

THE FOOD DEALER

"The Magazine for the Michigan Grocery and Beverage Market"

EXPO III ISSUE, FALL, 1986



"We thank Thee for these thy gifts"



Together

Our first responsibility is to our customers. When our retailers succeed, we succeed. When they are satisfied with the products, programs, and services we provide for them and their customers, only then can we be satisfied with our own performance.



We owe our Spartan Associates the same degree of respect, loyalty, and commitment we ask of them. We will continue to provide opportunities to grow personally, professionally, and intellectually, recognizing we all benefit from their individual accomplishments.



We share with our suppliers the goal of bringing quality products to the marketplace as efficiently and economically as possible and consider them equal partners in the task.

We are guided by a strong sense of social responsibility to the communities where we work and live, and seek to discharge that responsibility through voluntary corporate and individual efforts.

We can continue to serve our customers, associates, suppliers, and community only as long as we conduct business in a sound, ethical and financially responsible manner.

Our success will be dependent upon our ability to apply these standards without compromise.



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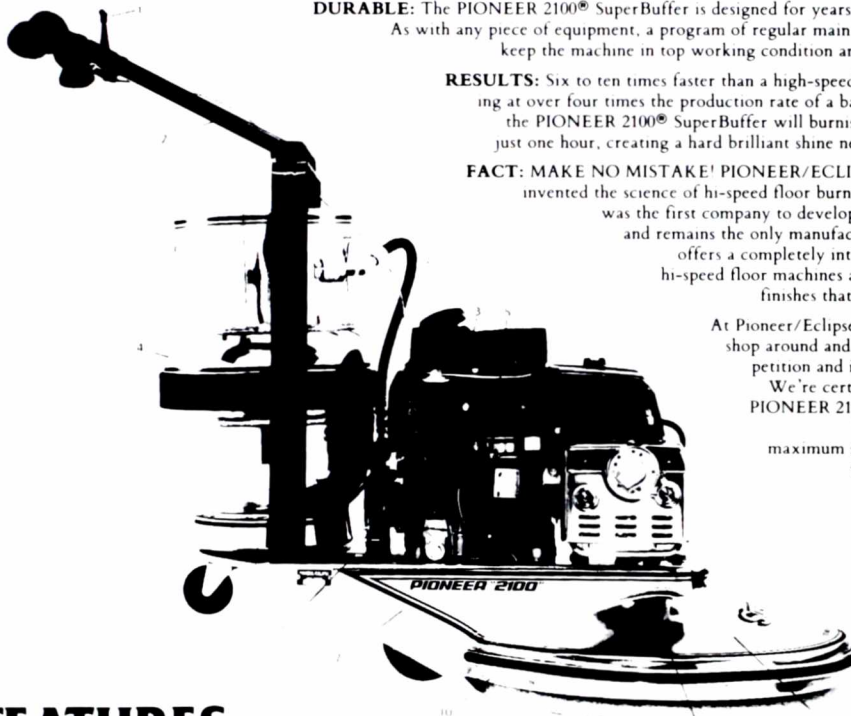
DURABLE: The PIONEER 2100® SuperBuffer is designed for years of dependable service. As with any piece of equipment, a program of regular maintenance is necessary to keep the machine in top working condition and to maximize results.

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FEATURES

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THE FOOD DEALER

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Cover photo courtesy of The Michigan Department of Agriculture

Welcome to AFD's EXPO III
Michigan's Most Important
Food & Beverage Exposition!



Coca-Cola Bottlers of Detroit

The new Cobo Hall designed by and for users

By JUNE ROSELLE
Director, Detroit Civic Center



There's powerful evidence of Cobo Hall's 300,000-square foot expansion downtown these days, as a framework for meeting rooms rises along Washington Boulevard, while towering cranes lay the foundation for new exhibit halls across Larned Street.

But the real foundation for the expansion was laid in meeting rooms and offices over the past two years, by a committee of regular customers. Their input will make Cobo one of the country's most functional trade show and

convention centers.

What does that mean to exhibitors? It means easy load-in and load-out, through 31 covered truck bays and freight doors. It means nearly 100 meeting rooms linked directly to exhibit floors by 24 escalators. It means a bigger concourse, with room for registration.

The new Cobo Hall will have 750,000 square feet of exhibit space, with 650,000 feet on one level. It will have separate halls, ranging in size from 100,000 to

240,000 square feet.

But there are some very important things about Cobo Hall that **won't** change. We'll still have a top-notch service staff. In fact, our account executives were rated "excellent" by 94 percent of the customers responding to a recent survey.

You'll still find easy access to important downtown sites, like the Westin, Pontchartrain and Omni hotels, Greektown, the restaurants of Bricktown and the Civic Center complex. More than 7,000 parking spaces within four blocks will meet exhibitor needs.

It's vital to our growth to make certain that, while construction goes on outside, the show goes on inside Cobo Hall. That's why our contractors are building from the outside in, and they'll adjust their work schedules around our exhibition needs.

We want the Associated Food Dealers' Third Annual Expo at Cobo Hall to come off without a hitch, because we'd like to see you back again in the future. We hope your show will grow right along with us.

So if you have any comments about our services or facilities, please share them with your show manager and ask him to pass them along to us. Our users helped us build the new Cobo Hall and their input will help keep it running smoothly.

Have a good show!

Meet competition with your own strategy

Consider these points: It is less expensive to act out your own well-conceived, marketing strategy than to react to your competitor's actions.

The more information you have, the better the decision you will make. Operators must understand their own images among customers and potential customers, including the customers, interpretations of pricing policies, product variety and services.

A customer perception is the retailer's reality. Spend more time talking to customers. Conduct in store surveys, and consider having consumer advisory panels. You may find that your percep-

tion of the store is quite different from the customers'.

Customers shop for supermarkets before they shop for groceries. Your most serious competitor is the one who has the same marketing thrust that you do. If your competitor's style and approach matches yours, what then is the customer's motivation to shop in your store instead?

The most vulnerable retailers are the ones who don't deal with the realities of their business. They don't know their customers, nor understand their marketplace, they don't focus on objectives and they're reluctant to change with the times.

Chairman's Message

JERRY YONO
Chairman of the Board
Associated Food Dealers



TRANSITION . . . A NEW BEGINNING

As the end of my fourth term as Chairman of the Associated Food Dealers Board of Directors nears, I can't help but look back and wonder 'What if?'

