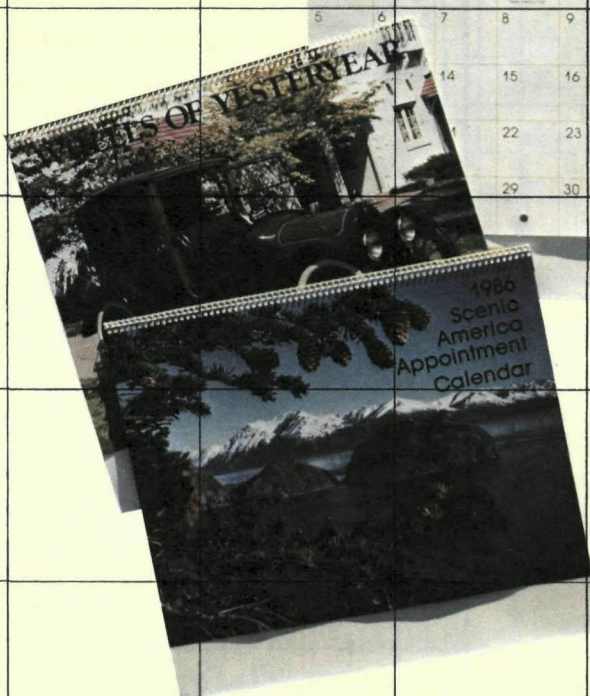
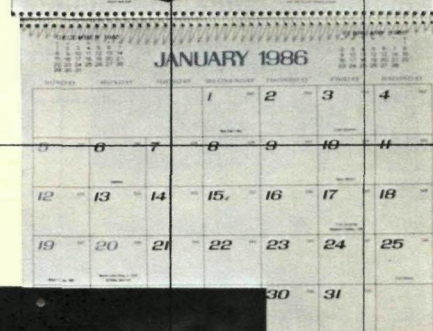
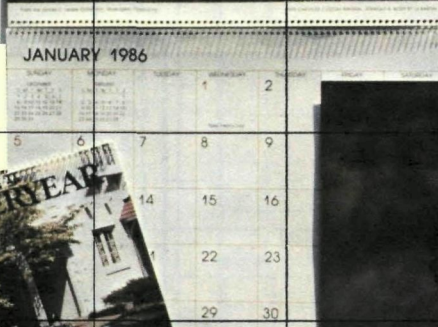
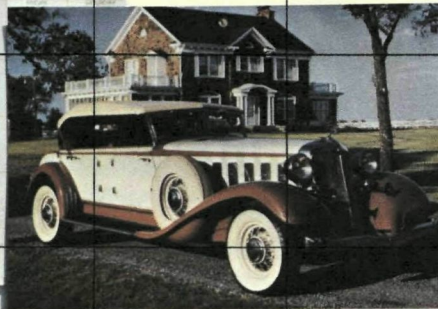
ASSOCIATED FOOD DEALERS

1986

CALENDAR PROGRAM

Exciting advertising opportunities featuring:

- Appointment Calendars
- Food Recipe Calendars
- Drink Recipe Calendars
- Stick On Calendars



APPOINTMENT CALENDARS

These gift calendars will express your thanks and appreciation for past and future business. An advertising medium that sells for you 365 days a year!

A. WHEELS OF YESTERYEAR —

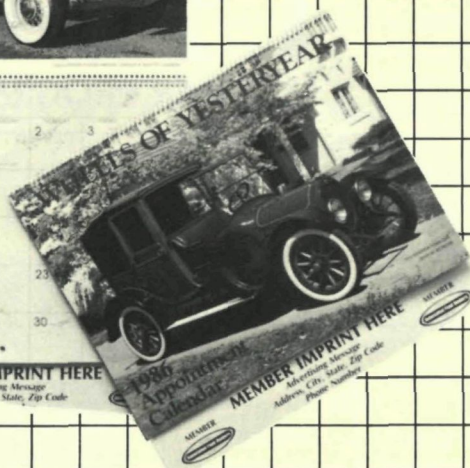
A favorite among antique car buffs.

B. AMERICA THE BEAUTIFUL —

Appreciate the beauty of our great country.

C. NORTH AMERICAN WILDLIFE —

A must for every wildlife enthusiast.



Quantity	Regular Price	Special AFD Price
500 +	\$1.40 ea.	\$0.90 ea.
100-499	\$1.74 ea.	\$0.96 ea.

MINIMUM ORDER 100

MAILING ENVELOPES — Available unprinted at an additional cost of \$8.00 per 100.

CALENDAR SIZE — 10½" x 17½" (open)

AD COPY AREA — 10" x 1½"

WINE APPRECIATION CALENDAR

The 12-sheet **WINE APPRECIATION CALENDAR** features beautiful scenes and taste-tempting recipes with illustrations. Each sheet offers a calendar month, full color scenic picture on the front and wine facts or a wine recipe on the back.

CALENDAR SIZE —

6¼" x 11"

AD COPY AREA —

5½" x 4½"

Quantity	Regular Price	Special AFD Price
500 +	\$1.08 ea.	\$0.65 ea.
250-499	\$1.17 ea.	\$0.69 ea.

MINIMUM ORDER 250



FOOD RECIPE MEMO CALENDAR

The **Food Recipe Calendar** is a two-fold calendar with 12 months, 12 easy-to-use recipes, and choice of 4 full color pictures printed directly on the front cover. Ideal for reaching the homemaker and economically priced.

Quantity	Regular Price	Special AFD Price
1000 +	\$0.63 ea.	\$0.52 ea.
150-999	\$0.78 ea.	\$0.57 ea.

CALENDAR SIZE — 8 $\frac{5}{8}$ " x 14 $\frac{1}{2}$ " (open)

AD COPY AREA — 7 $\frac{3}{4}$ " x 1 $\frac{1}{2}$ "

PICTURE SELECTION



Afternoon Delight



New England
Sunset



Old Mill Stream



Rural Color

BLACK AMERICAN HERITAGE CALENDAR

This unique calendar highlights outstanding accomplishments of Black Americans. Special memo pad features 365 commemorative days in Black history.

Quantity	Regular Price	Special AFD Price
1000 +	\$0.78 ea.	\$0.52 ea.
150-999	\$0.86 ea.	\$0.57 ea.

