



# THE FOOD DEALER

WINTER • A Magazine for the Michigan Grocery and Beverage Industry • 1986

*Season's Greetings*



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# THE FOOD DEALER

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## INSIDE

8

### Employee records are important

AFD Counsel Jim Bellanca explains why it is to your advantage to keep accurate records of your employees.

10

### Sugar — How Sweet It Is!

A new government report dispels many myths about nature's favorite sweetener.

14

### Say Yes to Michigan Agriculture

The head of Michigan's Department of Agriculture has some exciting plans for the coming year.

16

### The AFD Food and Beverage Expo

Pictorial highlights of the AFD trade show at Cobo Hall.

20

### Check That Check

Some sound advice on protecting your business from bad checks.

24

### Put Customer Courtesy First

A recent study shows that the way you treat your customers has a lot to do with whether or not they come back.

## DIRECTORY OF ADVERTISERS

### ADVERTISER

### PAGE

A-1 Advertising .....	29
Acme Food Brokerage .....	24
Anheuser-Busch Inc. ....	31
Blue Cross/Blue Shield .....	19
Clarkliff of Detroit .....	27
Country Fresh .....	7
Dekuyper Peachtree Schnapps .....	32
Everfresh Juice Company .....	13
Fountain Beverage Company .....	15
Kowalski Sausage Company .....	6

### ADVERTISER

### PAGE

London's Farm Dairy .....	9
Luddington News Company .....	25
Michigan Sugar Company .....	11
Mohawk Liqueur Company .....	2
Monitor Sugar Company .....	12
Pacific Ocean Pop .....	4
Paul Inman Associates .....	23
The Prince Company, Inc. ....	12
Ramlosa Mineral Water .....	5
Scot Lads Foods .....	21



## Executive Director's Report

Joseph D. Sarafa  
Executive Director  
Associated Food Dealers

### SMILE... Nothing to lose, so much to gain

**E**very December seems busier than it was a year ago. Even though we start earlier and plan better, each year we find ourselves working harder and longer. Still, there doesn't seem to be enough hours in the day.

"What to do?" you ask. Well, I don't have all the answers, but I do have one suggestion. Smile. That's right. S-M-I-L-E!

I know a smile doesn't solve the world's problems, but it does go a long way toward great customer rela-

tions; it does make a tough day during the hectic holiday season a little easier; and it does set a good example for your employees.

It only takes a moment to speak to someone, to wish him or her a happy holiday, and it does not take any longer to say it sincerely and personally than to repeat it meaninglessly. The holidays are not only a time for promotions and festive decorations at the store. It is also an opportunity to foster long term customer loyalty and a smile can help you accomplish that goal. So why not smile? You have nothing to lose and so much to gain. Try it. You'll be glad you did.

\* \* \*

*We are so fortunate to live as we do. This year, why not take a minute or two to give thanks for the quality of life that we in this industry enjoy. Let me take this opportunity to wish you and those you love, inner peace, and strength, love, good health and prosperity throughout the New Year and always. Happy Holidays!*



**"The  
COLA  
That Uses  
All The  
Sugar"**

— See story entitled  
*Sugar...How Sweet It Is* on page  
10 of this magazine.

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## Chairman's Message

Jerry Yono  
Chairman of the Board  
Associated Food Dealers



## The Start of Something Great!

**I** think this is the start of something great! That may sound cliché, yet the success of the Associated Food Dealers of Michigan over the last few months proves what a lot of hard work and good people — “The Right Stuff” — can accomplish. Together we can do anything we set our minds to.

The process of working together is already starting to pay dividends.

New members are coming in at a record rate. Financially, we have done better in two months than we have done in the previous two years. Our Food Dealer magazine is superior to anything produced in the past; the coupon department's integrity is restored; and the list just goes on and on.

But none of this would have been possible without the tremendous help of the Board of Directors. Tony

Munaco did a great job of chairing the Search Committee; Sam Yono coordinated the Turkey Drive for the needy with the Chaldean American Youth Club; Sabah Najor worked hard improving the Constitution and By-Laws; and Phil Saverino and Frank Tumberallo spent countless hours helping out at our Expo. This is only the beginning.

So, as I close out my fourth term as Chairman of the Board of the Associated Food Dealers of Michigan, I do so with a bit of envy. The change of leadership from the former Executive Director to Joseph D. Sarafa went better than any of us could have ever imagined. That, combined with an excellent staff and the renewed vigor of the Board and members of AFD means the new Chairman, whoever that may be, will have the opportunity and pleasure to work with an outstanding group of people.

I will remain an active Board member of AFD and will continue to offer my help and advice wherever it is needed.



*Season's  
Greetings*

*From*



**“Kowality”**



# *Our Holiday Sentiments, Exactly...*

*Know what I mean?*



Country Fresh, Inc.: Quality Dairy Products Since 1946 2555 Buchanan Avenue SW, Grand Rapids, MI 49518-0814





# KNOW THE LAW

By James Bellanca, Jr.  
Bellanca, Beatty & Beatty  
Legal Counsel to AFD

## Employee records are important

**I**do not have to tell you how complicated business life has become. Government intervention, even in the small business world, is a reality. Unfortunately, until disaster strikes, many small businessmen are unable to support with business records what has actually occurred in the work place.

One of the most important records to maintain is not maintained, or is inaccurately maintained, by many AFD members.

That record is an employment file for each employee. It need not be sophisticated, or typed, or professionally maintained, but it must be maintained with basic information, and with a basic history of each employee's work record. Here's why:

Before hiring an employee, he should give you his name, his address, his social security number and state whether he is over 17 years of age (you cannot ask his age). If there is any suspicion on your part concerning any of that basic information, you should require proof. A driver's license, with his picture, is probably the most easily accessible record. Keep in mind, hiring an employee (even for part-time work) who is under 17 years old, **requires a work permit**. Failure to secure a work permit can result in extraordinary personal liability on the part of the store owner if that employee is injured.

You should also inquire into previous employment, and determine (if by no other means than by his own statement), the reason he left his previous jobs. This will enable you to determine whether he is the type of employee you want working for you. You may wish to call prior employers to determine why their employment was terminated. Was dishonesty suspected? Did the employee claim an injury? Was the employee reliable? etc.

After the decision is made to hire an employee, the record becomes even more important. If the employee is handling food stamps, he should be instructed on the rules and regulations governing food stamps. Handouts are available from both the AFD offices and the Department of Agriculture. You should note in his employment file that he was given those handouts and instructed. The same is true if the employee is involved in the sale of alcoholic beverages or department of health regulations. He should be instructed and a note should be made in his file that he was instructed.