What if things had been different? What if the Association was more aggressive in its pursuit of members' concerns? What if the Board of Directors, the AFD members, and the staff were encouraged to work together more closely?

Enough "What ifs". It is time to put the past behind us and look toward a bright new tomorrow. Over the last three months, a transition has taken place that gives me tremendous confidence in AFD's future. A confidence based on the integri-

ty, performance and enthusiasm of new leadership; a confidence based on an excellent blend of new and old employees motivated to do their best for AFD and its members; a confidence based on a Board of Directors filled with renewed energy, optimism and a willingness to participate; and a confidence based on a membership that is growing and becoming more involved.

No more "What ifs" because now I know the Associated Food Dealers of Michigan has *unlimited potential* and a *great future*.

Join us as we march down the road to a new beginning.

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Executive Director's Report

JOSEPH D. SARAFA

Executive Director
Associated Food Dealers



LET'S PUSH FOR A HANDLING FEE

For members of the Associated Food Dealers who sell pop and beer, a priority for 1986/1987 is a HANDLING FEE on returnable containers. Although this is a formidable undertaking, your AFD Board of Directors and Executive Director are committed to putting forth every effort to get the job done.

To accomplish this task, AFD will work closely with Karoub Associates, our Legislative Consultant in Lansing, as well as other retail groups. When the legislators were deliberating on a bill requiring a deposit on wine coolers, AFD was successful in keeping the concerns of retailers as a component of those discussions. We intend to return to the legislature to provide sorely needed relief for our members.

We, as food and beverage retailers, are all too aware of the operational challenges, sanitation problems, and cost implications inherent in our role as the implementing agent for the existing program. We make it work; in return, we get neither recognition nor reimbursement for the State imposed responsibilities that we assume.

AFD will consider several avenues including a 2¢ handling fee and/or a tax credit. However, it cannot be accomplished without your help. First, our Associated Grocery Political Action Committee needs funds NOW. Without the necessary money,

our voice in Lansing will not be heard. Second, our Legislators must be made aware of the problems we face. Call your State Senator and your State Representative and invite them to visit your business. Show them the valuable space that empties occupy. Let them know how costly and time consuming it is to collect and sort bottles. Point out the huge inventory you have to carry in just deposits alone. Third, give some of your time to help AFD get other people involved; participate in a phone-a-thon; or spend a day in Lansing for this worthwhile cause.

I know it's going to be tough, but I honestly believe we can win. Seven of nine states with deposit laws have handling fees. Only Oregon and Michigan do not. The time has come. A handling fee for retailers is not only fair, it is right and reasonable. AFD can't do it alone, but **Together We Can!**

Before closing, I want to thank the Search Committee and the entire Board of Directors for giving me the opportunity to serve as your Executive Director. A special thank you goes to the Executive Board and AFD's Legal Counsel for their help and guidance throughout. Lastly, to Mom and Dad my deepest gratitude for the tremendous love and support you have given me. GOD BLESS ALL OF YOU!!!



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WARREN, MICHIGAN 48091

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Back in 1939, London's Farm Dairy introduced a new cream-top bottle to its customers with what may have been the first door-to-door sales promotion. It worked. Sales doubled.

London's knew that a good product sells even better with good advertising. That's why, to this day, London's supports its sales efforts with a comprehensive advertising and promotion program, including award-winning TV commercials, newspaper advertising, point-of-purchase displays, billboards, direct mail, and participation in regional and national trade shows.

Fred Savage, the smiling young man seen here, is the star of London's Farm Dairy's three television commercials and print advertising. He and his puppy are also seen on London's billboards in the Detroit and Flint areas.

Shortly after the London's television commercials were produced, Fred was "discovered" and signed by Lorimar Productions to appear in three upcoming motion pictures, including a family-oriented movie, "A Boy Who Could Fly."



WHOSE FAULT IS IT ANYWAY?

By JAMES BELLANCA, Jr.
Bellanca, Beatty & Beatty
Legal Counsel to AFD



Nobody needs to tell you that there is a crisis in the insurance industry, particularly as it relates to retail food stores. Either the cost of insurance is so great that a store owner can't afford it, or it isn't even available. The result is that many AFD Members are either going without insurance, or their profits are being eaten up by insurance rates.

Your Board of Directors has instituted several programs to attempt to solve this problem. First, the Board has brought the matter to the attention of our legislators, and demand relief. Second, they have met with representatives of the insurance industry in an attempt to open the lines of communications and explore alternatives to traditional forms of insurance.

Sometimes what you learn in these efforts is what you knew even before you got involved. According to everybody, SOMEBODY ELSE is to blame. The insurance companies blame the lawyers, the lawyers, blame the insurance companies, the legislators agree with everybody, and NOTHING CHANGES.

In working with your Board of Directors, we have learned that there seems to be a **small** group of lawyers who are responsible for a large percentage of cases, a far greater percentage than makes any sense. It seems that the SAME lawyers get the SAME slip and fall type cases and the SAME lawyers get the SAME worker's compensation cases and, in many instances, the SAME lawyers get the SAME liquor liability cases.

As you know, most of these cases are started first with a letter directed to YOU. That letter says that on a certain date the lawyer's client was injured either at YOUR store, or after having worked for YOU, or bought liquor at YOUR store. In come

cases, you recognize the individual or you have a record of the event. However, in most cases, you don't know anything about the claim or the incident in question.

So you do what that letter tells you to do. You turn the matter over to your insurance company or your lawyer "for further investigation." Sometimes after you do that, you never find out what actually happened because unfortunately, in many instances, what happens is the insurance company PAYS OFF with little or no investigation because it is EASIER to pay off and pass the cost on to **YOU**, than it is to defend. The result is that **YOUR** premium goes up every year.

We want you to add a new step in your procedure. When you send that letter to your insurance company or your lawyer, **make a copy** and send it to AFD in care of Joe Sarafa.

In informal discussions with a representative of the Attorney Grievance Commission, they have indicated that if we can show that only a few lawyers are responsible for a high percentage of cases, particularly in the three areas I have enumerated about, **THEY WILL INVESTIGATE!**

We don't mean to say that all cases are phone or that most lawyers are dishonest. We just want to find out if a few bad apples are spoiling the barrel.

