

THE FOOD DEALER

"The Magazine for the Michigan Grocery and Beverage Market"

WINTER, 1985 ISSUE



London's Farm Dairy Honored With Prestigious Industry Award

Fred Krohn (center), vice president/general sales manager for AFD member London's Farm Dairy in Port Huron, Michigan, accepts an award for Best Dairy Products Campaign from F. Miles Ezell, (left), chairman of the Milk Industry Foundation and Edward F. Kruse, chairman of the International Association of Ice Cream Manufacturers. The award was presented at the MIF/IAICM annual convention in Atlanta.

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Counterfeiters Force Change In American Currency

Last year counterfeiters of U.S. currency managed to pass close to eight million dollars in bad money throughout the United States. This represented a slight drop since 1982, but was still nearly four times the amount of just 10 years ago. These statistics were reported by the U.S. Secret Service, which is the federal law enforcement agency charged with the responsibility of finding counterfeiters.

In fact, counterfeiting is a crime which appears to be spreading across this country and is not just centered in large metropolitan areas. For example, one of the largest seizures of counterfeit money, over three and one-half million dollars, occurred in Brazil, Indiana just two years ago.

Moreover, within the next few years new technologies will be entering the market. Advanced color copiers and better printers could dramatically boost the amount of bogus money on the streets. The threat is serious enough to force the U.S. Treasury Department to redesign the old greenback, unchanged since 1929, to thwart would-be counterfeiters.

The Treasury is considering three dif-

ferent changes in U.S. currency to fight this problem. However, I must stress that any change would be minimal since the dollar is an international currency and any dramatic change could cause confusion throughout the world.

One possible option is redesigning American currency to add "watermarks" in the currency paper. When the note is held up to light you would see a design imprinted in the paper, similar to letter stationery which has an image within the paper.

Another approach is to embed an "optical variable device" on the bill, such as a hologram that results in a 3-D image or different colors appearing on the note. This is much like the new security devices on credit cards.

Finally, the third alternative is to weave a small Mylar plastic thread into the paper. The thread could be seen if held up to a light. When photocopied, it would appear black.

The decision on whether to redesign is expected soon. If the Treasury gives the nod, new bills could begin to show up as early as next year.



Over 7,000 Industry People Attended AFD's EXPO II

By actual count, 7,381 industry people attended the second Michigan Food and Beverage Exposition, at Cobo Hall in Detroit, September 30 through October 2nd, and visited 194 booths exhibiting a wide range of products and services.

Rated as a "big success" by the vast majority who attended, including exhibitors, the show achieved its main goal of bringing manufacturers and distributors, and

buyers and sellers, together to review and exchange ideas and products and services.

It was a quality show, packed with interest, including important workshops on timely issues — similar to FMI, but on a smaller statewide basis. The Associated Food Dealers and National Exposition Service, co-sponsors of the event, are justifiably pleased with its success.





EXHIBITOR TROPHY WINNERS. Francesco Imports took first place in the interesting booth competition. Second place went to Shaw & Slavsky; and third place to Bibi Products Company, Culver City, California. Honorable mentions went to E.J. Wieferman Company, D.C.I.; and City Office Supplies.



More EXPO II pictures on Page 10



Off The Deeb End

EDWARD DEEB
AFD Executive Director



NOT FAIR NOR RIGHT FOR FOOD INDUSTRY TO BEAR BRUNT OF BUSINESS CRIMES

Since the grocery business is still very much a cash and carry basis, it is no wonder that food store operators bear the brunt of business related crimes as holdups and even murders which have been taking place.

In recent months, there have been needless shootings and even murders of store employees or owners in the Detroit area alone. One in Pontiac, two in Detroit and another in Ecorse.

Because food is essential, and the food and beverage industry is vital to the needs of any community, be it large or small, the time has come to provide greater police protection to these retail operators, as well as to the drivers of trucks making store deliveries.

Because of the sensitivity of the food industry and the need for food for survival, our industry as a rule takes more raps politically than we should. Government and groups constantly criticize our industry for whatever reason . . . but rarely, if ever, do these same people praise our industry for a job well done.

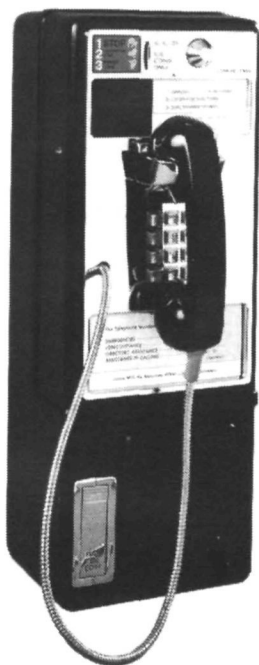
For the past year and a half, food prices nationally, especially in Michigan have been holding steady or decreasing as a share of consumer expenditures. But does anyone appreciate it? We never hear from the critics when this happens.

If communities and the State of Michigan want to encourage and promote food processing, they also have to promote food retailing, a vibrant part of our economy.

We have to begin saying YES to Michigan's food industry, especially the retailers on the front line. We can also say NO to crimes involving our industry and all Michigan citizens.

If communities want to stay successful and vibrant, the leaders need to start appreciating the role of our industry, and to act on stopping the crime involving our people.

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Chairman's Message

JERRY YONO
AFD Chairman



HERE'S WHY YOU SHOULD TAKE ADVANTAGE OF ALL OF AFD'S PROGRAMS

Next February, AFD will celebrate our 70th birthday. As you can tell, we certainly have come a long way during this time.

Over the years we have initiated and developed several major programs, services and benefits for our members. Not always do our members take advantage of them.

For example, unfortunately, not everyone takes advantage of such services as the AFD Credit Union, our own AFD Self-Insured Workers' Compensation Program, our excellent Blue Cross & Blue Shield wide variety of coverages, AFD's Coupon Redemption Center, our Free Legal Clinics, just to mention a few.