These records may be helpful in the event that the store is ever charged with the improper handling of food stamps or by the department of health or by the Liquor Control Commission. Certainly, instructing your employees does not completely exonerate you, but generally, a clear and complete record will serve

as mitigation in the punishment. Additionally, if an employee violates any of the procedures as referenced above, or other procedures typical of your store operation, he should be instructed **and a note** should be made in his or her personnel file.

If an employee is consistently late or intoxicated, a record should be made of **every** instance of lateness or intoxication. If an employee is the subject of constant customer complaints, he should be reprimanded **and** a note made in the employee record.

If an employee claims an injury while working (even a minor injury, like, "I twisted my ankle; I hurt my back," etc.), you should require him to make a written statement as to the circumstances surrounding the injury. You should suggest that he see a doctor. You should make a record of his response and, particularly, which doctor the employee went to, if any. You should **immediately** report the injury to your worker's compensation carrier. Similarly, if you notice an employee come into work with a limp or a cut or a cast, you should determine if that injury was sustained outside of the business and make a note of the details of the explanation in the employee's file.

Some of the reasons for this are obvious. Once the habit is established, the time involved is minimal.

In assisting market owners over the last several years, I can think of many cases where claims made by employees before the MESC or before the workers compensation bureau or in cases of claimed discrimination, could have been completely turned around by the proper maintenance of an employment record.

The system is always blamed by the employer who suffers the expense of a false claim. The system is clearly geared to protect the employee, but there are safeguards in the system and the law to protect the employer who has made the effort to protect himself. ☐





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London's 200 employees process and distribute a full line of dairy products through more than 1700 outlets in the eastern half of Michigan.

*Michigan's  
Natural Choice*



# Sugar...

## How Sweet It Is!

**S**ugar. It's been called "Sweet and Dangerous", "Pure, White and Deadly," and a variety of other unflattering terms. But a new Food and Drug Administration task force report has sugar producers and distributors encouraged that consumers will once again make sugar their favorite sweetener.

And the task force report on sugar, confirming that sugar is safe, is good news for the American consumer, according to the president of the Sugar Association.

"The report is good news because it unequivocally sets the record straight," says Jack O'Connell, head of the Washington, D.C.-based trade association. "It says sugar is safe. A scientific document of this stature should be very reassuring to consumers who may have been confused and misled over the years by unsubstantiated lay criticism.

The Sugar Association was so bouyed by the report that it mounted a massive advertising campaign in several major national magazines to alert consumers to the FDA findings. The ad used the headline: "SOMEONE IS TRYING TO SILENCE THE TRUTH ABOUT SUGAR," using scissors-and-paste letters of varying sizes and type-styles suggesting a kidnapper's ransom note.

"Our ransom note caption captures the air of myth and superstition that has surrounded sugar for years," O'Connell said. "The text of the ad clears the air with a few simple truths. Sugar is a safe, natural food that isn't high in calories. And it's the best tasting sweetener available."

The print advertising campaign is only part of a \$3.2 million advertising campaign funded by the sugar industry. The campaign also uses 30-second network radio spots featuring the distinctive voice of Eli Wallach. All are designed to dispel many of the popular misconceptions about sugar — misconceptions addressed by the FDA report.

The in-house FDA task force spent three years reviewing a 10-year accumulation of worldwide research on sugar's role in nutrition. Sugar does not cause major diseases, such as diabetes, heart disease, hypertension or cancer, the group concluded, and it is not responsible for problems like gallstones, glucose intolerances or hyperactivity in children.

"Other than the contribution to dental cavities, there is no conclusive evidence that demonstrates a hazard to the general public when sugars are consumed at the levels that are now current and in the manner now practiced," the report said.

Noting the recent dramatic decline in tooth decay prevalence in the United States, O'Connell said, "The

AS APPEARING IN NEWSWEEK MAGAZINE.

**SOMEone is trying  
to silence THE truth  
about sugar**

It's quite mysterious, but someone is trying to misinform America about real sugar. By popularizing misconceptions and perpetuating myths. By slanting the truth.

Who could be doing this? The users of cheaper substitute sweeteners, like corn syrup? Misguided health and diet faddists? Artificial sweetener manufacturers? Self-proclaimed "experts" who knock sugar to promote useless foods and diets?

We think it's time you knew the real truth about real sugar.

#### **Sugar is a natural food.**

Unlike artificial sweeteners that contain man-made chemicals, real sugar comes naturally from either sugar cane or sugar beets. Not from a laboratory. In fact, sugar is an important member of the carbohydrate family which is used by the body to provide energy.

#### **Sugar isn't high in calories.**

Actually it contains a lot less calories than most people suspect, only 16 calories per teaspoon.

#### **Sugar is safe.**

Artificial sweeteners are required to have warning labels. You'll never find a warning label on sugar. The U.S. Food and Drug Administration has placed sugar on its "Generally Recognized as Safe" list. No artificial sweetener is on this list. None.

#### **Sugar tastes best.**

Quite simply, sugar is good food...good for your body and good to your taste buds. It remains unmatched in taste. Unmatched in quality. Real sugar has always been the best. It still is.

**Real Sugar**

It's always been the best. It still is.

The Sugar Association Inc. 1511 K Street N.W. Washington, DC 20005



prevailing opinion among dental researchers today is that there is not a one-to-one relationship between sugar consumption and cavities."

The FDA examined sugar as a part of its periodic review of foods that are Generally Recognized as Safe (GRAS). In 1976, the Federation of American Societies for Experimental Biology (FASEB) prepared a report for the FDA that reached essentially the same conclusion," O'Connell said.

"The FDA task force is an excellent scientific company," he said. "In addition to FASEB, such highly regarded groups as the American Society for Clinical Nutrition and the American Council on Science and Health have also been leveled against it. The task force's conclusions bring us closer to unanimity as the scientific community ever gets.

"The sugar industry has had to live with a great deal of criticism over the years, primarily from lay sources," O'Connell said. "Common sense and years of experience with sugar as a kitchen staple should have taught us that sugar is no more a threat to health than any other food consumed in sensible quantities," he said. "Now, in addition to common sense, we have a thorough scientific assessment from an impeccable source — the government agency responsible for the safety of our nation's food supply.

"Once the news of FDA's work reaches the American public, we expect peddlers of myth and misinformation will have a much harder time selling unsubstantiated theories, unproven fad diets and questionable nutritious remedies to the consumer," he said.

The sugar industry is deeply committed to countering popular misconceptions about sugar, O'Connell said. "We are spending approximately \$4-million this year on an advertising and public relations campaign to educate consumers to the fact that sugar is safe, natural and surprisingly low in calories — only 16 per teaspoon."