What we need to show the Attorney Grievance Commission is that **MOST OF THE PROBLEM** really lies with a few lawyers. Nobody has ever tried this before. That's maybe because no industry has ever been hit harder than the retail food industry.

It is up to you now. Instead of you just being a statistic and part of the problem, **LET'S WORK TOGETHER TO BE PART OF THE SOLUTION!!!**

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

HERE'S TO YOU, AMERICA.



"Somebody
still cares about quality."

ANHEUSER-BUSCH, INC.
ST. LOUIS, MO

Active marketing techniques will increase your wine sales

Wine as a mealtime beverage is gaining popularity nationwide. For the food retailer, this is an important trend, because wine is usually purchased by the family grocery shopper.

The statistics on wine purchases and wine consumption would make any grocery store owner sit up and take notice. Sixty percent of all table wine purchased in the United States is bought by women, and 58 percent of it is bought in grocery stores. Wine consuming households tend to have a higher than average income, which translates into higher sales for products other than wine, when wine is in the store. Finally, more than 80 percent of all wine is consumed in routine household situations; some while entertaining, but most as an accompaniment to either lunch or dinner, making wine a strong item for repeat sales.

Wine goes with food, and rightfully belongs in the shopping cart. Handled and marketed correctly, wine can be an exceptional volume and profit item for a grocery store. The mark-up on wine is good, perishability (with proper storage conditions) is low, eye appeal is excellent, and supplies are readily available year round.

But you have to market wine. You cannot put three or four types and brands on some shelf in the middle of the store and expect it to sell. Success will not come overnight, but with proper presentation and a proven marketing plan, you will find that wine will light up both your registers and your profit figures.

To sell wine you have to have it. Two feet of facings, and maybe four common brands, show your customers you don't care about the wine section, and if you don't have any interest, why should they? Give wine a good, solid, full wall facing; eight or ten feet long as a minimum, with a good assortment of

varietal wines as well as jug wines. Product mix is important.

In displaying wine, proper conditions are a must. Wine sealed with a screw cap can be stored upright, but cork-finished bottles must be stored on their sides to avoid spoilage, and you may need to get special racks or shelving to make this possible. If there is an upright display bottle, it should be rotated into stock in the rack and replaced by another frequently to keep the cork moist. The wine section should also be relatively cool, free of constant vibration, and out of direct sunlight. Your wine display should also make the labels easy to read, and bottles easy to remove. Finally, your wine section should be easily dusted, because clean wine displays sell wine.

The location of your wine section is also important. You cannot sell wine if you bury it in the center of the store. Many stores put the wine facings on the side wall near one of the front corners; a terrific location for cart traffic and impulse purchases. Another good area is a section of shelves near the front of the store, so that aisle-end displays facing the registers can be used for specials, promotions, and as traffic builders.

Once you have the wine in a well-trafficked location, pull that traffic in. Displays and promotions work, so do them and change them often, so there will be something new for your shoppers every couple of weeks. Distributors can be helpful with display and point-of-purchase materials.

Use your imagination to promote wine consciousness in your customers, and you'll promote wine sales as well.

Do not neglect wine as a special.

Start a 'wine of the week' or 'wine of the month' program, and you will increase traffic in the wine section, as shoppers get in the habit of checking the wine special. Special discounts on quality purchases (perhaps ten percent on six bottles, or an additional five percent on a case) will start some customers on the habit of quantity purchases, and those purchases can really boost revenues.

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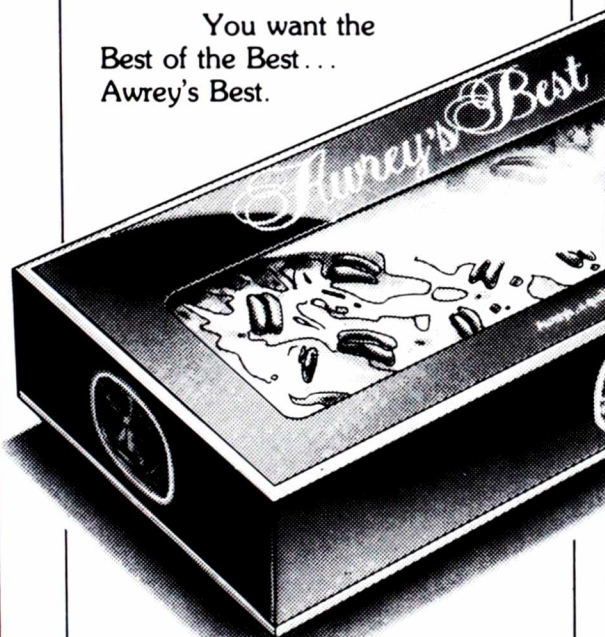
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Policy changes in Food Stamp Program

Some policy changes have been effected in the USDA-FNS Detroit Field Office concerning grocery store owners wishing to participate in the Food Stamp Program.

New store owners may now apply up to ten days prior to actually opening for business. Applicants must have, prior to being authorized to accept food stamps, all applicable state and local licenses and be stocked with sufficient staple food products to further the purpose of the program.

Applicants should apply in person at 8:30 AM on Monday or Thursdays with proof of ownership and their licenses at room 618 of the U.S. Court House and Federal Building, 231 W. Lafayette, Detroit, Michigan 48226, phone number (313) 226-4930.

In most instances it is now possible for owners to be authorized immediately. Grocers located outside of Wayne County may also appear in person or we can handle the authorization process by mail and telephone.

In any event, assistance in completing the application or in any other facet of the authorization process to accept food stamps is available at no charge and no outside assistance is necessary.

We are always available to participating retailers with questions or problems pertaining to the Food Stamp Program.

J.W. YOUNCE
Officer-In-Charge
Detroit Field Office

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Associated Food Dealers and Karoub Associates form an effective partnership

By **MICHAEL W. RANVILLE**

Legislative consultant, Karoub Associates

On Thursday, September 18, the Legislature officially recessed to conduct political campaigns. They are scheduled to reconvene on November 12, approximately a week following the elections.

Wine cooler legislation dominated the legislative agenda during the abbreviated session. Also, legislators found it necessary to approve a continuing funding resolution in order to

cover costs of the Medicaid program, to ensure the uninterrupted flow of medical services to the needy. When they return in November, lawmakers will wrestle with such controversial items as Medicaid funding of abortions and legislation calling for divestiture of economic interests in South Africa.