CALENDAR SIZE — 8 $\frac{5}{8}$ " x 16 $\frac{1}{2}$ " (open)

AD COPY AREA — 8" x 7 $\frac{1}{4}$ "



MEMBER IMPRINT HERE

Advertising Message
Address, City, State, Zip Code
Phone Number

MINIMUM ORDER 150

STICK-ON CALENDAR

Adhesive backing assures application of this miniature billboard on any smooth surface - phone, wall or desk!

Quantity	Regular Price	Special AFD Price
Per 500	\$0.41 ea.	\$0.22 ea.
Per 250	\$0.39 ea.	\$0.24 ea.

CALENDAR SIZE — 3" x 3 $\frac{3}{8}$ "

AD COPY AREA — 2 $\frac{3}{4}$ " x 1 $\frac{1}{2}$ "



MINIMUM ORDER 250

ORDERS MUST BE IN
MULTIPLES OF 250



ASSOCIATED FOOD DEALERS ORDER FORM FOR 1986 CALENDARS

Quantity To Be Ordered	Calendar Type	Special AFD Price	Total
	Wheels of Yesteryear	500 + @ \$0.90 ea. 100-499 @ \$0.96 ea.	
	America the Beautiful	500 + @ \$0.90 ea. 100-499 @ \$0.96 ea.	
	North American Wildlife	500 + @ \$0.90 ea. 100-499 @ \$0.96 ea.	
	Wine Appreciation Calendar	500 + @ \$0.65 ea. 250-499 @ \$0.69 ea.	
	Food Recipe Calendar	1000 + @ \$0.52 ea. 150-999 @ \$0.57 ea.	
Picture Selection: <input type="checkbox"/> Afternoon Delight <input type="checkbox"/> New England Sunset <input type="checkbox"/> Old Mill Stream <input type="checkbox"/> Rural Color			
	Black American Heritage	1000 + @ \$0.52 ea. 150-999 @ \$0.57 ea.	
	Stick On Calendar	Per 500 @ \$0.22 ea. Per 250 @ \$0.24 ea.	
	Member Imprint Charge	\$9.00 per style of calendar ordered	
	Mailing Envelopes (all quantities)	@ \$0.08 ea.	

Above prices are plus shipping and sales tax.
Payments are to be made to Associated Food Dealers.

GRAND TOTAL: \$

BILL TO:

BUYER'S NAME

COMPANY

ADDRESS

CITY

STATE

ZIP

AREA CODE - PHONE NUMBER

MAIL YOUR ORDERS TODAY!

TO: AFD CALENDAR OFFER

Associated Food Dealers
125 West Eight Mile Road
Detroit, Michigan 48203

Signature

IMPRINT: Member copy will be in one color in black only and will be as large as possible. Print or type clearly. Attach letterhead or business card for correct spelling.

YOUR MESSAGE TO READ:

ORDER DEADLINE: SEPTEMBER 1, 1985. By sending your order prior to our deadline, you can be assured of shipment by yearend. We CANNOT guarantee yearend shipment for orders received after September 1st. Late orders will be accepted subject to inventory and production availability.



86.8 PROOF BLENDED CANADIAN WHISKY IMPORTED IN BOTTLE BY HIRAM WALKER IMPORTERS INC., DETROIT, MI © 1984

-BE-A-PART-OF-IT-
Canadian Club®



CLABBER GIRL
IS A WINNER



MAKE
MORE

PROFITS
STOCK & SELL
CLABBER GIRL

...Exclusively
known as the
baking powder
with the **BALANCED**
double action

About Your Shopping Carts . . .

The typical supermarket, as reported in a survey by the Food Marketing Institute, has 180 shopping carts, with a life expectancy of six years. The annual maintenance costs paid by a store for its shopping carts is \$1,395.00. The proportion of a store's shopping carts annually lost or vandalized is 12 percent.

The survey shows that almost three-fourths, or 71 percent, of the stores surveyed permit carts to be taken to the car. Only four percent prevent shopping carts from leaving the loading zone, and 25 percent provide a parcel pick-up.

The stores allowing carts to be taken to the car, typically, have 198 shopping carts. The life expectancy of these carts is five years, and maintenance costs the highest of

any group. \$1,868.00 per store for all the carts. These stores also have the highest portion lost or vandalized, 14 percent.

Stores which prevent carts from leaving the loading zone have better numbers. These stores typically have 159 carts, with maintenance costs of \$1,544.00 and a lost or vandalized rate of 7 percent. The life expectancy of these carts is five years.

The greatest expense control for shopping carts is exercised by those stores with parcel pick-up, although there has to be trade-off in the form of additional labor expense. These stores, on the average, have 137 carts with a life expectancy of seven years. They have fewer carts lost or vandalized — five percent.

**Do you know anybody
who SHOULD be an AFD member, but isn't?
Talk to him about the advantages!**

PRINCE PRODUCTS PRODUCE STEADY PROFITS FOR YOU



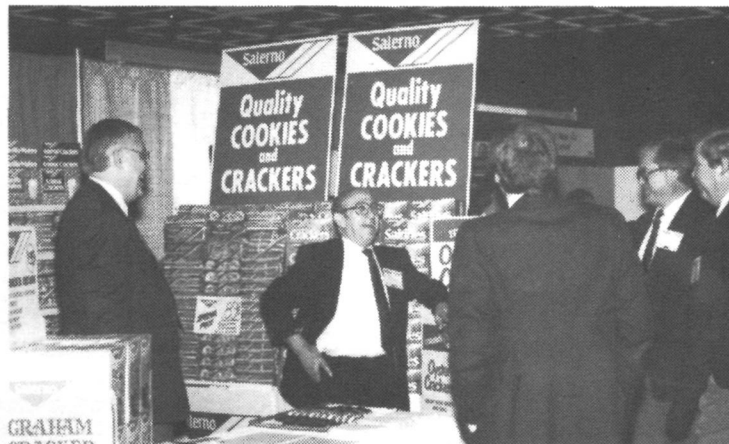
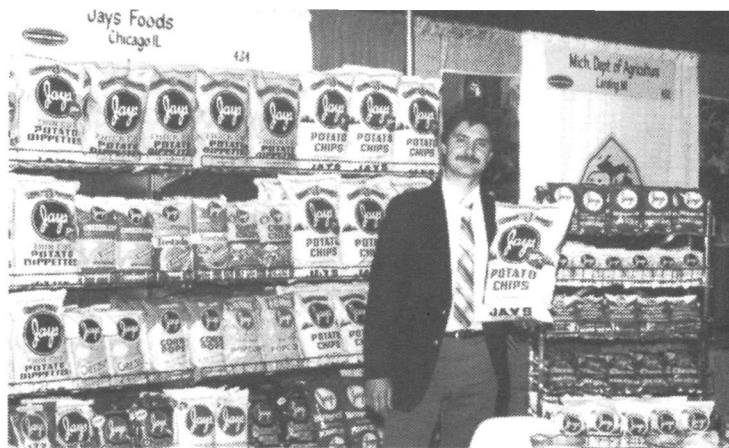
*We appreciate your business and hope you will continue to sell
our popular Prince brand spaghetti, macaroni, egg noodles and sauces.*