The more vibrant and active these services and programs are, the more they will benefit all our members.

We have not even mentioned the useful information that is disseminated through our magazine, The Food Dealer and our newsletter, the Food-A-Gram.

With the New Year just around the corner, let us all make a 1986 resolution to be more active in your Association, and to take advantage of all the services AFD provides.

You won't be sorry for it!

Do you know anybody
who SHOULD be an AFD member, but isn't?
TALK TO HIM!

Meet our new salesman.

You'll be seeing a lot of this kid soon. On television. In newspapers. On point-of-purchase displays. All over Michigan. Because he's our new spokesperson. Fred, we call him. And Fred is going to help you sell a lot of London's Farm Dairy products.

You see, Fred absolutely LOVES London's. He thinks London's, dreams London's, can't wait 'til he can have London's. In fact, Fred would walk to China for London's. It's because London's Farm Dairy products are so wholesome and naturally good. And in his own cute, adorable way, that's the message he'll be telling your customers.

It's going to be hard to ignore Fred. So once this blockbuster advertising and promotion campaign gets underway, there will be a lot of people looking for London's Farm Dairy products in your dairy cases.

It all starts early Spring of 1985. Make sure you're fully stocked and ready. It'll make Fred awfully happy. Call Fred Krohn, Vice President of Sales (not the same Fred...). In Michigan, call toll-free: 1-800-572-3624. Local or out-of-state: (313) 756-4443 or (313) 984-5111. London's Farm Dairy, 2136 Pine Grove, Port Huron, Michigan, 48060.

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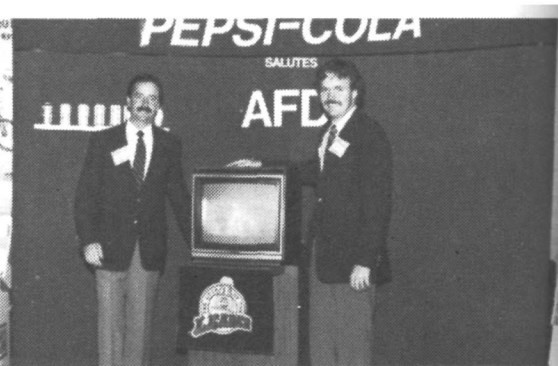
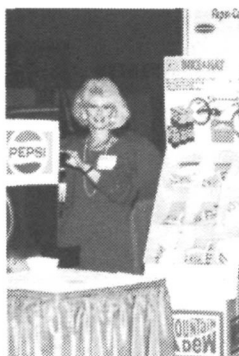
Awards Night Was The 'Finishing To

Detroit Mayor Coleman Young officially opened AFD's 21st Annual Awards Night at Cobo Hall. Standing in attendance were Ed Deeb, with the Mayor, and AFD board members, left to right: Jim Vitale, Robert Kato, Phil Lauri, Phil Saverino, Expo coordinator Iggy Galante, Irwin Chaitin of National Expositions, and June Roselle, Detroit Civic Center Committee.



EXPO II, continued

(from Page 5)



' For Expo II

Over 600 people attended AFD's 21st Annual Awards Night, which was held at Cobo Hall, Detroit, on October 1st.

David Lawrence, Jr., publisher of the Detroit Free Press was presented with AFD's Man of the Year Award, and 11 other industry honorees featured on this page received AFD Distinguished Service Awards.

The awards are given to extend proper recognition and honor to those who have excelled in service to their employers, retailers, the total food and beverage industry, and the community at large, in the spirit of progress and the free enterprise system.

The following companies contributed to the overall success of the party — for which we are grateful: Coca-Cola co-sponsored the cocktail hour; Kar Nut Products, Kraft Foods, Farm Maid Dairy and Better Maid Potato Chips provided the snack foods and chips dips; and General Wine & Liquor and Alan Kaplan provided the dinner wines.

BELOW: Jerry Tilis, left, Detroit Free Press president, chats informally with DAGMR president, Tim Sullivan and Mrs. Sullivan.



SURPRISE! The City of Detroit presented the AFD with an unexpected Recognition Award and second Spirit of Detroit Award, during the evening's presentation ceremonies. Making the presentation to Edward Deeb, left, are: Council member Mary Ann Mahaffey, Reverend John Peoples, and Councilman Clyde Cleveland.



BOB HORTON

Better Made Potato Chips,
won Driver-Salesman Award



JOSEPH NAJOR

Seven-Up Bottling Company,
received Wholesaler Award



AWARD RECIPIENTS. Left to right: Larry Reo, who accepted the Beverage Wholesaler Award for Hank Baccoli, L & L Liquor Sales; Patti Knox, Michigan Liquor Control Commission; Iggy Galante, AFD Exposition Coordinator; Jerry Tilis, president, Detroit Free Press, accepted AFD's Man of the Year Award for Free Press publisher David Lawrence; Jim Lipari, Lipari Foods,

Wholesale Distributor Award; Thelma Shain, Thelma A. Shain Advertising & Public Relations; Max Neher, American Food Associates, Broker Award; and Tom Engel, Hobart Corporation, who received the Manufacturers Award. Not shown are: Joe Maiorana, Joe's Produce Market, Retailer Award; and Hon. Art Miller, Jr., Michigan State Senate.

Heart Answers



WHAT IS CHOLESTEROL?


Cholesterol is a fatty substance found in animal tissue. Primary sources of cholesterol in the American diet are fatty meats, egg yolks, and whole milk dairy products. Cholesterol is essential for certain body processes, but the amount the body manufactures is sufficient for these needs. High levels of cholesterol in the bloodstream are associated with a higher risk of heart disease and stroke. This risk can be reduced by adopting an eating pattern moderate in cholesterol-containing foods and saturated (animal) fats that can increase the cholesterol level in the blood. Contact your local American Heart Association for more information.