Debate governing wine cooler deposits, from the standpoint of AFD was most positive in that

time and again attention focused on the plight of the retailer. Most often that discussion centered on a handling fee as the form of relief. It is anticipated a legislative proposal including a handling fee will be introduced during the November session.

Karoub Associates is also involved in another issue of prime importance to AFD members, increased law enforcement. Throughout the State, polls clearly indicate the number one issue with voters is personal safety. We are currently working with Representative Morris Hood to develop a proposal that would significantly increase law enforcement presence on the streets, not only in Detroit but around the State as well. Discussions involving both the structure and implementation of the program are underway.

The AFD-Karoub Associates proved to be a formidable partnership in Lansing. In November when critical issues such as a handling fee and crime are addressed, individual AFD members will be asked to directly participate in the legislative effort by contacting legislators. The issues are controversial but by working together the result will be most beneficial to the AFD member.

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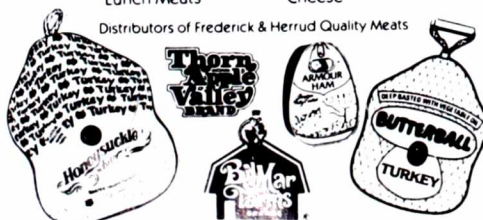
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**as of September, 1986, the following
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Armour Food Market
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Associated Food Dealers, Inc.
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Bethkay, Inc. (Burger King)
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Economy Market
Eight Mile Party Shoppe
Elias Market #2
Ever Fresh Juice Company
Fairway Party Store
Family Market
Faro Vitale & Sons, Inc.
Festival Party Store
Fiesta Food Center
Fisher Market, Inc.
Food Basket Market #1
Frank's Cut Rate Party Store
Fred's Food Alcove
Gala Food Store
Gaudino Meats & Foods
Giant Valve Supermarket
Gibson Party Store
Glass Bottle Shoppe
Grand River Meat Center, Inc.
Grocer Farm Market
H & H Restaurant
Handy Spot Fine Foods
Hanna, Inc.
Harry Becker Produce Company
Haves Development, Inc.
Hill Mgmt., Inc. (Burger King)
Ike's Party Store
In 'N' Out Food Stores
Ino DBA In 'N' Out Food
Intro Marketing
J.R. Marketing & Promotions

J.N.B. Pty. Str./Express Lanes Pty. Str.
Jack's Meat Market
John R Food Market
Joseph Campau Meat Market, Inc.
Joy Party Store
K & G Food Market
Kalil Enterprises
Karmo's Market
Kenwood Market
King Central, Inc.
King Southern, Inc.
King State, Inc.
King's Cellar Party Shoppe
Lafayette Towers Supermarkets
Linwood Egg Company, Inc.
Lobster Pot, The
Logan's Party Store #1 and #2
M & Z Corner Store
Mack-Canton Market
Mac's Variety Party Store
Mario's Meats, Inc.
Mark of Excellence Catering
Maryland Beverage
McInerney-Miller Brothers, Inc.
McNeil's Market, Inc.
Medicine Chest, Inc.
Melody Distributing Co., etal
Metro Grocery
Metro Packing Company
Michigan Bakery Supply Co.
Michigan Quality Sausage

Michigan Repacking & Produce
 Monterey Party Store
 Mr. C's Group
 Multi King, Inc.
 Munaco's Market
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 My Three Sons, Inc.
 Najor's Market
 National Foods Supermarket
 Northern Michigan Food Serv. Co.
 Northwest Family Party Shop
 Norhtwest Food Company
 Old Country Deli
 Paradise Foods
 Party Pack
 Paul's Wine Cellar
 Penniman Deli, Inc.
 Pete & Frank's Fruit Ranch
 Pete's Scotfarm Supermarket
 Potok Packing Company, Inc.
 Private Stock

Q.F.S. Enterprises, Inc.
 Q.F.S., Inc.
 R & G Quality Foods (Burger King)
 R.E. Smith, Inc.
 Randazzo's Fruit Markets, Inc.
 Republic Drugs & Liquor
 Retail Demonstrators, Inc.
 Riveria Party Shoppe
 Robert Lee Corp. (Burger King)
 Sam's Beer Store
 Sam's Food Market
 Save Line Market
 Scotch Plus
 Seven-Van Party Store
 Sgt. Pepper's General Store
 Sherwood Dairies, Inc.
 Shonco Two, Inc.
 Shop-A-Rama Food Center
 Silverdome Liquor Store
 Stanley Knight Corporation
 Stark & Company, Inc.

Stimac's Market
 Sullivan-Gregory, Inc. (Popeyes)
 Sunshine Food Stores, Inc.
 Superior Fast Foods (Burger King)
 Superland Market
 Tandie, Inc.
 Tel-Kaif Party Store
 Temple Trumbull Market
 Tom's Scotfarm Sup./DBA Semaan's
 Town Center Tobacco & Gift Shoppe
 Towne Club Beverage
 Trade Fair Market
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 Martin Welicko
 Carl Trimarche
 Jeff Dauzy
 Michael Schultz

Reformed tax code will touch all taxpayers

By JEROME URCHECK

Menczer and Urcheck,
Certified Public Accountants


The long-awaited and much publicized tax reform bill has finally passed Congress. The bill contains many provisions affecting both individuals and businesses. The bill with its massive reform of the tax code will touch all taxpayers from young to old and rich to poor.

Probably the most significant reform is the change of the individual tax rates from fourteen rates in 1986 to just two rates in 1988, with a transitional period in 1987 of five rates. Basically in 1988 there will be two rates of 15% and 28%. But besides this there are many other areas taxpayers should be concerned with. The personal exemption and standard deductions have been raised. The deduction for sales tax has been eliminated along with interest on consumer loans. The two-earner deduction and income averaging have been eliminated with the medical and miscellaneous deductions having new limits placed on them. The deductibility of IRA's

may be limited for those covered by company pension plans. The top rate of tax on capital gains will rise from 20% to 28%.

For businesses, the corporate rates will change with the top rate being 34% down from 46%. The investment tax credit is repealed effective **January 1, 1986**. Depreciation deductions are much less generous with depreciable lives being extended for equipment, autos and real estate. Business meals and entertainment will only be 80% deductible. Most of these provisions take effect in 1987 with the exception of the investment credit which is repealed for 1986.