In addition to establishing sugar's safety, the FDA report addresses several related concerns about sugar, including:

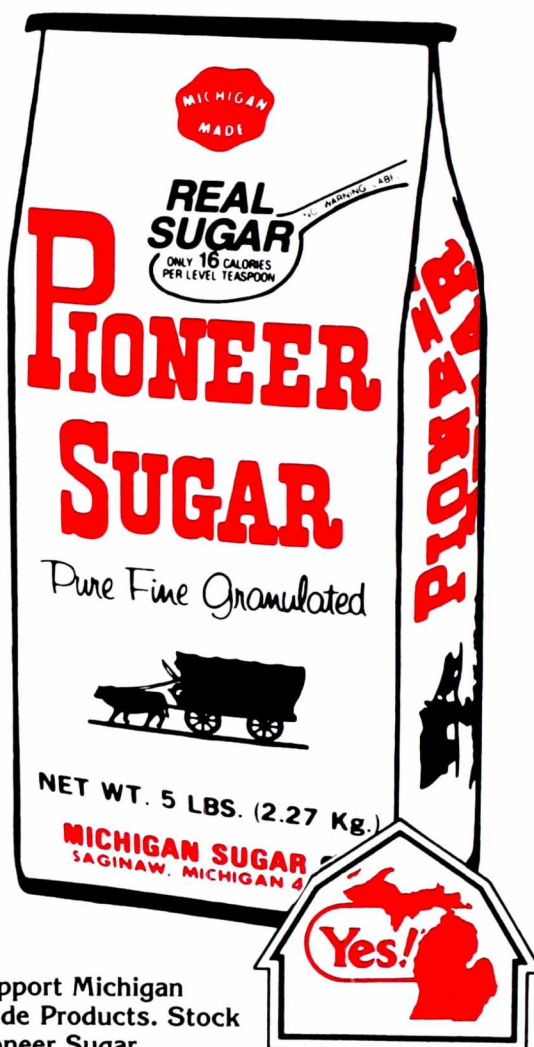
- **Does sugar cause diabetes?** The answer is no. And researchers are now questioning the rationale for sugar-restricted diets that were once automatically recommended for diabetics.

- **Does sugar make children hyperactive?** The evidence says no. And some evidence suggests that carbohydrates, like sugar, may actually have a calming effect.

- **Will eating sugar make you fat?** No one food can be responsible for obesity. Evidence shows that overweight people eat less sugar than lean people do.

- **Is sugar responsible for tooth decay?** Dental researchers are in agreement that there is not a one-to-one relationship between sugar consumption and dental cavities.

# Michigan's Natural



Support Michigan  
made Products. Stock  
Pioneer Sugar.

Grown and Processed in the Saginaw Valley  
SAY YES to Michigan with Pioneer Sugar



Michigan Sugar Company, Saginaw, MI

Tooth decay prevalence has declined dramatically in the United States while nutritive sweetener consumption has remained relatively unchanged.

● **Can we eat sugar and not worry about nutrient deficiencies?** Yes, according to the FDA report. Sugar does not prevent us from getting needed nutrients.

"The public will be very interested to learn that there is nothing fattening about sugar," O'Connell said. "The report even says that overweight people eat less sugar than lean people do."

"A second frequently-voiced complaint is that sugar contributes only calories to the diet but no vitamins or minerals. We think the real question is: does sugar prevent us from getting needed nutrients? The answer is 'No,' according to the FDA."

"We would add that one of the benefits of sugar is that it makes foods — nutritious foods — taste better. Sugar also performs many functions in food in addition to sweetening — preserving, bodying, browning. It's necessary from a food technology point of view."

Although the FDA report on sugar contains nothing scientifically controversial, O'Connell would not be surprised if critics surface. "Many people have a hard time saying nice things about sugar. Maybe they feel that something that tastes good can't possibly be good for us."

Some of the misconceptions about sugar are perpetuated by makers of artificial sweeteners, according to O'Connell. "We felt we had to address the misleading promotions for artificial sweeteners, which seems to suggest that people need an artificial sugar replacement if they want to lose or control their weight. This kind of promotion serves to resurrect the myths and misinformation about sugar that we've worked long and hard to refute."

"Ironically, there is no convincing scientific evidence that artificial sweeteners actually help people eat less or lose weight. The body isn't fooled by artificial sweeteners, so we tend to consume them in addition to, not as a replacement for, our daily calorie needs," O'Connell said.

Sugar also competes for its share of the nutritive (caloric) sweetener market with corn syrups, which food and beverage manufacturers are using in increasing amounts because they are cheaper than sugar.

"We're in a very competitive situation," O'Connell said. "Corn syrup manufacturers can undersell us, and artificial sweetener manufacturers have been outpromoting us. We feel we have the facts on our side. And we're betting that once consumers have the facts as well, they'll understand that for taste, safety and versatility, there is no substitute for sugar."

## ...GET REAL!

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## Food Industry Mergers, Acquisitions at Record Levels

A total of 516 mergers and acquisitions took place between January and September, higher than any nine-month period on record, according to the Food Institute. The Fair Lawn, NJ-based information and research association reports that activity exceeded the comparable 1985 period by 3.6 percent.

"Mergers, acquisitions and divestitures in most areas of the food industry ran high in the nine months just past," says Food Institute vice president Frank Panyko. "Food manufacturing firms, wholesalers, brokers, supermarketeters, restaurateurs, grocery and foodservice suppliers and wholesalers — all were more active than a year ago. The industry's restructuring continues, with some major moves involving large firms, as well as a high number of transactions involving small firms or spinoffs from larger companies."

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The Food Dealer — Winter, 1986/13

# The Holiday's Best to You!



## EVERFRESH Fresh 'N Pure Juice Company

6600 E. NINE MILE ROAD  
WARREN, MICHIGAN 48901  
(313) 755-9500

"Made Fresh In Michigan!"





# Say Yes!

## To Michigan Agriculture

**L**ast month, Commerce Director Doug Ross and I announced plans for a new, aggressive marketing campaign to place Michigan's food and agriculture industry at a competitive advantage. The campaign is designed to boost the industry in the same way that the Yes M!ch!gan program aided the state's tourism and advanced manufacturing industries. We are serious about our efforts to increase the market share for Michigan's food and agricultural industry.

Very few people realize the impact of our industry — Michigan's second largest — on the state's economy. Together, we have a combined impact of well over \$15.5 billion annually. But to continue growing, we have to look at ways to develop our food and agriculture industry, make it stronger, and ensure that it is profitable.

The program is designed to position Michigan as a national and international center for food and agricultural products, and to increase Michigan's share of those markets by emphasizing the quality and diversity of the state's food and agriculture industry.

The strategy calls for the state to identify changes needed in state laws and regulations to increase Michigan's attractiveness as a home for the production, processing, manufacturing and sale of food and agricultural products. Second, it calls for coop-

erative programs between state government and the private sector to improve the quality of products, the identification of existing quality products, and to make Michigan a leader in the development of new products for new markets.

You, as retailers, are a vital link in the chain that brings food products from the producer and processor to the consumer. It is important, therefore, that you are full partners in the cooperative programs developed as part of this new strategy.