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Attending the distribution of the food baskets, under direction of Rev. Obie Mathews, president of the Black Baptist Ministers Association, second from the left, were: Mark Karmo, Fawzi Dalli and Najah Kaji, of the Chaldean-American Youth Club; and AFD members Sam Yono, Ed Deeb and Iggy Galante.



Chaldean Youth Group Donates Food To Needy Detroit Families

One hundred and fifty needy Detroit families enjoyed a hearty meal on Thanksgiving day thanks to the Chaldean-American Youth Club working with the Associated Food Dealers (AFD).

Turkeys and food baskets were distributed to the families Monday, November 25 at 10 a.m. at the Christ Cornerstone Baptist Church, located at 10905 Mack, two blocks east of French Rd. on Detroit's east side. Rev. Obie Mathews, pastor of the church, selected families who received the food. Mark Karmo, president of the youth group and owner of the Leader Food Plaza, a food market on Schaefer in Detroit, said the food gifts "are intended to help those who can't afford a real Thanksgiving meal."

Edward Deeb, AFD executive director, credits actions like these by his group's members for "improving relations between grocers and the people they serve."

"One of AFD's long-standing priorities is to bring grocers and their customers closer and certainly helping needy families is a step in that direction," says Deeb. "The AFD is fully supportive and always encourages this kind of community action program."

It is an annual event that has the full support of The Black Baptist Ministers Association of eastside Detroit.

Diamond-Crystal Salt Names Joseph Spresser National Manager

Diamond Crystal Salt Company, St. Clair, Michigan, has announced that Joseph W. Spresser has joined the company as manager, national accounts-consumer products, at corporate headquarters in St. Clair. He will be reporting to A.R. Armstrong, marketing manager, consumer and institutional products. His responsibilities include grocery, institutional and fast food accounts. Spresser comes to Diamond Crystal from Del Monte Sales Company, where he was a senior account representative for the northeastern Michigan market.

Understanding Takes The Steam Out Of Those Who Fan The Flames

By FRANK D. REGISTER, Food Marketing Institute

A recurring problem within the confines of the food industry erupted again recently, when Senator Pressler (R-South Dakota) decided to pursue the matter of overturning the Supreme Court's "Illinois Brick" decision. The Senator introduced an amendment to the 1985 Farm Bill to reverse the decision, so that cattlemen could sue supermarket operators, alleging a conspiracy to fix prices. The Illinois Brick decision held that a producer of an item has no basis for legal action against an eventual seller of the product, unless the producer deals directly with the seller.

Senator Pressler said that "There is strong evidence that retailers have controlled the market and fixed prices for their own benefit." He suggested that a "few lawsuits" would force the retail industry to become more competitive.

As it has in the past, the scenario is that cattle prices have dropped, and some cattlemen allege that there is no identical drop in meat prices in the stores. Therefore, Senator Pressler and some others say, the retailers must be holding on to all that profit.

Most retailers know that the government "price spread" data is based on the false assumption that beef is bought in carcass form and sold in the supermarket the same day it is purchased from the cattlemen. In truth, the same day that the rancher's selling price may be recorded as beginning to decline may be the same day that the retailer receives a shipment of beef he bought several weeks ago when the price was at its peak. This is only one of the many variables that affect the price that people pay for beef in retail store. Basic to it all is the supply and demand cycle, which determines eventual prices of every item.

But the point is that the argument keeps recurring, and each time it does the retail food industry has to defend not only its selling prices, but explain the entire distribution pipeline process.

Three of the major trade associations whose members are involved in this recurring dispute recently decided it was time to try to clear the air, and promote some sort of understanding among all those involved in the meat production process. The Food Marketing Institute, National Cattlemen's Association and American Meat Institute, developed a joint tour for the week of October 7, so that cattlemen, meat packers and retailers could gain some knowledge of the respective businesses of the other segments of our complicated industry.

The representatives of the three associations visited supermarkets in New Jersey and Colorado, and then purebred cow-calf and feeding operations in Colorado. They also participated in discussions of meat packing operations.

After the tour and discussions were over, those on the tour agreed that all had obtained a better understanding of the total beef chain. Retailers were able to recognize the cattlemen's economic problems and the

efforts of cattlemen to produce safe and healthful meat, satisfying consumer needs. There was also more recognition of the efficiency with which meat packers slaughter and process beef, and great awareness of the aggressive ways that retailers are merchandising and promoting beef to a society with changing tastes.

Those not engaged in retailing became more aware of the image problem that beef sometimes has in today's health conscious society, and the effect of this on consumption. This was agreed by all to be a top priority issue for the industry.

In summing up the tour and its results, FMI Vice Chairman Alan Bildner, Chairman of Kings Supermarkets, Inc., West Caldwell, NJ, said, "In a short period of time, we began to build solid communication bridges together. We retailers were impressed with the commitment, sincerity and quality of the leaders of the meat industry. We left with a high level of confidence in our ability to work together for the benefit of our customers."

This kind of activity will build a much better long term relationship among the segments of our industry. It can do much to take the steam out of the Presslers, who attempt to fan the flames of a fire that doesn't exist.

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Use Caution When Apprehending Shoplifters

By CHUCK MILLER, Food Marketing Institute.

I've received several newspaper clippings from some of our readers recently which told of store security personnel or store employees who were seriously injured while apprehending shoplifters. In each case, the injured person had acted alone in apprehending the shoplifter.

One young male store employee tackled a shoplifter after chasing him across the parking lot. The store employee was obviously a good runner, but the shoplifter was a good fighter and perhaps highly motivated by the situation. The shoplifter escaped and the store employee was taken to the hospital.