THE PRINCE COMPANY, INC.

26155 GROESBECK HWY.

Phone: 772-0900

WARREN, MICH. 48089



ENCORE!

THE 2nd ANNUAL MICHIGAN FOOD & BEVERAGE EXPOSITION

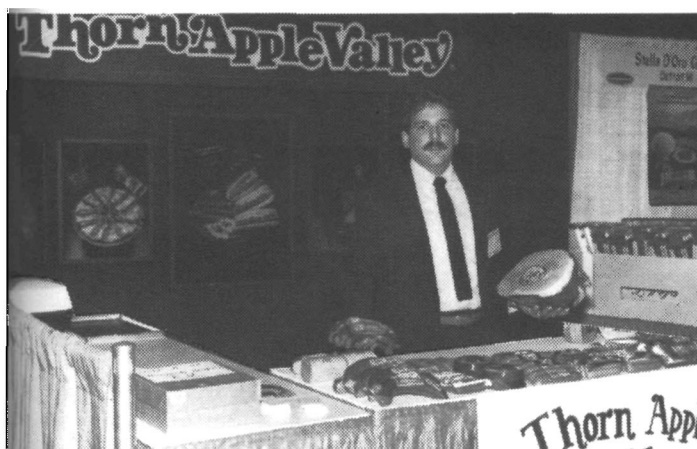
Monday, September 30 • Tuesday, October 1 • Wednesday, October 2

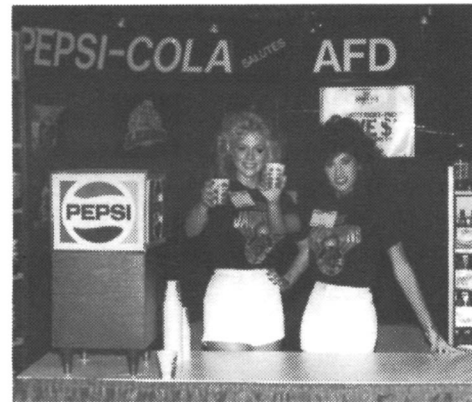
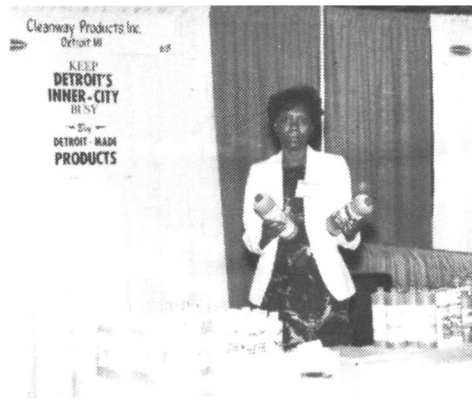
COBO HALL, DETROIT, MICHIGAN

ENCORE!



Sponsored by ASSOCIATED FOOD DEALERS
on behalf of our 3,700 members throughout Michigan