We plan to unveil the full marketing program in detail at the 1987 Governor's Conference on the Future of Michigan Agriculture, scheduled for February 25 and 26 at two of downtown Lansing's newest attractions — the Radisson Hotel and the Exhibition Center. I hope you will join us to hear about the program, and participate in the conference itself.

Under the theme, "Opportunities, Alternatives and Innovations," the 1987 conference will again bring together representatives from each link of the food chain — producers, processors, wholesalers, grocers, restaurateurs and consumers. And with the guidance of the conference Advisory Committee, of which AFD Executive Director Joe Sarafa is an active member, this year's conference will address issues of critical importance to all sectors of the industry.



Dr. Paul E. Kindinger

*Dr. Paul E. Kindinger was appointed director of the Michigan Department of Agriculture (MDA) on November 1, 1983.*

*Prior to accepting the position as director, Kindinger was assistant director of the Cooperative Extension Service, Michigan State University from November 1981 to November 1983. He served as assistant director of MDA from June to November 1981, was chief of MDA's Marketing and International Trade Division from 1979 to 1981, and was director of Michigan Farm Bureau's Commodity Activities and Research Division from 1975 to 1979. He also taught at the University of Minnesota and held a teaching and research graduate assistantship at Cornell University, New York.*

*A native of Michigan, Dr. Kindinger received his bachelor's and master's degrees in agricultural economics from Michigan State University and his doctorate from Cornell University.*

*As director of MDA, Kindinger has accepted several assignments from Governor James J. Blanchard. He is a member of the Governor's Cabinet Council on Jobs and Economic Development, chairing the Food processing Target Industry Program; the Human Services Cabinet, chairing the Food Policy Committee; and the Governor's Cabinet Council on Environmental Protection, where he chaired special committees on nonpoint source pollution and pesticides. He was a co-chairperson of the Steering Committee for the Governor's Conference on Agriculture in 1981, chairperson of the Governor's Conference on the Michigan Horse Industry in 1982, and general chairperson of the Governor's Conference on the Future of Michigan Agriculture in 1985.*

*He was raised on a dairy, hog, and cash crop farm in south central Michigan near Reading, where he shared managerial and business responsibilities with his father.*

*Today, he travels extensively promoting and working on behalf of Michigan's food and agricultural industry.*



Experts, regulators, educators, entrepreneurs and other representatives from all areas of the industry will be on hand to bring participants up-to-date on the changing agricultural world. The various workshops will provide an opportunity for full discussion of the topic areas as well as active audience participation in question and answer sessions. Keynote speakers, the Governor's Banquet, an updates presentation on MDA's promotion strategy for the food and agriculture industry, focus groups and round tables are but a few of the events that will highlight this year's conference.

Workshops of particular interest to the retail grocery and beverage industry will include a discussion of the new tax law and its implications for food-related businesses and farmers; innovative banking and finance options for 1987; case histories of successful merchandising techniques by several entrepreneurs; quality and how it can be a competitive advantage;

and new innovations and technologies in production and packaging.

I'm personally looking forward to the conference and wish to encourage each of you to take advantage of this opportunity by participating in the workshops and other activities offered.

In addition to the new marketing campaign, the department is working on another project which will be of interest to you — the State's Sesquicentennial Celebration. MDA is planning several major projects involving the food and agriculture industry during the 1987 celebration, which include:

- Twelve Michigan vintners have designated one of their wines as an Official Sesquicentennial Wine. You may want to consider a special display of these wines during the Sesquicentennial Year.

- Generic snack and beverage posters have been produced by MDA's Agricultural Development Division. They can be utilized by su-

permarkets, party stores, and other retailers to promote Michigan snacks and beverages during the upcoming holiday season.

- Retailers have been asked to consider designating one week in January, 1987 as "Happy Birthday Michigan Week," and to build Michigan products displays and use their local retail advertising to promote Michigan's 150th birthday. In addition, the managers were asked to consider printing the official Sesquicentennial 150 logo on their grocery sacks for use by local member stores. We are pleased by the response to these plans and hope you will consider participating. Jerry Dunn, MDA's liaison to the Sesquicentennial, will be happy to give you more information on these program goals. His number is 517-482-1987.

Together we can work to increase Michigan's market share locally, nationally as well as internationally. Michigan's future **does** look bright.

*Season's Greetings From*



**Fountain Beverage Company**

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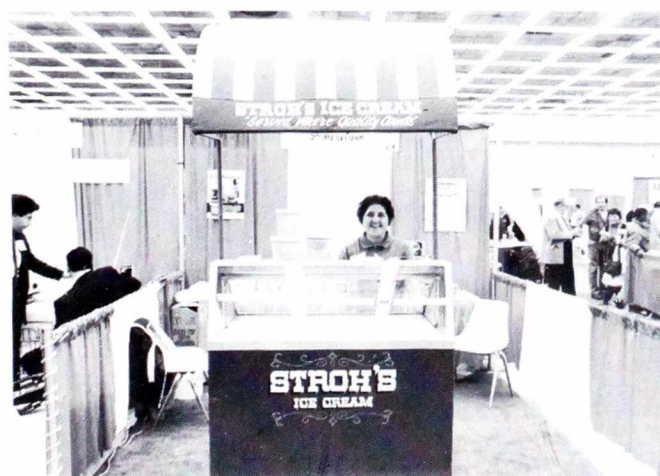
# 3rd Annual AFD Fo



Everfresh Juice Co.



General Biscuit Brands Co.



Stroh's Ice Cream Co.



**LET'S GET STARTED** — Michigan Liquor Control Commission Chairwoman Patricia Knox (center) was on hand for ribbon cutting ceremonies opening the 3rd Annual Food & Beverage Expo.

## A great way to discover

**T**he 3rd Annual AFD Food and Beverage Expo held recently at Cobo Hall in Detroit, attracted nearly 5,000 Michigan retailers to experience one of the state's outstanding business trade shows. Food and beverage and equipment suppliers from around Michigan and the country were on hand to display, demonstrate and offer samples of their products and services.