The action of the store employee was courageous but also very dangerous. Management should instruct employees not to chase shoplifters. I know of many cases where shoplifting suspects were injured while being chased by store employees and then sued the store for damages. Almost without exception, the store loses far more than the value of the stolen merchandise, not to mention the risk of injury to the employees and possible costly workers' compensation claims resulting from employee injuries.

Basic Rules for Apprehending Shoplifters

- Only the store manager or his or her designated representative should apprehend a shoplifter. Make sure you have some prearranged signals by which store employees can warn management that a shoplifter has been spotted.

- Never apprehend someone you *think* pilfered something. Shoplifters *must have been seen* concealing the item on their person or in something they are carrying or using. Be observant not only of what the shoplifter takes but where he or she puts it.

- The employee who observes a shoplifting incident should maintain visual contact with the shoplifter at a reasonably close distance to assure that the concealed item is not discarded prior to apprehension.

- Always have at least one witness with you when you apprehend a shoplifter.

- There must be continuous observation of shoplifters from the time they take the merchandise to the time they are apprehended to insure that the merchandise is not paid for or discarded.

- Be courteous but be firm. Identify yourself and request that the customer come with you to discuss a "private matter" concerning some merchandise he or she has. If the customer resists, the safest policy is to let him or her go and notify the police. Be sure you get a good physical description of the shoplifter and note the make, year, and license number of any automobile involved.

- Do not accept any form of restitution for stolen articles.

Where you may apprehend a shoplifter, whether in the store or off the premises, is dependent upon the laws applicable in your state. Many states have successfully enacted anti-shoplifting laws which allow you to apprehend a suspect in the store if you have a reasonable

suspicion that items have been stolen. Obtain a copy of the law applicable in your state and become familiar with it. Remember, however, that you must be able to prove intent to deprive your store of specific merchandise. The farther past from the checkstand a shoplifter is when apprehended, the more firmly intent can be established.

In apprehending a suspected shoplifter, be careful to avoid using force and to avoid accusing the suspect of being a "thief" or a "shoplifter". Your goal is to get the suspected shoplifter to go with you to a place where the matter can be more fully investigated, the merchandise recovered, and the police called if appropriate.

Always be cautious when attempting to apprehend suspected shoplifters — the legal problems that can result from false arrest are serious. Beware of the "set up" where someone actually wants to be detained so they can sue for false arrest. Such people want to be seen picking up goods but then manage to dispose of them before being apprehended.

Report Indicates Most Shoplifters Are Males

A recent report based on shoplifting incidents in Southern California, shows that males are caught shoplifting more often than females. 56.9% of adult shoplifters and 61.4% of juvenile shoplifters apprehended in supermarkets were males.

Here's What Consumers Think Of Coupons

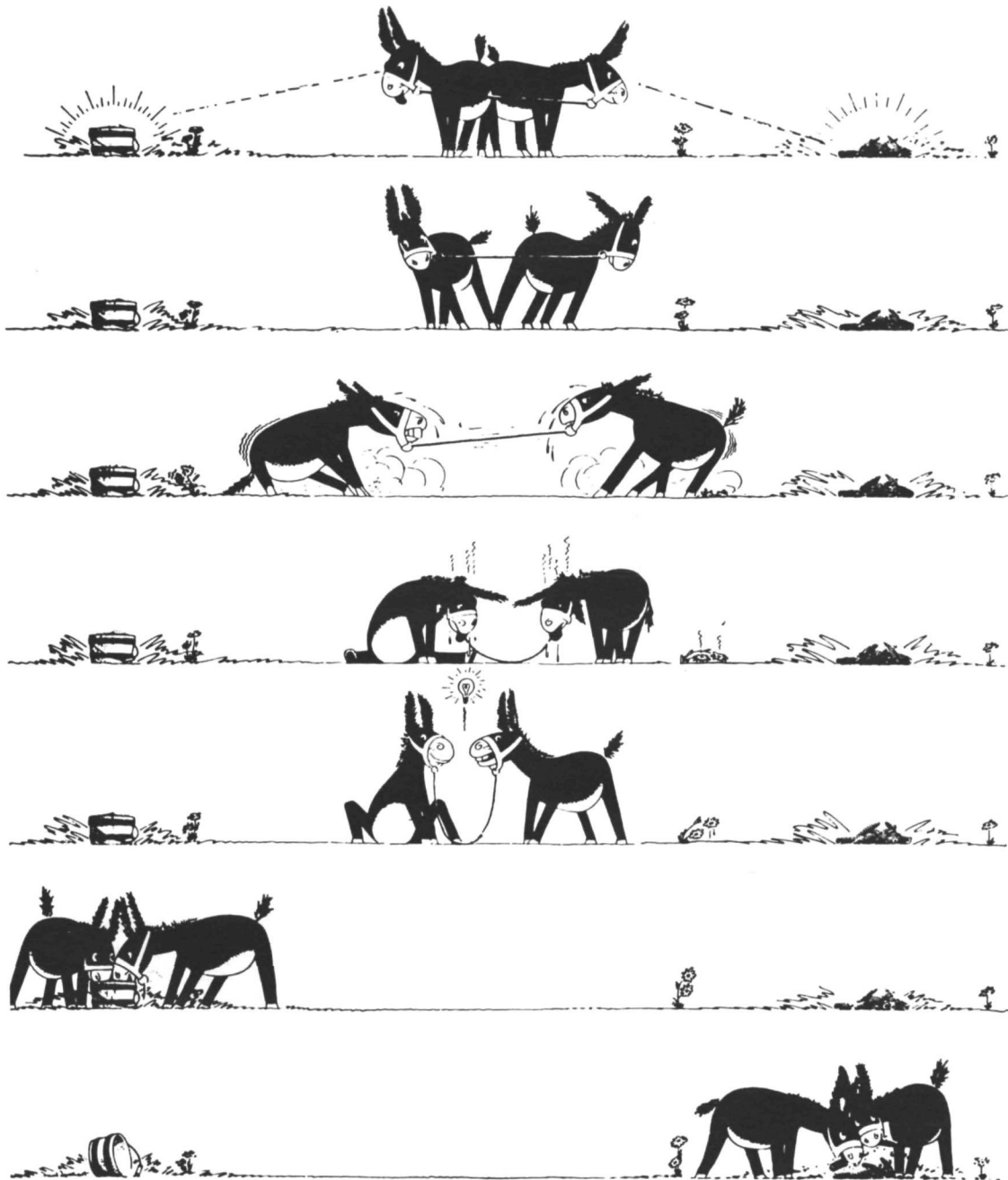
Some 79% of U.S. households used coupons in 1984, up from 76% in 1983 and only 58% back in 1971. If the couponed product were not available in the store, 25% indicated that they would go to another store. Such is the power of coupons.