Due to these many changes some action in 1986 may benefit you this year that might not be available in succeeding years. Please consult your tax advisor on how these changes affect you both individually and in your business.



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AFD program offers better benefits at lower rates

The other day I asked the owner of our local party store if he had his Health Care coverage through the Blue Cross Blue Shield program sponsored by AFD. He said, "No, why should I?" It was easy for me to answer.

"You can buy better benefits and at lower rates with the Association program than you can on your own." I explained to him that AFD offers four benefit programs for groups of five or more people and two programs for small

groups. All programs offer Master Medical and/or Prescription Drugs. In addition, four Dental care options are available for groups of five or more and if your group has ten (10) or more, you can buy Vision Care coverage.

My store owner nodded his head and said, "Yeah, but what about lower rates." I told him that AFD is putting in a BCBSM Cost Containment program on October 15 called PREDETERMINATION. PREDETERMINATION saves money by making sure that hospital admissions are necessary and for the number of days appropriate for the patients condition. With inpatient hospital costs averaging over \$500 a day, the cost reduction can be considerable.

I explained that because of the savings to the AFD program we were able to hold the AFD rates at the present level while other groups in the food industry were subject to a 5% rate increase.

Then the owner asked, "The Blues are running a lot of television ads on HMO and PPO, what's that all about? CAN I get that through AFD?" I told him that Health Care Network, the Detroit area HMO is currently available to AFD members and that early in 1987 the PPO and HMO would be available state wide.

The owner said, "Is there somebody I can call for more information on rates and benefits?" "Sure," I told him. "Call Judy Mansur at the AFD office (366-2400). Judy would be glad to send you the information."

It was getting late, so I paid for my orange juice and left.

JACK LAKE

Account Manager
Blue Cross Blue Shield of Michigan

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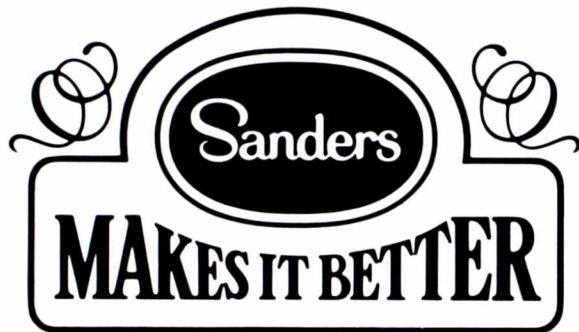
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Michael Luneke
Mike Luneke
Processor

Joseph Egan
Joe Egan
Processor

Derrick Gensler
Derrick Gensler
Blow Mold Operator

Scott Vander Haar
Scott Vander Haar
Milk Receiving

Doug Beckett
Doug Beckett
Processor

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Chuck Ippel
Processor

Floyd Pals
Floyd Pals
Processor

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Allen Mayne II
Processor

Nate Palmer
Nate Palmer
Blow Mold Operator

Frank Perez
Frank Perez
Filler Operator

John Van Der Toorn
John Van Der Toorn
Blow Mold Operator

Tim Schierbeek
Tim Schierbeek
Processor

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Glenn Hecksel
Milk Receiving

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Bryan Dumas
Processor

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Earl Gates
Blow Mold Operator

Mike Fountain
Mike Fountain
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KnowwhatI mean?

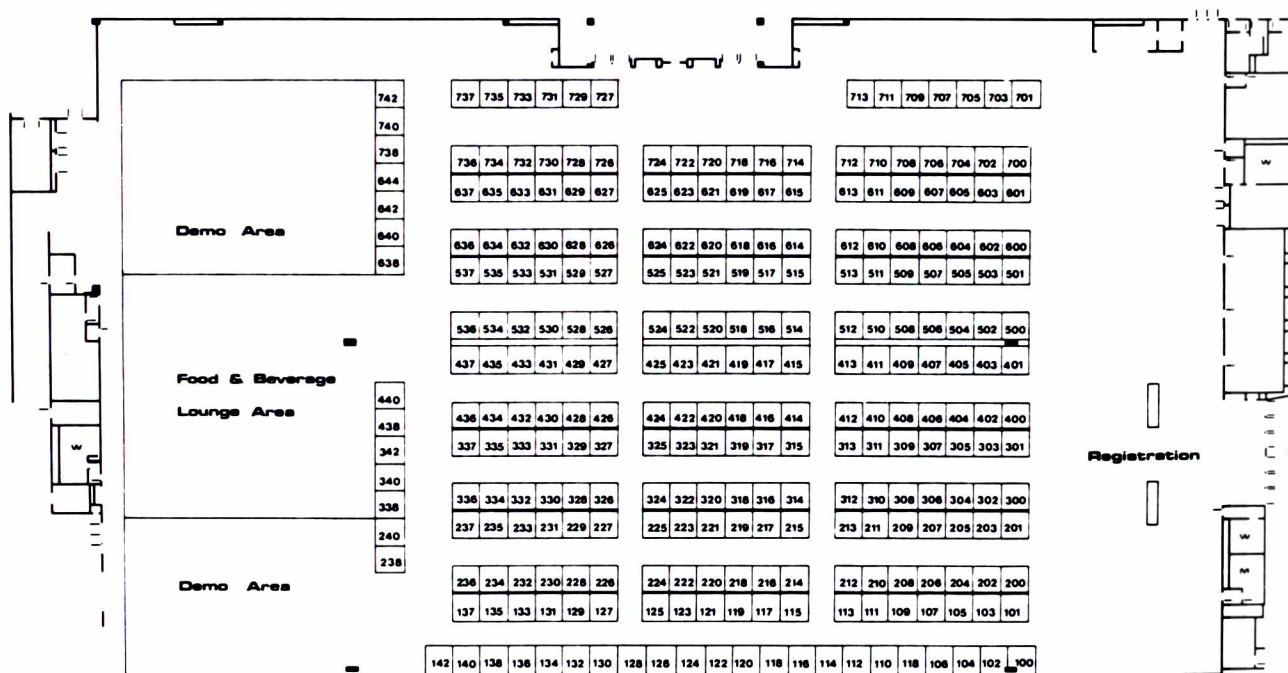


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AFD 1986 EXPO III EXHIBITORS



EXHIBITOR BOOTH NO.