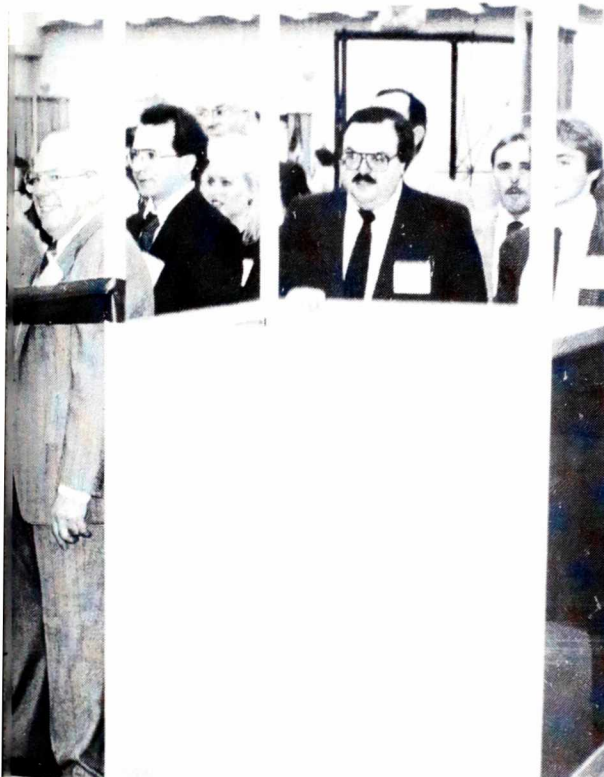
According to AFD Executive Director Joe Sarafan, the Food and Beverage Expo is an excellent opportunity for retailers to improve their businesses and make more profits.

"Retailers seldom have enough time to research new products or even to spend enough time with salesmen,"



# & Beverage Expo

*to*



participating were (from left) Tom Simaan, AFD Board member; Iggy Galante, Trade Show Director; AFD Executive Director Joe Sarafa, and Phil Averino, AFD Board member.

## ev products and services

When they come to call," said Sarafa. "The Expo gives them an opportunity to meet with the wholesalers and their salespeople, see, taste and buy new products — all at one time and under one roof."

Those who attended saw the latest in baked goods, soft drinks and other non-alcoholic beverages, beer wine and spirits, dairy products, meats, poultry, produce, equipment, promotional items and numerous store-related services.

"The Expo is not only a great business opportunity and educational, it's also a lot of fun," says Sarafa.

"The people who attended indicated to us that they found it worthwhile and beneficial."



Spartan Stores, Inc.



Pacific Ocean Pop Co.



Detroit Popcorn Co.





Midwest Butcher & Deli Supplies



Hygrade Food Products



Harold Brehm Broaster Sales



Original New York Seltzer



Shearer Foods/Williams Snack Foods



The Beverage Journal



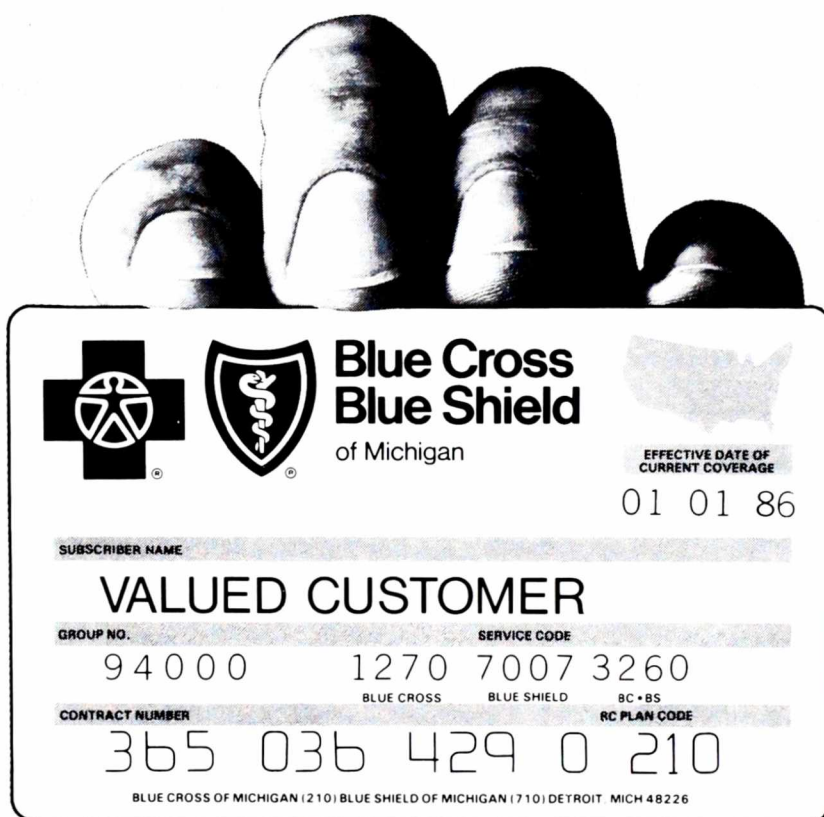
London's Farm Dairy, Inc.



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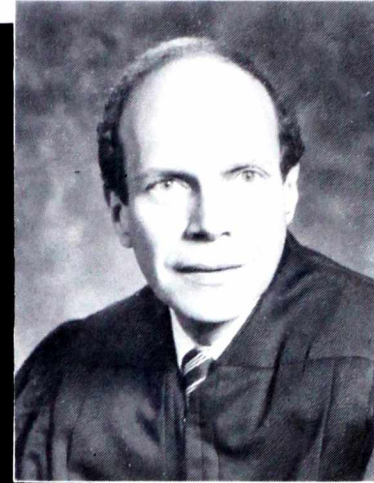


## CAN YOU REALLY AFFORD ANYTHING LESS?



# Check That Check!

By Bernard A. Friedman  
District Judge



**W**elcome to the wonderful world of the law.

The courts are a great indicator of the economy. As one reads the business pages and sees a downward turn in the economy, we, in the courts, see an increase in economic crimes and particularly "bad check" cases. What can the law do to

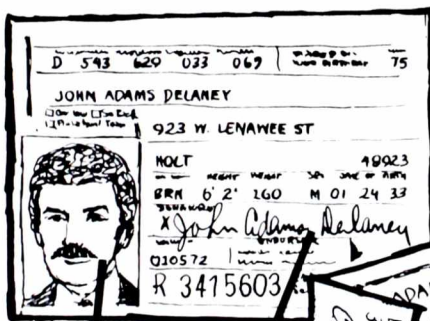
assist the business person who becomes a victim of a "bad check?"

First of all, it should be understood that writing a check without sufficient funds or on a bank without a bank account is a criminal offense, just as forging or passing a stolen check.