A MAJOR ATTRACTION FOR THOUSANDS MICHIGAN'S BEST FOOD & BEVERAGE EXPOSITION THE TRADE EVENT YOU CAN'T PASS UP

EXPOSITION HOURS

MONDAY

September 30

3:00 PM to 10:00 PM

TUESDAY

October 1

10:00 AM to 6:00 PM

WEDNESDAY

October 2

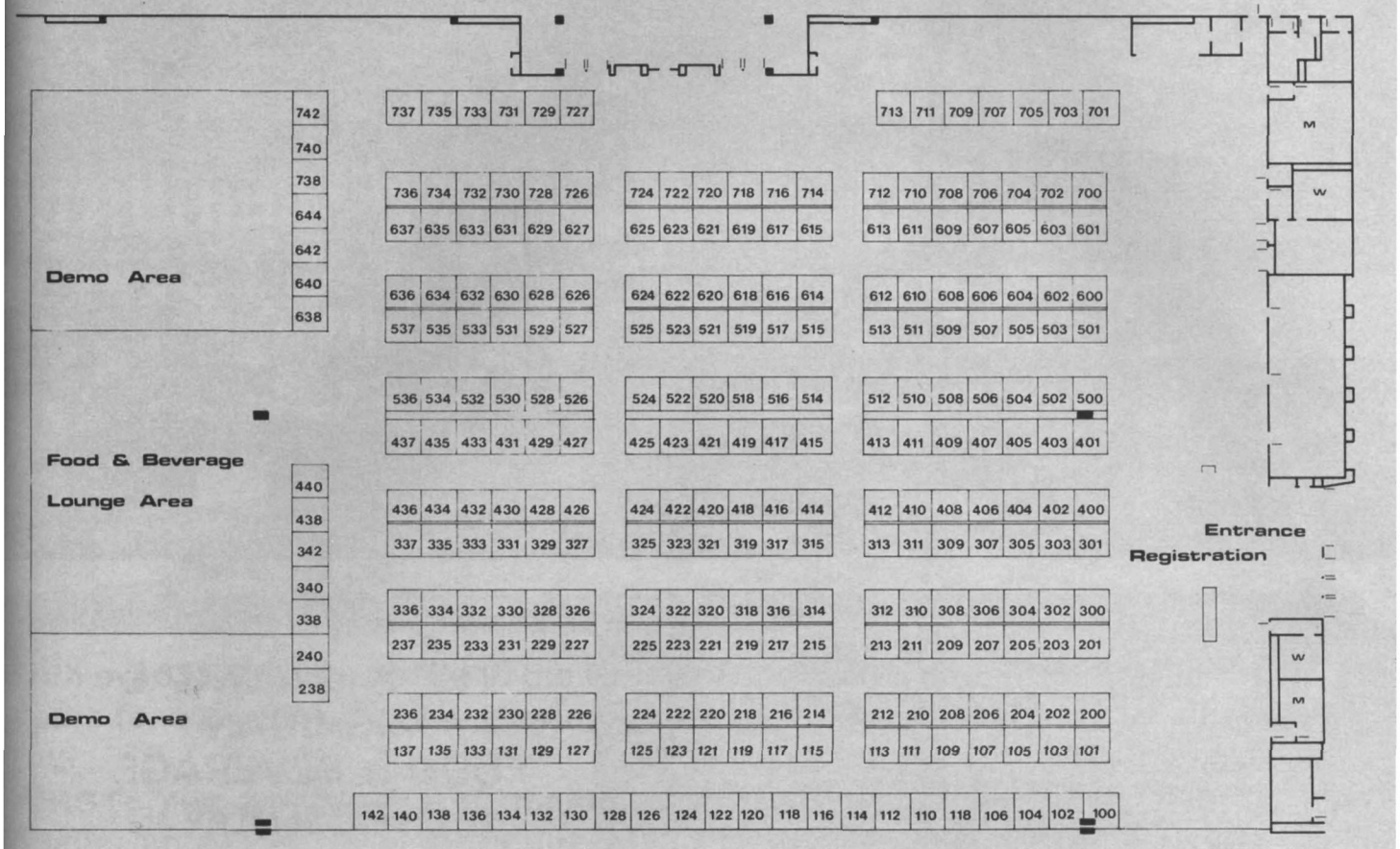
10:00 AM to 3:00 PM

MICHIGAN'S BEST FOOD & BEVERAGE EXPOSITION of its type — presenting over 200 exhibits — unveiling the newest products for seasonal and year-round selling — offering the latest promotional and merchandising ideas for generating sales and profits. It's a gathering that provides the right exposure to the right audience — the opportunity to make important, valuable contacts.

IMPORTANT ATTENDANCE. Key employees and personnel from all types of food and beverage stores and retail outlets — including retail owners, managers and buyers — wholesalers' purchasing agents and departmental buyers — coming from everywhere in Michigan.

IT'S THE TRADE EVENT YOU CAN'T PASS UP because, more than any other, it's the one trade show in the industry most respected by the area's leading distributors, brokers, wholesalers, manufacturers, retailers and sales people — the one show which most of all **MEANS BUSINESS!**

OVER 200 EXHIBIT BOOTHS SERVICED BY THE SUPERB FACILITIES OF COBO HALL



MAKE BOOTH RESERVATIONS EARLY — PHONE (313) 366-2400

RESERVE EARLY for best locations and "Early Bird" rate! Complete 10' x 10' booths are available to members at a cost of \$500 each and to non-members at a cost of \$600 each — through June 30. After June 30 the price will be \$550 for members and \$650 each for non-members. (See "Early Bird" fact sheet.)

INCLUDED IN EACH BOOTH is a standard backwall and side rail divider drapery, standard booth sign showing company name and booth number, general cleaning of the exhibit hall public areas, exhibitor's manual, free exhibit viewing tickets for distribution to customers, and pre-show publicity.



COBO HALL
is Metropolitan Detroit's most
prestigious and spacious trade
show complex.



COBO HALL, DETROIT THE PERFECT LOCATION

IT'S METROPOLITAN DETROIT'S most prestigious trade show complex — spacious and well-appointed — featuring every imaginable facility and service, including the convenience of excellent parking and a special, large truck level entrance for bringing in heavy equipment.

COBO HALL IS CONVENIENTLY LOCATED for local and out-of-town visitors — on the riverfront — in the heart of downtown Detroit. It's only minutes from the Southfield-Birmingham area — 20 minutes from Metro Airport — 30 minutes from Ann Arbor — one hour from Lansing!

THE 2nd ANNUAL MICHIGAN FOOD & BEVERAGE EXPOSITION

sponsored by
ASSOCIATED FOOD DEALERS
and
**NATIONAL EXPOSITION
SERVICES, INC.**



ASSOCIATED FOOD DEALERS IN COOPERATION WITH 55 PLUS/GOLDEN YEARS ANNOUNCES A NEW PROGRAM FOR RETAILERS!



**NOW...YOU CAN BRING MORE
CUSTOMERS THROUGH YOUR
DOOR BY PARTICIPATING IN
THIS PROGRAM!**

With over 53,000 circulation in the Greater Detroit area and growing, 55 Plus/Golden Years reaches the "fastest growing" audience in America. Here's how it works for you!

FIRST: You purchase a 12 month advertising program for only \$295.00. Each retailer agrees to give a discount to 55 Plus/Golden Years members. The retailer determines the amount of the discount. Your 55 Plus/Golden Years representative can help you in determining the right program.

SECOND: The retailer receives advertising in our monthly newspaper for 12 consecutive months, plus appropriate merchandising materials, including a window decal and counter card.

THIRD: 55 Plus/Golden Years members show their identification card and receive the discount you offer.

FOURTH: Join 55 Plus/Golden Years today and watch your sales increase.

NOTE: EACH PARTICIPATING ASSOCIATED FOOD DEALER IN THIS PROGRAM RECEIVES ONE **FREE** 55 PLUS/GOLDEN YEARS DISCOUNT CARD FOR THEIR PERSONAL USE.

YES! I WANT TO KNOW MORE ABOUT THE
55 PLUS/GOLDEN YEARS ADVERTISING PROGRAM.
PLEASE SEND ME FURTHER INFORMATION
WITHOUT DELAY.

MAIL TO:
ASSOCIATED FOOD DEALERS
125 W. 8 MILE ROAD
DETROIT, MICHIGAN 48203

STORE/COMPANY _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
SIGNATURE _____
PHONE _____



CHECK OUT THE BENEFITS

..... of AFD's Workers' Compensation Self-Insurance Program

- Full Protection
- Immediate Premium Discount
- Earnings on the Investment of Premium Reserves
- Anticipated Savings of up to 40%
- Personalized and Fair Claims Service
- Vigorous Defense Against Fraudulent Claims
- Detailed Monthly Reports to make Informed Decisions
- Loss Control and Safety Counsel Specifically for Food Dealers
- Administered by Experienced Risk Management Professionals
- Plus Other Standard and Custom Services

Join the many small and large-sized AFD members already in the savings program that's professionally designed JUST FOR US!