AC & S, Inc.	519
Adolph Coors Company	313/412
AFD Center	317/416
AFD Credit Union	321
A-1 Advertising	633
Absopure Water Company	722
Amano America, Inc.	614
American Synergistics, Inc.	616/618
Ameri-Pro Systems	503/505/507
Anheuser-Busch, Inc.	727/729
Archway Cookies	736
Arkin Distributing Co.	509/511/513
Awrey Bakeries, Inc.	625
B & E Sales Company	601/603
Bech, J.N. Ltd.	635
Better Made Potato Chips	617
Beverage Journal, The	720

Blue Cross & Blue Shield	317-315
Harold Brehm-Broaster Sales	527/529/531
California Cooler Company	000
Central Alarm Signal, Inc.	342
Coca-Cola Bottlers of Detroit	419/421
Combo Commercial Equipment	515
Continental Baking Company	329
Creative Risk Management Corp.	321
D.G. & I. Marketing	000
Tom Davis & Sons Dairy Co.	601/600
Detroit Edison Company	702
Detroit Popcorn Company	636
Elite Marketers	737
Everfresh Juice Company	714
Francesco Imports Company	333/335/337/432/434/436
Frito-Lay, Inc.	629
Gateway Outdoor Advertising	742
General Biscuit Brands Company	728
Glenmore Distillers	336

Great Lakes Ice Company	620
G. Heileman Brewery	523/525
Hi-Tech Cellular Phones	000
Home Made Brand Ice Cream	644
Hussmann Refrigeration	521
Hygrade Food Products Corp.	637
International Brokerage Co.	000
Jays Potato Chips	411
Kalil Enterprises	627
Kar-Nut Products Company	726
Keebler Company	227
Kim & Steve's Luggage	626
Kimco, Inc.	413-415
Kowalski Sausage Company	414
Mel Larsen Distributors, Inc.	724
Liberty Paper & Bag Company	730-732
Liggett & Myers Tobacco Company	611
Lipari Foods	
401/403/405/407/409/500/502/504/506/508/510	
London's Farm Dairy, Inc.	533
Ludington News Company, Inc.	605-607
Market Mechanical Service, Inc.	716
M & B Distributing Company	708
MMI Distributing, Inc.	506-508-510
Oscar Mayer & Company	000
Melody Farms Distributing Company	400-301
Mendelson Egg Company	000
Metro Cell	712
Michigan Beverage News	220
Michigan Department of Agriculture	713
Michigan Specialty Advertising	728
Midwest Butcher & Deli Supplies	718
Midwest Ice Corporation	000
Midwest Research	602
Miller Brewing Company	628-630
Philip Morris U.S.A.	000
N.C.R. Corporation	538
Northville Laboratories	000
O.K. Services	701
Original New York Seltzer	517
Pace Membership Warehouse	700
Pacific Ocean Pop Company	609
Party Makers Enterprises	731
Pepsi-Cola Bottling Group ...	435/437/534/536
Pfeister Company, The	619/621/623
Pointe Dairy Service, Inc.	537
Prince Macaroni Company	606
Quick Quisine	240/338/340
RAM Communications of Michigan	604
Retail Demonstrators, Inc.	512
S & H Green Stamps	000

S & M Biscuit Company	634
S.R. Distributors	240/338/340
Fred Sanders Company	327
Sandler-Stone Company	426/428
Saroki Group	622
Scot Lad Foods, Inc.	608
Security Corporation	610
Seven-Up Bottling Company	706
Shearer Foods/Williams Snack Foods	735
Spartan Stores, Inc.	422/425/522/524
Spinazze, Gregory & Associates	535
Sterling Shores Distributors	416
Stroh Brewery Company	514
Stroh's Ice Cream	624
Swift-Eckrich, Inc.	613
Teamarketing, Inc.	429
W.C. Thomson Ltd.	710
Thornapple Valley	734
Tony Packo Food Company	612
Tony's Pizza Service	518/520
United Dairy Farms	644
Universal Wine Company	426
Faro Vitale & Sons	631
E.J. Wieferman Company	431
Zehnder's of Frankenmuth	324