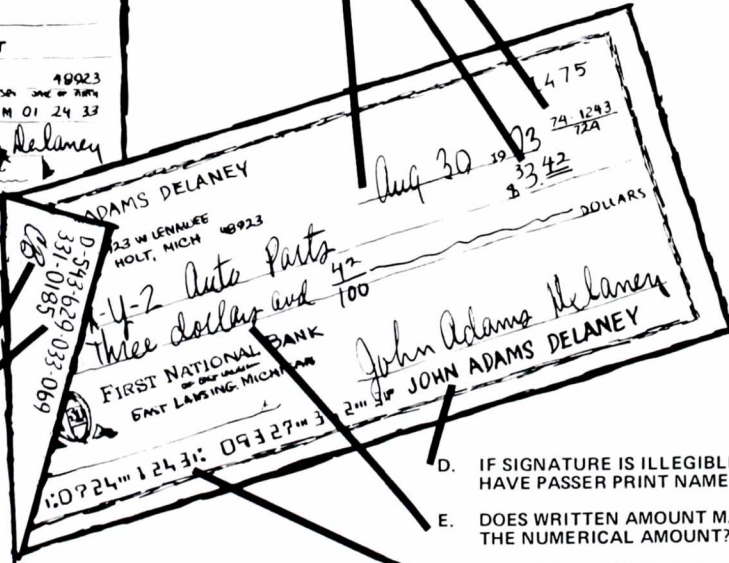
If a business person becomes the

victim of a "bad check" this situation should be immediately reported to the local police agency. If the situation involves a check for insufficient funds or no account at the bank, then the business person is obligated to send what is known as a 5-day notice. Most local law enforcement agencies are prosecuting authorities

## know your endorser



1. DOES PHOTOGRAPH MATCH THE PASSER?
2. DOES SIGNATURE MATCH ENDORSEMENT ON CHECK?
3. NOTE DRIVER'S LICENSE NUMBER AND TELEPHONE
4. INITIALS OF PERSON CASHING THE CHECK



- A. IS CHECK POST-DATED OR "STALE"?
- B. DOES "ABA" NUMBER CORRESPOND TO THE BANK LOCATION? (9 - DETROIT; 74 - OUTSTATE MICHIGAN)
- C. HAS AMOUNT OF CHECK BEEN ALTERED, ERASED OR CHANGED IN ANYWAY? (HANDWRITING, SPACING, COLOR OF INK, ETC.)

- D. IF SIGNATURE IS ILLEGIBLE, HAVE PASSER PRINT NAME BELOW IT.
- E. DOES WRITTEN AMOUNT MATCH THE NUMERICAL AMOUNT?
- F. MAGNETIC CODING MUST MATCH "ABA" NUMBER AS SHOWN HERE.



*Best of Holidays To AFD Members!*

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and have a form available for this.

Once this notice is sent, and no response or payment is received, then the law enforcement agency may proceed to prosecute the matter criminally.

The real question is, what benefit is criminal prosecution to the business person? First and foremost, a business person who develops a reputation of "prosecuting" those that

break the law in their establishment send a message to the criminals that they should avoid that business as that establishment prosecutes violations of the law.

Secondly, under the powers of the court and by the action of the legislature, judges can order restitution to be made to the victims of crimes which include "bad checks" as a condition of sentence.

The victim (business person) has a right to be informed at every stage of the proceedings, and even has a right to be heard at the time of sentencing either directly or through a representative of the court.

Business people must be encouraged to participate in the prosecution and enforcement of all the laws, as by doing so, they are helping their business in the long run.

## Check Cashing Check List

### General Company Policies

Yes No

1. Does your firm have an established check cashing policy? ☐ ☐
2. Are you willing to prosecute a "bad check" passer? ☐ ☐
3. Are your company checks kept in a secured place? ☐ ☐
4. Do only authorized personnel have access to your checks and check writer? ☐ ☐
5. In the event of a burglary, do you reconcile and account for all checks? ☐ ☐
6. Upon receiving your monthly statement and cancelled checks from the bank, are they reconciled in a reasonable time? ☐ ☐
7. As a customer are you aware of your responsibilities regarding checks? ☐ ☐
  - A. 14 day rule? ☐ ☐
  - B. 1 year limitation on forged maker's signature? ☐ ☐
  - C. 3 year or more limitation on forged endorsements? ☐ ☐

### Specific Procedures

1. Are you certain that the item presented is actually a check? ☐ ☐
2. Is the check a deluxe style check, new account check, or a counter check? ☐ ☐
3. Does the check bear a current date? ☐ ☐
4. Does the body and figure amount agree? ☐ ☐
5. Was the check signed in your presence? ☐ ☐
6. Are there any erasures or alterations on the check? ☐ ☐
7. Does the A.B.A. routing symbol correspond to the bank transit number? ☐ ☐
8. Where a check writer is used, does the company name on the check compare to the name within the protectographed amount? ☐ ☐
9. Does it seem reasonable that the presenter should be presenting this type of check? ☐ ☐
10. Does the signature on the identification compare to the signature on the check? ☐ ☐
11. Does the address on the identification agree with the one given by the presenter? ☐ ☐
12. Is the identification completely recorded on the back of the check? ☐ ☐
13. Does the person accepting the check initial it, indicating they were the person receiving it? ☐ ☐



# Food Institute reports on national food sales trends

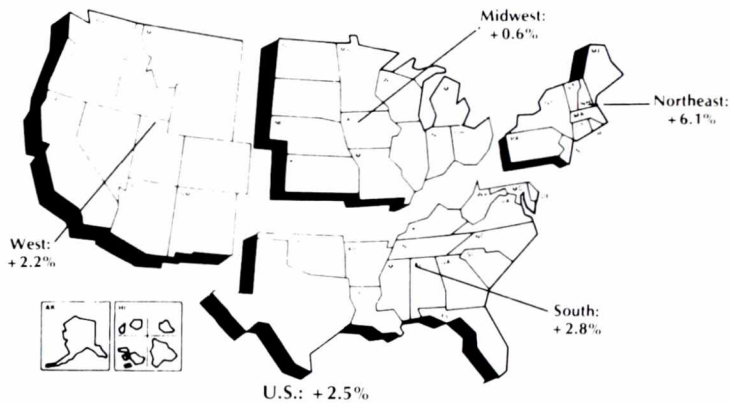
**T**he Northeastern U.S. continues to lead in physical tonnage gains of product sold through grocery stores, while the Midwest is well ahead at commercial eating and drinking places, according to a report issued recently by The Food Institute, the Fair Lawn, NJ-based information and research association. The report bases its estimates on Census Bureau sales data through the first eight months of 1986, adjusted for changing prices via the Regional Price Indexes developed by the association from Labor Department reports.

Nationally, grocery stores, based on Census Bureau data, registered sales of \$205.98 billion through September, 1986, 4.6% ahead of 1985. The Food Institute calculates

physical tonnage of foods and non-foods for nine months as up 2.4%.

In the Midwest, sales at grocery stores totaled \$41.14 billion in the first eight months of 1986, up only 2.7% from 1985. Prices advanced

sharply this summer, averaging an increase of almost 1% per month, based on the mix of foods and non-foods normally sold in the Midwest. In the prior four months, prices increased less than 0.5% over-all. The absence of any upsurge in dollar sales, despite the higher prices, indicates that physical tonnage was running only 0.6% above year-earlier levels, based on Food Institute analysis.