FOR MORE INFORMATION, PHONE OR WRITE TODAY
125 West Eight Mile Road, Detroit, MI 48203 • (313) 366-2400

MICHIGAN GROWS JUST ABOUT EVERYTHING, AND WE HELP MARKET IT.



If you deal in Michigan products at any link in the food chain, give us a call or drop us a line for expert marketing guidance in such vital areas as export, transportation and identification of developing trends. Let us tell you more. Let us help you sell more.

Randy Harmson, Director, Marketing Division, Michigan Department of Agriculture
P.O. Box 30017, Lansing, MI 48909 • Phone: (517) 373-1054

Yes, let me know how you can serve me.

Name _____ Company _____

Type of business _____ Foods handled _____

Street, City, State and Zip _____

Type of information needed _____

MICHIGAN DEPARTMENT OF AGRICULTURE / MARKETING DIVISION



20 NEW SUPPLIER MEMBERS JOIN AFD

CHUCK BATCHELLER COMPANY, food broker, 29501 Greenfield, Suite 207, Southfield, Michigan 48076; (313) 559-2422.

BLACK JACK IRON WORKS, store security equipment, 2958 E. McNichols, Detroit, Michigan 48212; (313) 893-7677.

CITY MARKETING COMPANY, INC. distributor, stroh's beer and wine products, 1910 Trombly, Detroit, Michigan 48211; (313) 871-0937.

COUNTRY OVEN, producer and distributor bread and baked goods, 1962 Venoy, Westland, Michigan 48185; (313) 729-2430.

CROOM'S DISTRIBUTING, distributor, potato chips and snack foods, 16701 Lindsay, Detroit, Michigan 48235; (313) 493-0795.

DCI FOOD EQUIPMENT, distributor of retail store equipment, 5350 E. Davison, Detroit, Michigan 48212; (313) 369-1666.

55-PLUS, advertising services, 29501 Greenfield, Suite 210, Southfield, Michigan 48076; (313) 569-4120.

FOODLAND DISTRIBUTORS, grocery wholesaler, 12701 Middlebelt, Livonia, Michigan 48150; (313) 523-2177.

GROVE DISTRIBUTING, distributor of soft goods, candles, general merchandise, 10651 Northland, Ferndale, Michigan 48220; (313) 543-7060.

ITEMS GALORE, non-foods distributor, 1111 E. Eight Mile Road, Ferndale, Michigan 48220; (313) 544-2014.

J.R. MARKETING & PROMOTIONS, merchandising and promotion services, PO Box 422, Fraser, Michigan 48026; (313) 296-2246.

LIPTON & LAWRY'S, food manufacturers, 7530 Lucerne, #10, Middleburg Heights, Ohio 44130; (216) 234-1311.

MENDELSON EGG COMPANY, eggs and poultry, 13080 Capital Avenue, Oak Park, Michigan 48024; (313) 541-4060.

MICHIGAN BAKERY SUPPLY, INC., bakery equipment and supplies, 3261 Bellevue, Detroit, Michigan 48207; (313) 571-3300.

NORQUICK DISTRIBUTING COMPANY, frozen food distributor, 13525 Wayne Road, Livonia, Michigan 48150; (313) 522-1000.

SINDEL MARKETING COMPANY, marketing services, 25140 Lahser Road, Southfield, Michigan 48034; (313) 522-1421.

GREGORY J. SPINAZZE & ASSOCIATES, insurance and financial services, 30300 Telegraph Road, Suite 250, Birmingham, Michigan 48010; (313) 644-9200.

S.B. THOMAS, INC., distributor, Thomas English Muffins, 4174 Cherrywood, Troy, Michigan 48098; (313) 643-6463.

UNITED PRODUCE OF MICHIGAN, fresh produce, 7201 W. Fort Street, Detroit, Michigan 48209; (313) 842-0202.

YAKOVANS, INC., wholesale food distributor, 1590 E. Grand Boulevard, Detroit, Michigan 48211; (313) 921-4822.

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

Here's How Successful People Get That Way

They have plenty of drive.
They accept responsibility cheerfully.
They know that success is never an accident.
They know that the customer is their real "boss."
They look — listen — and learn.
They find out — if they're not sure.
They set an example to others.
They know that the next field only looks greener.
They welcome new ideas.
They profit by their mistakes.
They speak clearly and convincingly.
They don't expect all the credit.
They cooperate.
They realize that their future is their own responsibility.
They think things through — first.
They believe that good manners are good business.
They are willing to go that "extra mile."
They are careful about their finances.
They set a goal for themselves.
They realize that everything worth having has a price tag.
They keep physically and mentally fit.
They earnestly WANT to succeed.
They know the value of enthusiasm.
They make others feel important.
They try to help the "boss."
They never "Pass the Buck."
They control their temper.
They consider work a privilege not a chore.
They are their own critic.
They've learned that easy does it.
They try to cut expenses.
They never forget.

Support These AFD Supplier Members

Unless indicated otherwise, all phone numbers are in area code (313)

ASSOCIATIONS:

American Lamb Council 592-1127

BAKERIES:

Allen's Biscuit Co 924-8520
Archway Cookies 532-2427
Awrey Bakeries 522-1100
B&C Distributors 843-2898
Country Oven 729-2430
Crema Curls Bakery (616) 669-6230
Entenmann's 464-8008
Franchise Bakery, Inc. (1) 674-4671
Grennan Cook Book Cakes 896-3400
Oven Fresh 537-2747
Independent Biscuit Co 584-1110
Koeppinger's Bakery, Inc. 967-2020
Pepperidge Farms 435-2145
Fred Sanders Co 868-5700
S.B. Thomas, English Muffins 643-6463
Schafer Bakeries (517) 386-1610
S & M Biscuit Dist'g Co 893-4747
Stahl's Bakery, Inc. (1) 725-6990
Stella D'Oro Cookies 893-4747
Taystee Bread 896-3400
Wonder Bread 963-2330