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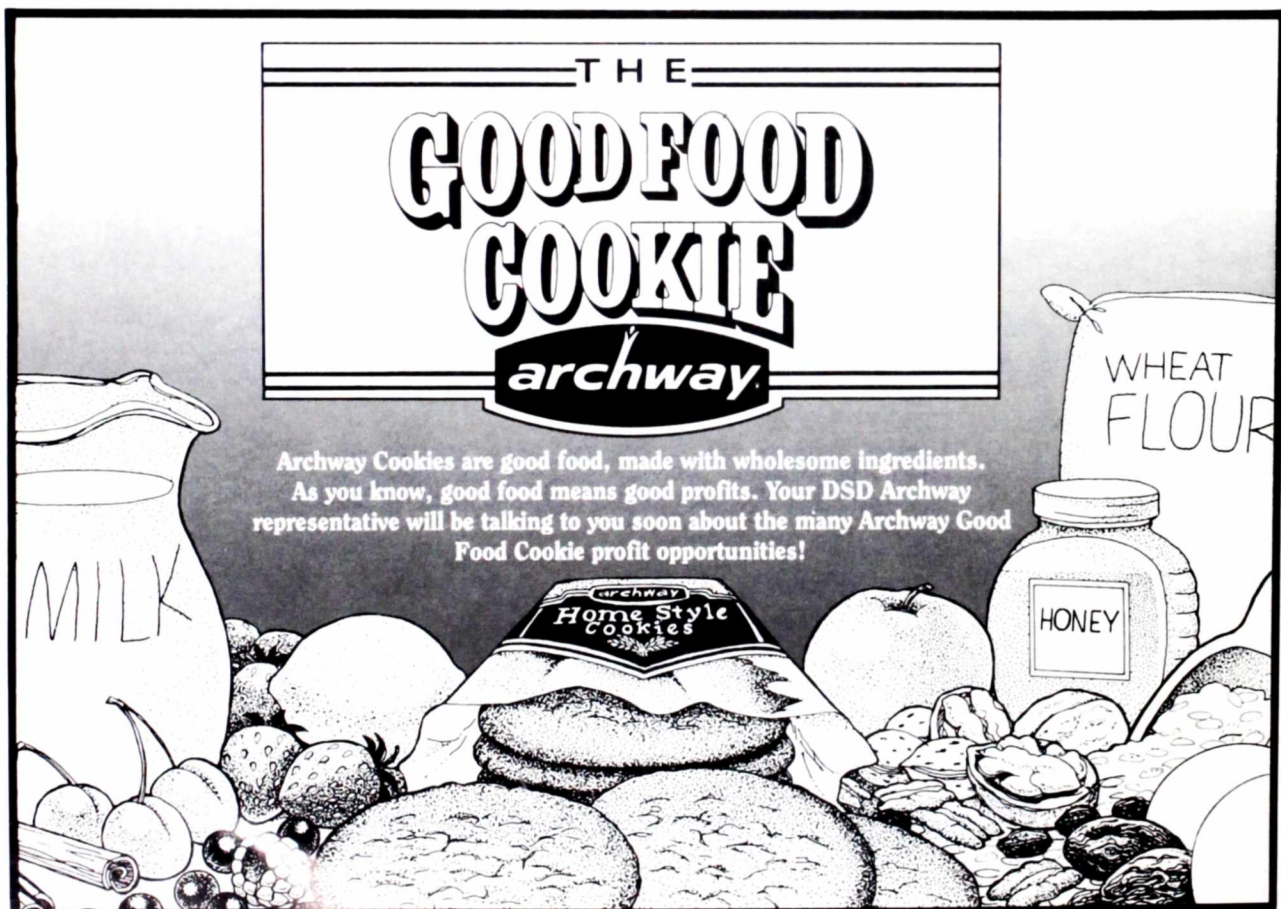
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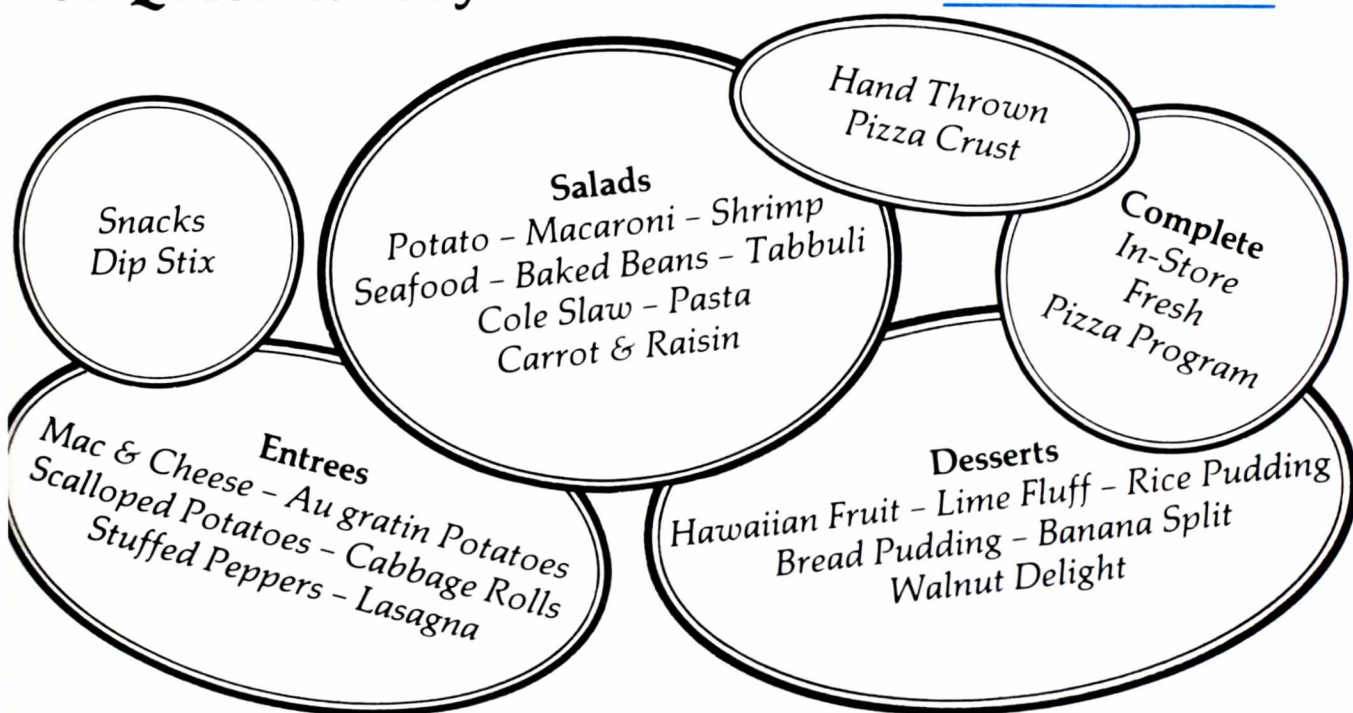
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MANUFACTURERS' VIEWPOINT

Coors and Michigan say "yes" to each other

By **TEX McCARTHY**
National Accounts Manager
Adolph Coors Company



Long the subject of a famous "mystique", Coors beer has appealed to beer lovers across the nation, though until recently it was only available in western states. In January of this year, the "Best of the Rockies" moved into Michigan and immediately took its place in refrigerators throughout the state.

Both Coors and Coors Light brands are exceeding the sales

projections made by the brewer prior to their introduction. According to the latest A.C. Nielsen figures, Coors has commanded a ten percent share of the market in Detroit.

Already the fifth-largest brewer in the U.S., Adolph Coors Company entered Michigan as part of its nationwide expansion program. The brewery has entered 45 states plus the District of Columbia, and has plans to enter the remaining five states — New York, New Jersey, Pennsylvania, Delaware and Indiana — by the end of the current decade.

Along with its two strongest-selling brands of beer, Adolph Coors Company also brings to Michigan a commitment of support to its retailers. The company plans to implement community programs and special events which will benefit Michiganders and generate a feeling of good will for the company and its products.

One such program which has just taken place is the Coors Veterans' Memorial Scholarship Fund.

Designed as a way to salute American veterans and express appreciation for their sacrifices, this program provides more than \$500,000 to the sons and daughters of veterans. This year, 123 national scholarships were awarded to eligible students throughout the U.S. Five of those

winners were Michigan residents.