Physical Tonnage of Foods and Non-Foods at Grocery Stores

*Season's Greetings*

*From*

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# Put Customer Courtesy First



**T**he importance of putting customer courtesy first is discussed in detail in Food Marketing Institute's Supermarket Management Guide, entitled "Customer Courtesy is Everyone's Job." According to FMI, it is the crucial

factor in enabling some supermarkets to maintain their customers' loyalty during the days of intense price competition.

The Management Guide provides these observations and suggestions:

- Customer courtesy means more

than simply not being rude or discourteous. It means acknowledging the fact that every customer is an individual human being with his or her own wants and needs, and taking whatever positive steps you can to anticipate and meet these needs.

- Customer contacts may be positive or negative depending upon how well prepared the employee is to handle the situation. If positive, the customers' confidence in your store is increased. This means repeat business. If negative, your customers will be more likely to give their business to your competition.

- It takes continual favorable attention to earn your customers' confidence in your abilities to serve their shopping needs. Unfortunately, it takes only a few seconds of poor treatment to drive even your best customers away. That's why customer courtesy needs constant attention.

- Each week you and your employees are faced with many opportunities to personally assist your customers. In fact, customer contacts are so frequent that it is easy to fall into the bad habit of handling customers routinely rather than giving each special attention. If management stresses the fact that customer contacts are the best opportunity to personally win over a customer, it will help all store employees to pay proper atten-

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tion to this aspect of their job.

- To a great extent, your success and the success of your store hinges on the ability of all store employees to properly relate to customers, making each contact favorable in the customer's mind. The ability of everyone on the store team to answer a customer's question or fill a request will have a direct impact on how much of that customer's business you'll continue to get.

- You may want to consider making some customer courtesy posters or signs which could be placed in break rooms or other places where employees gather. Such reinforcements will help to keep customer courtesy uppermost in everyone's mind.

There are other ways to reinforce courtesy, too.

- Managers, for example, set the tone for the other employees in the way they handle customers. If members of the management team make customer service and courtesy their

first priority, other employees will follow suit.

- Some companies will periodically hold "courteous employee" contests where customers vote for the most helpful or courteous employee. A good idea!

- Signs can be posted around the store urging your customers to ask employees for assistance or offer suggestions. Having your employees wear name tags that say "May I help you?" ties in well with such an effort.

- Challenge your employees to be courteous and to come up with ways to enhance your store's customer relations. Use incentives to spur involvement.

- Recognize employees who make a special effort to be helpful. Such recognition doesn't have to be fancy; it doesn't even have to be done in front of others. Just letting your employees know that you're aware of their efforts and appreciate them will encourage more of the same.



### Hey, is this fun!

The smiling face on the youngster above tells the story of the recent Youth Day held on Belle Isle.

As in years past, the Associated Food Dealers and numerous AFD members participated to provide a day of fun and excitement for hundreds of Detroit-area youths. The young man above is about to dig into one of the day's most popular events — the pie eating contest.

# Season's Greetings

*And Good Reading In 1987 From*

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# UNION ORGANIZING

## Don't be caught by surprise!

*Reprinted from Missouri Grocer*

**B**usiness is full of surprises. All sorts and sizes. One of the most dismal surprises for any non-union enterprise is to receive a letter from the National Labor Relations Board (NLRB) informing you that your employees have expressed an interest in a union and that the machinery has been put into motion to set up a representation election.

If you don't know about a union organizing campaign well before it gets to the NLRB state (or even before the stage of receiving a letter from a union that claims to represent a majority of your employees), you have severe communications problems and your supervisors either don't care or they're out of touch with their employees.

Under ideal conditions, organizing campaigns are not difficult to detect. Usually, one of your better employees will be concerned and tell you what's going on. Legally, it's risky to ask this employee or any employee about union activities, but you can listen.

Union organizers use different techniques to try to lure your employees into the fold.

Briefly, here are some of the more common patterns:

(1) The union is out in the open from the very beginning by hand-

ing out propaganda at business entrances and exits. (Note: union organizers normally have no legal right to come onto your property unless it is a retail type company.)

(2) The union is contacted or contacts a discontented employee (or group of employees) and attempts to set up an underground network of company organizers.

**"If you don't know about a union organizing campaign well before it gets to the NLRB state ... you have severe problems and your supervisors either don't care or they're out of touch with their employees."**

This is a dangerous approach because the company organizers will carefully avoid those employees who they feel might tell you about the organizing effort.

(3) Without blowing its cover, the union uses a variety of techniques to talk with employees and to learn as much as possible about your organization. If you look like a target, the union surfaces and begins contacting employees at home or in popular employee-gathering places.

(4) The union plants an organizer in your company by having the organizer pose as a prospective employee, present false or misleading information on your application form and get hired. (Are reference checks still important? You bet!)

Most union organizers, if they can, prefer to keep you in the dark as long as possible. They can muster a tremendous amount of momentum for the union campaign while you are basking in the tranquility of your blissful ignorance.

How can you tell that an underground effort is under way? Presented below are some typical early warning signs. If you experience one or two of them, you may not have a problem. If you suddenly experience four or five of these early warning signs, beware!

1. You see an employee writing down the names of the people in the department by copying from the clock cards.

2. Groups of employees suddenly stop talking when you approach.

3. You see small groups of employees in unusual gathering places.

4. Employees from separate departments or different job levels begin meeting and talking together.

5. You note new groups being formed with new informal leaders.

6. Non-union people begin meet-



ing and talking with known union persons.

7. During breaks or lunch periods, you notice unusual, intense conversation or activity.

8. Employees start leaving the premises for lunch or are absent from customary social get-togethers.

9. People seem to be going to the restrooms more frequently than

**"...union organizers can muster a tremendous amount of momentum for the union campaign while you are basking in the tranquility of your blissful ignorance."**

in the past.

10. Associates who are normally friendly and talkative become quiet and uncommunicative.

11. Employees avoid being seen with you.

12. Friendly conversation with employees becomes unpleasant.

13. A former employee is showing up before and after regular

**"If you suddenly experience ... complaints being made by a group, not single persons ... beware!"**

working hours and talks with former friends and employees.

14. Strangers appear on the premises or in work areas.

15. The nature of rumors on the grapevine changes drastically or the grapevine shuts down.

16. The nature of employee complaints changes and the frequency increases.

17. Complaints begin being made by a group, not single persons.

18. Some employees become much more militant and start de-

**"...you might be able to head off a campaign without legal help, but labor law is a constantly changing arena and sound legal advice in the early stages of a campaign can save you a multitude of future headaches and money."**

manding their rights.

19. There is a noticeable increase in the questions raised about company rules, policies, practices, benefits, etc.

20. A surge of anti-company graffiti appears on the walls of restrooms, locker rooms, cafeterias, etc.

21. Down-to-earth employees suddenly develop social consciousness or begin using words associated with group activity.

22. A previously popular employee suddenly becomes unpopular and is needled by co-workers.

23. New employees may inexplicably boast of their interest in

their job, their approval of their company and its policies, their respect for the boss, etc.