All told, 163.2 billion manufacturers' coupons were distributed last year, up 14% from the 142.9 billion issued in 1983. Redemptions in 1984 totaled 6.25 billion (a 3.83% redemption rate), compared to 5.56 billion the year before (a 3.89% rate). The value of redeemed coupons was \$2.06 billion, which would indicate about a 33¢ average face value for each coupon.

The heaviest users were white females between 31 and 45 years of age, doing the principal grocery shopping for households of three or more people. Geographic areas of heaviest useage were the Northeast and the East and West Central regions, while the lightest useage was across the South and in the Pacific region.

The above details are from a survey by the Special Research Department of the Nielsen Media Research Group. For more information, contact the Nielsen Clearing House, NCH Marketing Research Department, 1900 North 3rd Street, Clinton, IA 52732, (319) 242-4505. Ask for "What Consumers Think of Coupons."

WHEN WE ALL PULL TOGETHER



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Keep In Touch With The Needs Of Your Older Customers

Try to have small service size packages available at all times. Also post notices in the meat and produce departments that employees will repackage into small servings if shoppers request it.

When ordering from suppliers, remember to include small serving size packages and cans.

To provide extra comfort, install rest benches inside the store. You may also want to make the employee restroom available to customers requesting it. The customer may need an escort if there are steps.

A good way of keeping in touch with the needs of older shoppers is to have older persons on a consumer advisory panel. You can also develop a board made up exclusively of older shoppers and call on them when you need advice specifically about seniors. The aging organizations in your community are an excellent resource for qualified and interested board members.

Make a variety of special diet foods available. You may want to regularly include these items as advertised specials.

Consider developing special shelf labels for diet products to help shoppers locate these items or merchandise

them in one main section. Many stores have found color-coded shelf labels to be practical and helpful.

Educational brochures to help shoppers on special diets can also be distributed.

Advise cashiers or baggers that some older shoppers need help unloading their carts. The employees should be ready to offer assistance at the checkout.

Recommend that your cashiers or baggers pack grocery bags lighter than usual. Have employees available to carry groceries to the car. If this is not possible at all times, post a notice telling older customers when this service is available.

There are some other more extensive changes you might consider for serving your older shoppers. These will require the commitment of long-term improvements for older customers.

When building or remodeling a store, consider installing restrooms for customer use. Many of your shoppers, including the elderly, will use them.

When installing new equipment with digital readout, check to see that the color of the display and position of the equipment makes reading the prices easy.



Hiram Walker Introduces Canadian Club Classic

A "classic" good time was had by all at a recent tasting celebration in Southfield, marking the Michigan introduction of Hiram Walker's Canadian Club Classic, a new super-premium, 12-year old barrel blended whiskey. Above, from left to right, are Hiram Walker's Martin Jones, group product manager, Canadian Whiskeys; Steve Eskoff, vice-president, national sales manager; Gerard C. Gianni, president; and Harry Rinker, renowned antiques appraiser and collector. Rinker was in town to conduct Canadian Club sponsored appraisal clinics held to benefit the Detroit Historical Society.

Waste Containers Can Be Hazardous

Every year, hundreds of injuries are reported involving outdoor waste containers. Many of the injured are children. The problem of people rummaging through dumpsters has increased during the past year apparently due to the publicity supermarkets have received for discarding what certain consumer advocates consider edible food.

Grocers should consider taking precautions to prevent dumpster injuries and to limit company liability if someone is injured while playing or rummaging in or around the dumpster. Some of the preventive steps might include:

1. Keeping the waste container lid closed and secured with a padlock.
2. Attach appropriate warning signs and/or labels e.g. "Private Property — Keep Out."
3. Modify unstable slanted-front type waste containers to prevent them tipping over toward the slanted end.

42 New Supplier Members Join AFD

AL TULLER & ASSOCIATES, non-food products; PO Box 2951, Livonia, Michigan 48151-0951; (313) 476-1110.

ARAB & CHALDEAN TV-62 SHOW, PO Box 2186, Southfield, Michigan 48075; (313) 352-1343.

ARBOR PRESS, printers, lithographers; 18350 Schaefer Highway, Detroit, Michigan 48235; (313) 864-2200.

AVIS RENT-A-CAR, car rentals; International Airport, Chicago, Illinois 60666; (312) 694-5688.

A-1-AD, advertising agency, 19111 W. Ten Mile Road, Southfield, Michigan 48076; (313) 358-1460.

BIBI PRODUCTS COMPANY, INC., housewares, hardware; 3960 Ince Boulevard, Culver City, California 90230; (213) 870-0151.

BIRMINGHAM MARKETING COMPANY, food and candy brokers; 2260 Scott Lake Road, Pontiac, Michigan 48054; (313) 333-4300.

CENTRAL ALARM SIGNAL, INC., security systems; 13400 W. Seven Mile Road, Detroit, Michigan 48235; (313) 864-8900.

CHAMPALE, INC., malt beverage distributor; 14376 Lakeshore Drive, Sterling Heights, Michigan 48078; (313) 247-8636.