BANKS:

Comerica, Inc. 222-3898

BEVERAGES:

Action Distributing Co 591-3232
Anheuser-Busch, Inc. 354-1898
Bellino's Quality Beverages 946-6300
Canada Dry Corp. 937-3500
City Marketing, Inc. 871-0937
Coca-Cola Bottling Co 897-5000
J. Lewis Cooper Co 835-6400
EverFresh Juice Co 755-9500
Harvey W. Ewald & Assoc 527-1654
Faygo Beverages 925-1600
G. Heileman Brewing Co. 941-0810
Glenmore Distilleries 424-8899
Hubert Distributors, Inc. 858-2340
Kozak Distributors, Inc. 925-3220
Labatt Importers, Inc. (312) 397-9180
Don Lee Distributors, Inc. 584-7100
Mel Larsen Dist's, Inc. 873-1014
L & L Liquor Sales 362-1801
L & L Wine Co 491-2828
McInerney's Syrup Co 477-6333
Powers Distributing 682-2010
Metroplex Beverage Corp 897-5000
Miller Brewing Co 465-2866
Mohawk Liqueur Corp 962-4545
Needham & Nielsen Sales 476-8735
O'Donnell Importing Co 386-7600
Pabst Brewing Co 525-7752
Pepsi-Cola Bottling Co 362-9110
Pure Beverage Co 885-3409
Jos. Schlitz Brewing Co 567-4000
Seagram Distillers Co 354-5350
Serv-U-Matic Corp (1) 879-8787
Seven-Up Bottling Co 937-3500
Squirt-Pak (616) 396-1281
Stroh Brewery Co 259-4800
Towne Club Beverages 756-4880
H.J. Van Hollenbeck Dist's 469-0441
Vernor's RC Cola 833-8500
Viviano Wine Importers 883-1600
Hiram Walker, Inc. 626-0575
Warner Vineyards (616) 657-3165
Wayne Distributing Co 427-4400
Vic Wertz Distributing Co 293-8282
E.J. Wierlerman Co 521-8847

BROKERS,

REPRESENTATIVES:

Acme Food Brokerage 968-0300
Acorn Oaks Brokerage 967-3701
American Food Assoc 478-8910
Ameri-Con, Inc. 478-8840
Bigger Staff Marketing 543-9600
Bob Arnold & Assoc 646-0578
J.M. Bellardi & Assoc. 772-4100
B-W Sales 546-4200
Chambers & Associates 272-6735
Chuck Batcheller Co 559-2422
City Foods Brokerage Co 894-3000
Conrady-Greenson & Assoc 335-2088
C.W.K. Food Enterprises, Inc. 851-2329
Embassy Distributing 352-4243
Estabrooks Marketing 553-3637
Five G's Food Brokers 286-8555
John Huettelman & Sons, Inc. 296-3000
Paul Inman Assoc 626-8300
Karas and Company 855-2013
McMahon & McDonald 477-7182
Marks & Goergens, Inc. 354-1600
Northland Marketing 353-0222
J.B. Novak & Assoc (1) 752-6453
The Pleister Co 591-1900
Sahakian, Salm & Gordon 968-4800

Sosin Sales Co 557-7220
Stark & Co 478-6800
James K. Tamakian Co 352-3500
UBC Marketing 471-1480
United Salvage Co 772-8970

CANDY & TOBACCO:

Eastern Mkt Candy & Tobacco 567-4604
Fontana Brothers, Inc. 897-4000
J & J Whistle Tobacco & Candy 754-2727
Macomb Tobacco & Candy Co 775-6162
Mich Whistle Tobacco & Candy 923-2808
Wolverine Cigar Co 554-2033

CATERING HALLS:

Gourmet House 771-0300
J.F.R. Corp 468-1486
Royalty House of Warren 264-8400
The Southfield Manor 352-9020

CREDIT UNIONS:

AFD Credit Union 547-0022

COUPON REDEMPTION:

Associated Food Dealers (313) 366-2400

DAIRY PRODUCTS:

The Borden Co 583-9191
Country Fresh Dairy (616) 243-0173
Tom Davis & Sons Dairy 583-0540
Detroit Pure Milk (Farm Maid) 837-6000
Good Humor Corp 894-1490
London's Farm Dairy, Inc. (1) 984-5111
McDonald Dairy Co (313) 232-9193
Melody Farms Dairy 525-4000
Pointe Dairy 589-0666
Sherwood Dairy Distributors 375-1721
Stroh's Ice Cream 961-5843
Weiss Distributors, Inc. 552-9666
Wesley's Quaker Maid, Inc. 837-6000

DELICATESSEN:

Dudek Deli Foods (Quaker) 891-5226
Row-Bur Distributors 852-2616

DENTISTS:

Richard E. Klein, DDS, PC 547-2910

EGGS & POULTRY:

Eastern Poultry Co 875-4040
Linwood Egg Co 524-9550
Mendelson Egg Co 541-4060
Orleans Poultry Co 931-7060
Qualmann Quality Egg Co 757-4350

FISH & SEAFOOD

Al Deuel Trout Farm (1) 784-5427
Hamilton Fish Co, Inc. (1) 832-6100
Michigan Food Sales 882-7779

FLORISTS:

Horticultural Int'l Prod's (616) 956-9119
Livorno-Davison Florist 933-0081
Anne Michaels Floral Designs 855-5406

FRESH PRODUCE:

Harry Becker Produce Co 841-2500
Ciaramitaro Bros., Inc. 567-9065
Michigan Repacking & Produce Co 841-0303
Morelli Enterprises, Inc. 978-8505
Tony Serra & Sons Produce 758-0791
United Produce of Michigan 842-0202
Faro Vitale & Sons 393-2200

ICE PRODUCTS:

Great Lakes Ice 922-5899
Midwest Ice Corp 868-8800

IMPORTERS-EXPORTERS:

Dalaly-International & Assoc. 353-2722
Energy International Corp 362-4266
Evergreen Food Supply Co 358-4740

INSECT CONTROL:

Nu-Method Pest Prod & Services 898-1543
Rose Exterminator Co 588-1005

INSURANCE, PENSION PLANS:

Blue Cross, Blue Shield 225-8000
Ward S. Campbell, Inc. (616) 531-9160
Creative Risk Mgmt Corp (1) 792-6355
Financial Guardian, Inc. (1) 649-6500
Frank P. McBride, Jr., Inc. 445-2300
Gregory J. Spinazze & Assoc. 644-9200
Joseph Gadaletto & Assoc. (517) 351-7375
Prime Underwriters, Inc. 837-8737
K.A. Tappan & Assoc. 354-0023

INVENTORY, BOOKKEEPING,

TAXES:

Abacus Inventory Specialist 852-9156
Gohs Inventory Service 353-5033
Akram Namow, CPA 557-9030
Quality Inventory Specialists 771-9526
R.G.I.S. Inventory Specialists 978-1810

George R. Shamie, Jr., CPA 474-2000
Washington Inventory Service 557-1272

LAW FIRMS:

Bellanca, Beattie, DeLisle 882-1100

MANUFACTURERS:

Carnation Co 851-8480
Del Monte Foods 968-1111
F.S. Carbon Co (1) 800-253-0590
General Foods, Corp 427-5500
General Mills, Inc. 354-6140
Kellogg Sales Co 646-2278
Kraft Foods 261-2800
Lipton & Lawry's (216) 234-1311
Nabisco, Inc. 478-1400
Prince Co 772-0900
Procter & Gamble Co 336-2800
Quaker Oats Co 645-1510
Ralston Purina Co 477-5805
Red Pelican Food Products 921-2500
Safie Bros Farm Pickle Co (1) 949-2900
Shedd Food Products 868-5810
Velvet Food Products 937-0600

MEAT PRODUCERS, PACKERS:

Dart Meats 831-7575
Detroit Veal & Lamb, Inc. 961-1248
Fillmore Beef Co (616) 396-6693
Flint Sausage Works (Salays) (1) 239-3179
Frederick Packing Co 832-6080
Guzzardo Wholesale Meats, Inc. 833-3555
Hartig Meats 832-2080
Herrud & Co (616) 456-7235
Hygrade Food Products 464-2400
J.N.D. Assoc. (1) 661-2121
J.G. Food Products 296-7330
Kahn's & Co 521-5354
Kowalski Sausage Co 873-8200
L-K—L Packing Co 833-1590
Oscar Mayer & Co 421-9030
M&G Foods, Inc. 893-4228
Maxwell Foods, Inc. 923-9000
Metro Packing Co 259-8872
Midwest Sausage & Corned Beef 875-8183
Milton Chili Co 585-0300
Monarch Packing Co 567-3420
Naser International 464-7053
National Chili Co 365-5611
Peter Eckrich & Son, Inc. 937-2266
Potok Packing Co 893-4228
Regal Packing Co 875-6777
R.E. Smith, Inc. 894-4369
Smith Meat Packing, Inc. (1) 985-5900
Vasara Meats, Ltd 791-7316
Weeks & Sons (Richmond) 727-3535
Winter Sausage Mfrs 777-9080
Wolverine Packing Co 568-1900

MEDIA:

ABC WXYZ-TV 827-9351
The Daily Tribune, Royal Oak 541-3000
Detroit Free Press 222-6400
The Detroit News 222-2000
Food Dealer Magazine 366-2400
The Macomb Daily 296-0810
Michigan Chronicle 963-5522
Observer & Eccentric Newsp's 591-2300
Port Huron Times Herald (1) 985-7171
WDIV-TV 222-0444
WJBK-TV 557-9000
WJOL-FM 222-2636
WWJ-AM 222-2636

MONEY ORDERS:

Associates Financial Express 386-8745

NON-FOOD DIST'S:

Arkin Distributing Co 349-9300
Cleanway Products 834-8400
Household Products, Inc. 682-1400
Items Galore 544-2014
Ludington News Co 925-7600
Michlin Chemical Corp 366-2244
Nationwide Food Brokers 569-7030
Warrior Martial Arts Supplies 865-0111

OFFICE SUPPLIES,

EQUIPMENT:

City Office Supplies, Inc. 885-5402
Rite-Way Enterprises 751-2454

POTATO CHIPS & NUTS:

Better Made Potato Chips 925-4774
Cain's Potato Chips 756-0150
Croom's Distributing 493-0795
Frito-Lay, Inc. 271-3000
Jay's Potato Chips 326-1860
Kar-Nut Products Co 541-7870
Tom's Foods 562-6660
Variety Nut & Date 268-4900

PROMOTION:

Action Adv. Dist. & Mailing Co 964-4600

Alpena Screen & Art (517) 354-5198
American Mailers 842-4000
Bowlus Display Co (signs) 278-6288
J.H. Corp 582-2700
R/J Associates 445-6100
Stephen's Nu-Ad Adv & Prom 521-3792
Stanley's Adv. & Distributing 961-7177

REAL ESTATE:

Bults & Co 644-7712
Earl Keim Realty, North 559-1300
Kryszak Enterprises 362-1668
O'Riley Realty & Investments 689-8844

RENDERERS:

Wayne By-Products Co. 842-6002

SERVICES:

A.J. Shaeffer Electric Co. 882-3710
A.L.H. Protective Service 275-7873
American Telephone & Telegraph 827-1796
Atlantic Saw Service Co (800) 631-7650
Comp-U-Check 569-1448
D/A Central, Inc. 399-0600
55 Plus 569-4120
Financial & Marketing Enterprises 547-2813
Gulliver's Travels 567-2500
Intro Marketing 540-7790
J&M Food & Restaurant Service 445-0653
J.R. Marketing & Promotions 296-2246
Sindel Marketing Co 522-1421
Southern Saw Service (407) 752-6000
Suburban Coffee Service 541-8522
Unique Travel & Tours 855-3409
W.O.W. Inc. 294-0730
Ye Olde Coffee Service 733-6880
M.A. Young, Consultant 477-1111

SPICES & EXTRACTS:

Rafal Spice Company 962-6473

STORE SUPPLIES, EQUIPMENT:

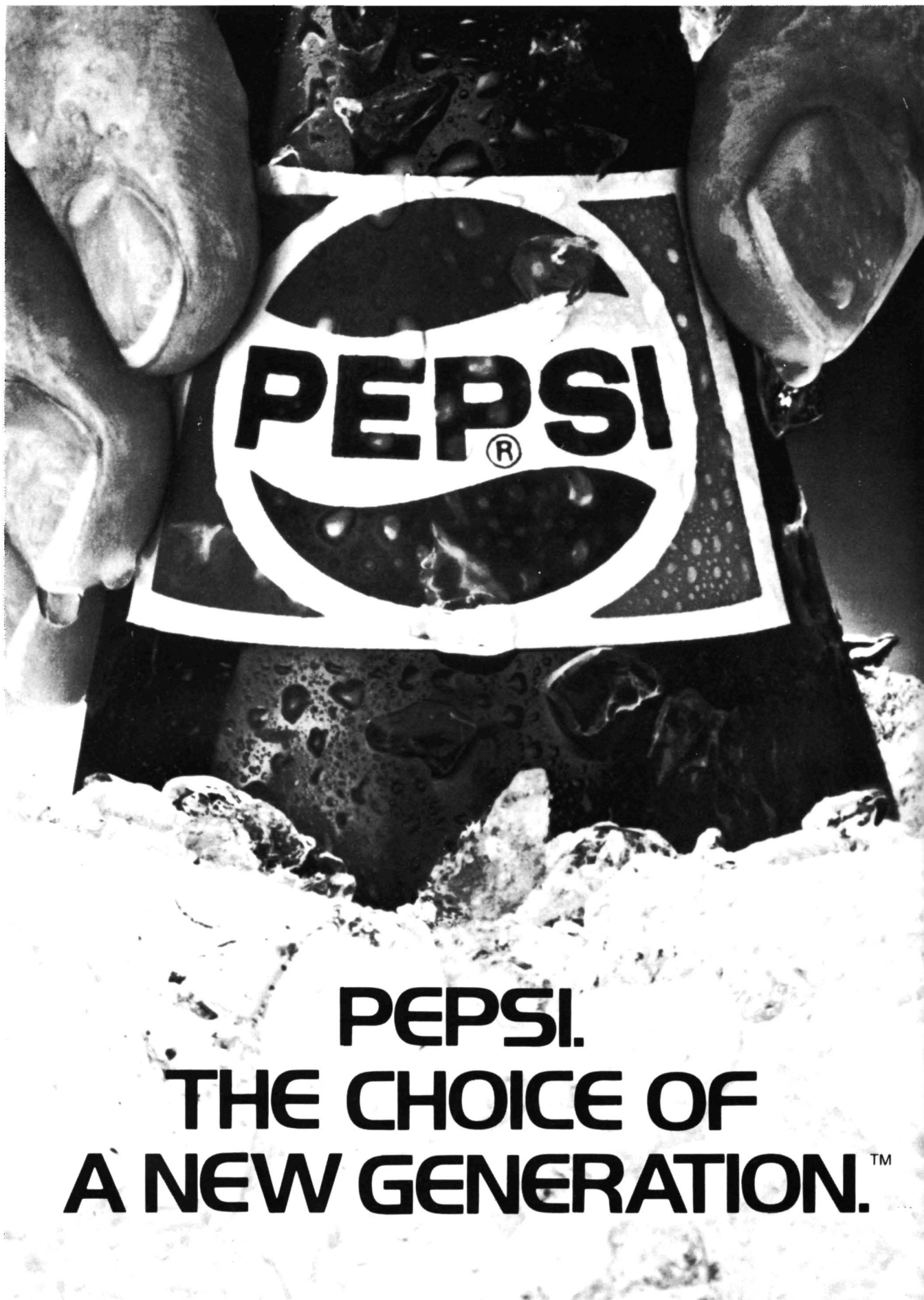
AAA Pallet Co 892-4360
Almor Corp 399-3320
AmSyn/Taski (1) 800-44-TASKI
Belmont Paper & Bag Co 491-6550
Big J Corp 855-0888
Black Jack Iron Works 893-7677
Harold Brehm Broaster Sls. (517) 427-5858
The Butcher Supply 522-4675
C.E. Sales & Service 739-3250
Central Sales 843-6600
Concepts In Food, Inc. 421-6292
DCI Food Equipment 369-1666
Great Lakes Data Systems, Inc. 356-4100
Hobart Corp 542-5938
Hussman Refrigeration, Inc. 471-0710
Liberty Paper & Bag Co 921-3400
Merchants Cash Register 255-3600
Michigan Bakery Supply, Inc. 571-3300
Pappas Cutlery & Grinding 965-3872
Simmons Products Corp 684-2240
Taylor Freezer of Mich 525-2535
Toledo Scale Co 1-800-222-8322
Tony's Pizza Service (517) 224-9311
United Steel & Wire 391-4900
Universal Refrigeration 455-2988
Zack Enterprises, Inc. 554-2921

WAREHOUSES:

Boag Cold Storage Whse 964-3069
U.S. Cold Storage 295-1310

WHOLESALEERS, FOOD DISTRIBUTORS:

Abner Wolf, Inc. 943-3368
Associated Grocers of Mich (517) 694-3923
Bay City Milling & Grocer Co (517) 892-5593
Detroit Marine Supply Co 842-2760
Foodland Distributors 523-2177
Garden Fresh Sales Co (216) 721-5548
Grove Distributing 543-7060
Jerusalem Fatelif Mfg. Co. 595-8505
Kap's Wholesale Food Service 471-4080
Kramer Food Co 585-8141
Lancia Bravo Foods (416) 776-7631
Lipari Foods 469-0131
L. Falberg Samul Entps 892-2595
M & B Distributing Co (1) 767-5460
Metro Grocery, Inc. 871-4000
Norquick Distributing Co 522-1000
Orval Kent Food Co 459-9010
Phillip Olender & Co 921-3310
Pierino Frozen Foods 928-0950
Rainbow Ethnic & Spec'lty Foods 646-0611
Raskin Foods, Inc. 759-3113
Scot Lad Foods, Inc. (419) 228-3141
Spartan Stores, Inc. (616) 878-2000
State Wholesale Grocers 567-7654
Super Food Services, Inc. (517) 823-8421
United Wholesale Grocery (616) 878-2276
Yakovans, Inc. 921-4822



PEPSI.
THE CHOICE OF
A NEW GENERATION.™

Pepsi, Pepsi-Cola, and The Choice of a New Generation are trademarks of PepsiCo, Inc.