As an addition to the scholarship fund, and a celebration of Coors' entry into Michigan, the company launched a month-long program in the state to raise additional scholarship monies for its college students. During May the company, along with its distributors, donated five cents for every case of Coors and Coors Light sold in Michigan to this special fund. \$36,000 was raised and shared among 36 Michigan students.

The scholarships were presented at a luncheon held in Lansing on September 29.

Other programs and special events such as the Coors International Bicycle Classic, Bill Elliott and the Coors NASCAR, concert series, Happy Holidays Program and charitable donations and tie-ins are designed to repay the community for outstanding response to its products; to promote sales; and create brand awareness.

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Working women influencing changes in supermarkets

Convenience and time-saving are the major shopping concerns of the working woman, says *The Lempert Report*, a marketing analysis issues and trends newsletter. Today, more than 53 percent of all women in the United States work outside the

home and they're becoming more and more vocal on the subject of supermarkets, offering suggestions (some very interesting) on ways they would like to see the stores change with their lifestyles.

The report found 67 percent would like faster, more efficient service including quick checkouts, more open checkouts, easier and faster check-cashing, cash lines only and baggers at all times.

Nearly half request later evening hours (especially on Sundays) and earlier morning hours, but a 24-hour shopping service would be best idea of all. As for personal services such as home delivery, telephone ordering, a personal food shopper and assistance carrying groceries to the car, 33 percent said they'd like to see it happen. And one quarter of the population would like to make it all 'hassle free' with wider aisles, better store arrangements, one-step shopping (in-store pharmacy, deli, bakery, alcoholic beverages, etc.), fully stocked shelves, drive-up windows for frequently purchased items, acceptance of MasterCard or Visa and clear food pricing on all items.

Impulse purchases? 83 percent said they indulge 'sometimes' while 12 percent say they buy on impulse most of the time. A whopping 96 percent are influenced by their friends and relatives when it comes to new product purchases and 94 percent are influenced by advertising. 93 percent say sales and special prices are a factor; 79 percent say coupons; 73 percent say packaging, and 60 percent say shelf display.

The study also notes that by 1990 the percentage of working women will grow to 60 percent. This certainly redefines that "traditional" female shopper and what she expects from her supermarket.

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Customer complaints can be helpful

Even the best run markets will have legitimate customer complaints. The good store manager welcomes those complaints as an opportunity to improve service and cement customer loyalty. The customer does you a favor when he or she calls your attention to something that is not right, and you should keep this in mind whenever dealing with complaints.

Being open to customers will help keep customers. The person who has a complaint and expresses it is much more likely to remain your customer than one who does not complain — that person just takes his or her business elsewhere. Also, the dissatisfied customer who does not complain at the store will most likely complain to someone — relatives, friends or neighbors. On the average, studies show that a dissatisfied customer will relate the problems to 11 other people. Negative word of mouth can really drive customers away.

Let your customers know that you want to hear complaints. Solicit their inquiries, suggestions and complaints.

It is also very helpful if customers have a specific location where they can register "merchandise" complaints (e.g., out of stocks, product quality). The courtesy booth is a logical place. In a store without a courtesy

booth, use the manager's or head cashier's office, provided it is visible and accessible to customers.

Don't just depend on verbal complaints. Some customers are reluctant to voice a complaint, but they might put it in writing. Give customers access to a suggestion

box or make available pre-addressed post cards/mailers with space for customer comments.

Most complaints can be handled at store level, although there are occasions when the store owner should be contacted.

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The State Department of Public Health, in an attempt to determine competitive prices for the WIC Program require grocers who participate in the WIC Program to file monthly reports with the State noting the highest prices in their store for each of the WIC foods.

These prices are then used to calculate an average price for each county. The State then adds on an additional percentage to reach its highest average price for a county.

This new system of averaging prices for an area is more accurate than the old system, but it also has created some confusion among grocers. State officials think some grocers are not supplying their highest prices for items on the monthly reports, thus skewing the averages.

The result is the development of an inaccurated average which has a direct affect on the smaller grocers.

A chain store's prices, for example, are counted only once, no matter how many stores are in the county, while each independent grocer's prices are counted individually.

Independent grocers not reporting their prices, also contributes to an inaccurate county average.

However, the policy continues to remain that the state will not reimburse grocers on a particular coupon if the price is over the average highest price.

Therefore, it is in the independent grocer's best interest to file the report monthly and to report their highest price for each item.

The highest item price should only be given for the quantity specified on the price card. If different quantities are written in on the card, the price will not be accepted. The accuracy of highest prices quoted by the grocers will reflect accurate averages for the State to use in its payment to vendors.

If you have any questions regarding the vendor price report, please call the Detroit WIC office (313) 256-1024.

GALE H. NORMAN
WIC Program coordinator
Michigan Department of Public Health

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Senior shoppers look for nutrition and convenience

They don't like "elderly" or even "senior citizens." They think "old" is past 80, and most prefer to think of themselves as mature.

People ranging in age from 55 to 79 also represent a fast-growing, relatively affluent segment of the population, and food marketers care what they think.

Campbell Soup Co. began a study in 1979 focusing on the food/nutrition attitudes and behaviors of these consumers. The latest findings, according to Joseph Eastlack Jr., group manager of marketing research, provide some interesting contrasts and similarities.

The most significant change from 1979, Eastlack reports, "is a far greater level of specific knowledge about nutrition and exercise issues

among today's mature consumers." They're concerned with maintaining health and taking steps to control levels of cholesterol, hypertension and weight. They eat more fiber and foods with calcium and potassium, he said.

In contrast to people of their age 20 years ago, today's mature consumers set a high priority on retaining their independence, and see nutrition as a way of doing it.

Having spent considerable time in the kitchen, the 55-and-older woman not only wants to avoid meal preparation whenever possible, but wants to spend less time cooking, shopping and cleaning up. She reaches often to convenience foods, and microwave ownership is very high, Eastlack reported.

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750 ML • 25.4 FL. OZ. • (1 PT. 9.4 FL. OZ.) *TM.

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BE A PART OF IT.

Canadian Club.

CC SOUR: 1½ oz. Canadian Club, 3 oz. lemon juice, 1 tsp. sugar. Shake well with ice, strain and pour.
To send Canadian Club anywhere in the U.S., call 1-800-238-4373. Void where prohibited.



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