CIBCO IMPORTING COMPANY, imported alcoholic beverages; 17018 Kingsbrooke Drive, Mt. Clemens, Michigan 48044.

D.S.M. FOOD PRODUCTS, public food warehouse; 7800 Intervale, Detroit, Michigan 48238; (313) 491-3333.

CALIFORNIA COOLERS, wine distributors; 2601 Teepee Drive, Stockton, California 95205; (209) 466-1711.

DETROIT-DETROIT DESIGNS, awning makers and distributors; 8050 W. Fort Street, Detroit, Michigan 48209; (313) 841-5272.

EASY WAY, INC., rug and upholstery cleaners; 6735 Pelton Drive, Whitehouse, Ohio 43571; (419) 877-0992.

FRANCESCO IMPORTS, imported foods; 4222 E. McNichols, Detroit, Michigan 48212; (313) 891-1100.

FUN FOODS, candy and tobacco; 41741 Garfield, Mt. Clemens, Michigan 48044; (313) 286-4141.

GATEWAY OUTDOOR ADVERTISING, advertising and promotion; 515 Woodward Heights, Ferndale, Michigan 48220; (313) 544-0200.

GENERAL WINE & LIQUOR, liquor and wine distributors; 24901 Northwestern Highway, Suite 609, Southfield, Michigan 48075; (313) 353-5040.

INTERNATIONAL BROKERAGE, beverage distributors; 3140 Hilton Road, Ferndale, Michigan 48220; (313) 547-9463.

(continued on Page 18)



IF YOU FEEL LIKE YOU'RE DROWNING IN DETAILS AND PAPER WORK

with your coupon redemptions — CALL FOR HELP! Let the AFD process your coupons. You won't have to count or sort them, you'll save valuable time and you'll get one lump-sum check for your coupons.

Send or drop them off to: Associated Food Dealers
125 W. Eight Mile Road, Detroit, Michigan 48203

New Supplier Members

(from Page 17)

KIMCO, INC., building maintenance supplies; 27916 Michigan Avenue, Inkster, Michigan 48141; (313) 278-3500.

KIS PHOTO, photo services; 21301 Civic Center Drive, Suite 200, Southfield, Michigan 48076; (313) 357-3020.

MARKET MECHANICAL SERVICE, food equipment; 24500 John R., Hazel Park, Michigan 48030; (313) 546-6840.

McINERNEY-MILLER BROTHERS, INC., poultry; 1957 Brewster, Detroit, Michigan 48207; (313) 833-4800.

METRO CELL, automobile phones; 5963 E. Fourteen Mile Road, Sterling Heights, Michigan 48077; (313) 542-7865.

MICHIGAN BEAN COMMISSION, bean growers; 1020 Long Boulevard, Suite 13, Lansing, Michigan 48909; (517) 694-0581.

MICHIGAN POTATO INDUSTRY COMMISSION, potato growers; 241 E. Saginaw, East Lansing, Michigan 48823; (517) 373-3783.

MISTER UNIFORM & MAT RENTAL, mats and jackets; 18500 Fitzpatrick, Detroit, Michigan 48228; (313) 837-7110.

PHILIP MORRIS USA, distributor of food, beverage and tobacco products; 31800 Northwestern Highway, Farmington Hills, Michigan 48024; (313) 855-6454.

O.K. SERVICES, cleaning supplies and equipment; 11190 Chicago Drive, Holland, Michigan 49423; (616) 396-9728.

PACIFIC OCEAN POP COMPANY, distributor of soft drinks, beverages, 35601 Veronica, Livonia, Michigan 480150; (313) 591-2560.

RAM COMMUNICATIONS, beepers and automobile phones; 18311 W. Ten Mile Road,

Southfield, Michigan 48075; (313) 569-2337.

RETAIL DEMONSTRATORS, product demonstrations; 15009 W. Warren, Dearborn, Michigan 48126; (313) 846-7090.

R.M. GILLIGAN, INC., wine and liquor broker; 17515 W. Nine Mile Road, Suite 675, Southfield, Michigan 48075; (313) 557-4484.

SAROKI GROUP, distributor, pay phones; 3205 W. McNichols, Detroit, Michigan 48221; (313) 341-1955.

SCHMIDT NOODLE COMPANY, pasta and macaroni distributor; 7104 Culver, Detroit, Michigan 48213; (313) 921-2053.

SECOND CHANCE BODY ARMOR, security, body protectors; PO Box 518, Central Lake, Michigan 49622; (616) 544-5721.

SHAW & SLAVSKY, INC., store supplies and equipment; 13821 Elmira, Detroit, Michigan 48227; (313) 834-3990.

STANLEY KNIGHT CORPORATION, manufacturer, food service equipment; Glendora Road, New Troy, Michigan 49119; (616) 426-4444.

STERLING SHORES DISTRIBUTORS, distributors, snack foods; 32514 Harper Avenue, St. Clair Shores, Michigan 48082; (313) 922-8088.

THE NUT FACTORY, nuts; 1416 E. Fisher Freeway, Detroit, Michigan 48207; (313) 393-0219.

TRI-STATE CASH & CARRY, wholesaler; 330 W. McNichols, Jackson, Michigan 49201; (517) 789-6201.

ZEHNDER'S OF FRANKENMUTH, distributors, poultry seasonings; 730 S. Main Street, Frankenmuth, Michigan 48734; (517) 652-9925.

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.

Important Considerations To Follow In The Hiring Of Personnel

The greatest risk we face as employers is the one experienced when hiring a new employee. The hiring process is really a very nebulous entity. It involves several specific steps: the application, the interview, testing, reference checks and, finally, the job offer. But even if you follow all the steps, you still might not hire the right person for the job or for your organization.

It is important to look at the hiring of an employee as a process whereby each step gives you more information about the applicant. The more you know, the easier your decision.

When considering applicants, use the following tips to guide you in making the best selection:

1. Take your time during an interview. Recognize the investment you make when offering employment.

2. Discuss each application with, or include during the interview, the supervisor of the hiring department. A second opinion about each applicant will be invaluable.

3. Select those applicants who best meet your needs and base your decision solely on the applicant's

ability to do the job.

4. Cover all job requirements before allowing any candidate to accept a position. Define wage and operational policies. Also include a tour of the facility.

Many companies invest more time when making a decision about buying a piece of equipment than they do when hiring an employee, yet people cannot be replaced or exchanged as easily as equipment. The best advice about hiring new employees is to look at each prospective employee as an investment because your employees are your most valuable asset.

ASSOCIATIONS:

Michigan Bean Commission (517) 694-0581
Michigan Potato Industry Comm . . . (517) 373-3783

BAKERIES:

Allen's Biscuit Co 924-8520
Archway Cookies 532-2427
Awrey Bakeries 522-1100
B&C Distributors 843-2898
Country Oven 729-2430
Creme Curls Bakery (616) 669-6230
Franchise Bakery, Inc. (1) 874-4671
Grennan Cook Book Cakes 896-3400
Oven Fresh 537-2747
Independent Biscuit Co 584-1110
Koeplinger'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
California Coolers (209) 466-1711
Canada Dry Corp 937-3500
Champale, Inc. 247-8636
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
General Wine & Liquor 353-5040
R.M. Gilligan, Inc. 557-4484
Glenmore Distilleries 424-8899
Hubert Distributors, Inc. 858-2340
International Brokerage 547-9463
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
Powers Distributing 682-2010
Metropolx Beverage Corp 897-5000
Miller Brewing Co 465-2866
Mohawk Liqueur Corp 962-4545
Needham & Nielsen Sales 476-8735
Pabst Brewing Co 525-7752
Pacific Ocean Pop Co 591-2580
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.V. Jan 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. Wierfman 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
Birmingham Marketing Co 333-4300
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-Gresson & 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 Huettnerman & Sons, Inc. 296-3000
Paul Inman Assoc 626-8300
McMahon & McDonald 477-7182
Marks & Goergens, Inc. 354-1600
Northland Marketing 353-0222
J.B. Novak & Assoc (1) 752-6453
The Pfeister 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

Support These AFD Supplier Members

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

United Salvage Co 772-8970

CANDY & TOBACCO:

Eastern Mkt Candy & Tobacco 567-4604
Fontana Brothers, Inc. 897-4000
Fun Foods (1) 286-4141
Mich Whistle Tobacco & Candy 923-2808
Wolverine Cigar Co 554-2033

CAR RENTALS:

Avis Rent-A-Car (312) 694-5688

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
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) y 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
McInerney-Miller Brothers, Inc. 833-4800
Mendelson Egg Co 541-4060
Orleans Poultry Co 931-7060
Qualmann Quality Egg Co 757-4350

FISH & SEAFOOD

Hamilton Fish Co, Inc. (1) 832-6100
Michigan Food Sales 882-7779

FLORISTS:

Horticultural Int'l Prod's (616) 956-9119
Liverpool-Davison Florist 933-0081

FRESH PRODUCE:

Harry Becker Produce Co 841-2500
Ciaramitaro Bros., Inc. 567-9065
Michigan Repackaging & 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
Evergreen Food Supply Co 358-4740
Francesco Imports 891-1100

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
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
Detroit-Detroit Designs 841-5272
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
Philip Morris, USA 855-6454
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
Sallie Bros Farm Pickle Co (1) 949-2900
Schmidt Noodle Co 921-2053
Shedd Food Products 868-5810
Tony's Pizza Service (517) 224-9311
Velvet Food Products 937-0600

MEAT PRODUCERS, PACKERS:

Dart Meats 831-7575
Detroit Veal & Lamb, Inc. 961-1248
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
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
Weeks & Sons (Richmond) 727-3535
Winter Sausage Mfrs 777-9080
Wolverine Packing Co 568-1900

MEDIA:

ABC WXYZ-TV 827-9351
Arab & Chaldean TV-62 Show 352-1343
The Daily Tribune, Royal Oak 541-3000
Detroit Free Press 222-6400
The Detroit News 222-2000
Food Dealer Magazine 366-2400
Gateway Outdoor Advertising 544-0200
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

NON-FOOD DIST'S:

Al Tuller & Associates 476-1110
BiBi Products, Inc. (213) 870-0151
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
Sterling Shores Distributors 922-8088
The Nut Factory 393-0219
Tom's Foods 562-6660
Variety Nut & Date 268-4900

PROMOTION:

A-1 Ad 358-1460
Arbor Press 864-2200
Action Adv. Dist. & Mailing Co 964-4600
American Mailers 842-4000
Bowling Display Co (signs) 278-6288
R/J Associates 445-6100

Stephen's Nu-Ad Adv & Prom 521-3792
Stanley's Adv. & Distributing 961-7177

REAL ESTATE:

Butts & 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. Shaheen 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
Easy Way, Inc. (419) 877-0992
55 Plus 569-4120
Financial & Marketing Ent'prises 547-2813
Gulliver's Travels 567-2500
Intro Marketing 540-7790
J&M Food & Restaurant Service 445-0653
J.R. Marketing & Promotions 296-2246
Kimco, Inc. 478-3500
KIS Photo 357-3020
Metro Cell 542-7865
Retail Demonstrators 846-7090
Second Chance Body Armor (616) 544-5721
Sindel Marketing Co 522-1421
Southern Travel Service (407) 752-6000
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 259-6373

STORE SUPPLIES, EQUIPMENT:

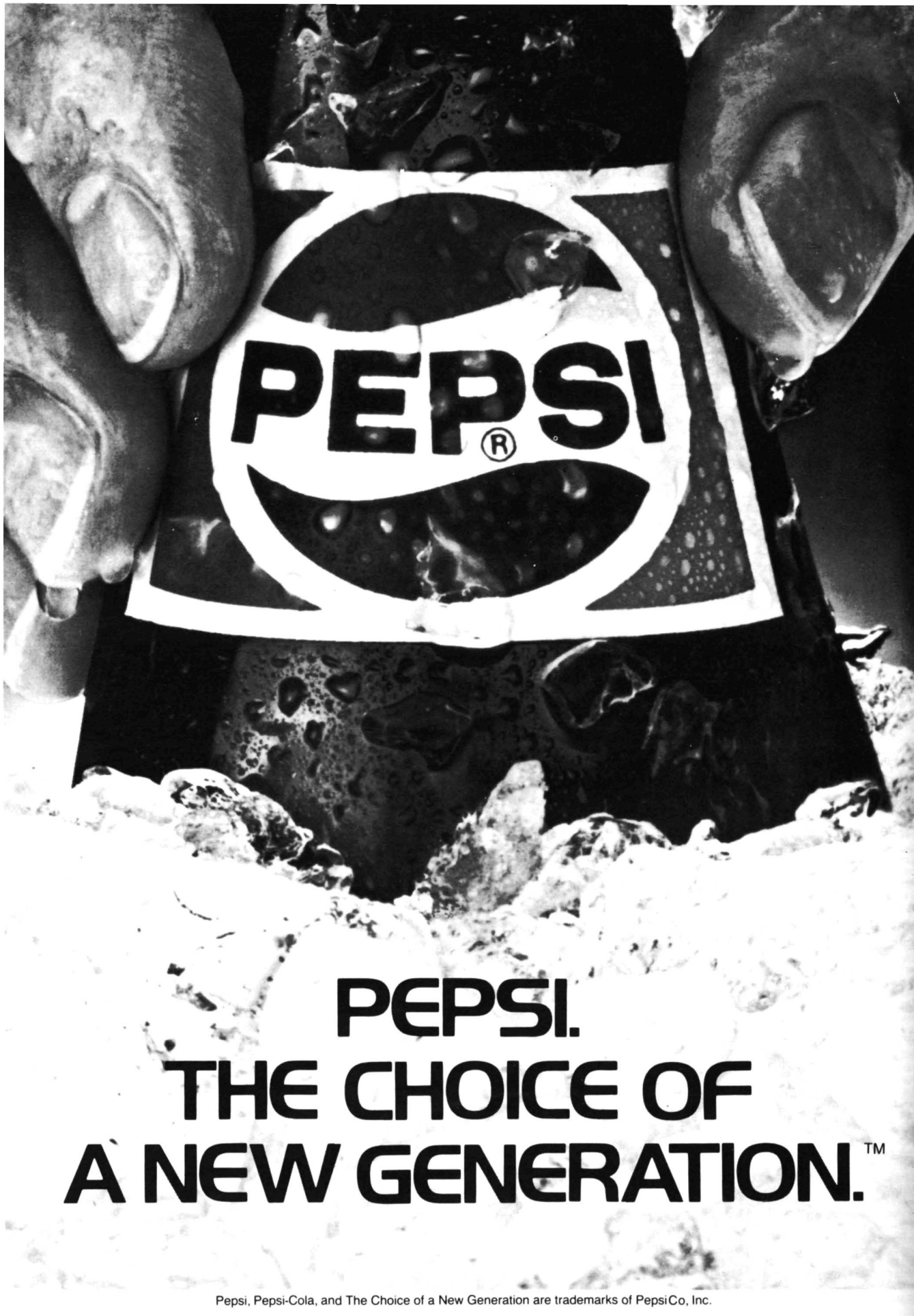
AAA Pallet Co 892-4360
Almor Corp 399-3320
AmSyn/Taski (1) 800-44-TASKI
Belmont Paper & Bag Co 491-6550
Black Jack Iron Works 893-7677
Harold Brehm Broaster Sls (517) 427-5858
The Butcher Supply 522-4675
C.E. Sales & Service 739-3250
Central Alarm Signal, Inc. 864-8900
Central Sales 843-6600
Concepts In Food, Inc. 421-6292
DCL 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
Market Mechanical Service 546-6840
Merchants Cash Register 255-3600
Michigan Bakery Supply, Inc. 571-3300
Mister Uniform & Mat Rental 837-7110
O.K. Services (616) 396-9728
Pappas Cutlery & Grinding 965-3872
Ram Communications 569-2337
Saroki Group 341-1955
Simmons Products Corp 684-2240
Shaw & Slavski, Inc. 834-3990
Stanley Knight Corporation (616) 426-4444
Taylor Freezer of Mich 525-2535
Toledo Scale Co 1-800-222-8322
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

WHOLESALE,**FOOD DISTRIBUTORS:**

Abner Wolf, Inc. 943-3368
Associated Grocers of Mich (517) 694-3923
Bay City Milling & Grocer Co (517) 892-5593
D.S.M. Food Products 491-3333
Detroit Marine Supply Co 842-2760
Foodland Distributors 523-2177
Garden Fresh Sales Co (216) 721-5548
Grove Distributing 543-7060
Jerusalem Falafel Mtg. Co 595-8505
Kap's Wholesale Food Service 471-4080
Kramer Food Co 585-8141
Lipari Foods 469-0131
L.F. 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
Philip Olender & Co 921-3310
Pierino Frozen Foods 928-0950
Rainbow Ethnic & Spec'ty Foods 646-0611
Raskin Foods, Inc. 579-3113
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
Tri-State Cash & Carry (517) 789-6201
United Wholesale Grocery (616) 878-2276
Yakovans, Inc. 921-4822
Zehnder's of Frankenmuth (517) 652-9925



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