24. Good workers begin doing poor work or poor workers begin doing good work.

What should you do when you know or suspect that a union campaign is underway? Contact a good labor counselor. It's true that good labor persons are expensive, and you might be able to head off a campaign without legal help, but labor law is a constantly changing arena and sound legal advice in the early stages of a campaign can save you a multitude of future headaches and money. □



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*Happy Holidays*



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## Manufacturer's Corner

**Thanks,**  
**for your**  
**support!**



by Ron Standing  
Key Account Manager  
Seven-Up/RC/Canada Dry

**I** was extremely excited when I received a phone call from Joe Sarafa of the Associated Food Dealers of Michigan. I would like to thank him for his invitation to share with the members of AFD some thoughts and information about Beverage Management Inc. of Detroit 7-Up/RC/Canada Dry.

It is obvious that the first order of business is to thank all the members of AFD for working with us on putting together many successful years. Our success is very much due to your continuous support and loyalty to our products. Many of you have never stepped foot inside our bottling plant on Beech Daly, but you remain the backbone of our success.

Beverage management came to Detroit back in the mid-40's. They started with a small plant on Ferris on Detroit's Lower East Side. Only one package was in production at this time, the 7 oz. 7-Up. Before 1950, BMI 7-Up Detroit moved to a location on Greenfield on Detroit's west side. During the 50's, 7-UP began to expand its package line with a 28 oz. bottle.

With the 50's behind them, 7-Up and BMI were looking to make their move. During the 60's, many

changes took place. Royal Crown Cola, which BMI acquired in March of 1985, marketed the first diet soft drink. Cyclomates was its sweetener. The 12 oz. steel can came aboard.

Also very prevalent was the 12 oz. bottle. 7-Up Detroit expanded its product line to include Like, which was later renamed Diet 7-Up. Orange Crush also came aboard at this time. In 1966, 7-Up moved to its present location on Beech Daly in Redford. Also during the 60's, 7-Up experienced its most successful advertising campaign to date, with "7-Up, the Uncola", and "The Uns the One" — remember?

As in many industries, the soft drink industry went bananas in the 70's. Seven Up Detroit again expanded its product and package line to include 48 oz., 64 oz., and 10 oz. bottles; 28 oz. plasti-shield; 2-Liter plastic and aluminum cans. The 16 oz. eight-pak also became the dominant force in Detroit. BMI acquired rights to Canada Dry for Detroit, along with Hawaiian Punch and Lip-ton Tea. Diet soft drinks were reformulated by using saccharin, which "virtually left no aftertaste". With the late 70's came the bottle laws which made it very rough for

both bottlers and retailers in Michigan.

Again in the 80's, many changes took place. Seven Up/Canada Dry of Detroit expanded its line with even more winners. Perrier Water, regular and with a twist, Canada Dry Seltzer, and RC's Diet Rite Cola offered health-conscious consumers caffeine free, sodium free, sugar free refreshments. Caffeine free colas were first introduced by RC with RC100. One hundred percent Nutrasweet soon replaced saccharin, which would enhance the taste of diet brands.

Sunglo aseptic-packaged fruit drinks were introduced in both 100% and 10% juice, the packaging of the future. The 7-Up Company picked Detroit as a test market for Citrus 7 with juice. The Crush line was expanded with its 10% juice, and continues to show steady growth. BMI, 7-Up/RC/Canada Dry of Detroit also reintroduced Hire's Root Beer back to Detroit in August. Hire's Root Beer, the world's oldest soft drink at 110 years, is 10 years older than Coke.

As you can see, 7-Up Detroit has put together a solid family of products and packages to better serve your needs as a retailer and, most importantly, your customers' needs.

You may or may not be aware that 7-Up Detroit and the Associated Food Dealers of Michigan have been working hand in hand over the past two or three years in the fight for a cure for Muscular Dystrophy. With much hard work in the past, some progress had been made. However, on October 16, 1986, MDA-supported researchers reported finding a gene, which, when defective, caused Duchenne Muscular Dystrophy — the most severe form of the disease. By no means a cure, but as MDA National Chairman Jerry Lewis said, "A landmark event that opens a new era in our effort to find a cure for this vicious killer."

Again, thank you, from all of us at 7-Up. We look forward to working with you in 1987.



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# Conti celebrates 35 years with Anheuser-Busch

It would be difficult to determine which relationship is stronger, the one between John Conti and the state of Michigan or the one between Conti and Anheuser-Busch. Unquestionably, the 61-year-old Michigan division manager of Anheuser-Busch, Inc. has been uniquely dedicated and loyal to both his home state and the brewery which he has worked for the past 35 years. His contributions to the betterment of both cannot be denied.

Conti, who began working for the world's largest brewer in October of 1951, has created a successful marriage between Anheuser-Busch and Michigan and has directed the company back into the top position in the highly competitive beer market.

"John Conti personifies Anheuser-Busch's attitude that 'making friends is our business,'" says Dennis P. Long, president and chief operating officer of Anheuser-Busch, Inc. "For more than three decades, he has served Anheuser-Busch in the state of Michigan with ability, with enthusiasm and with very good results."

Born and raised in Detroit, Conti has served Anheuser-Busch in a variety of capacities, moving upward throughout the corporate structure by carrying an ongoing commitment to making the company better.

"For the most part, I'd have to say I've been rather fortunate," said Conti from his Southfield office. "Not only have I been able to work for a company that I admire, but I've been able to move within the company and remain right here in my own backyard. Michigan will always be home for me and I feel that with some of the programs we have implemented here, Anheuser-Busch has helped to make this state an even better place."

Indeed, Conti has been instrumental in the company's increased involvement with special events in the state. Events such as the Budweiser Downtown Hoedown and the Budweiser Motor City Music Celebration in Detroit, and statewide programs including the Bud Light Super Seven Racquetball Series, the Busch Racing Series and the Budweiser Reel People Salmon Derby have been initiated during Conti's tenure.

"The state has been very good to Anheuser-Busch and it's nice to be able to give something back with events and programs in which many people can participate."

While accomplishments have piled up for Conti since joining the Anheuser-Busch team, his background prior to working for the



John Conti, who serves as the division manager of Anheuser-Busch, Inc. in Michigan, recently celebrated his 35th anniversary with the world's largest brewer.

brewery was equally as impressive. Conti earned all-city honors as both a football and basketball player in 1943 at Detroit's St. Charles High School. The sturdy defensive lineman, however, missed his senior season at St. Charles as he was drafted into the army.

Conti completed his high school requirements in the service while he continued to play football. Following his honorable discharge, he entered the University of Detroit where he studied marketing and lent his considerable talents to the Titan football team. In the 1950 N.F.L. draft, Conti was selected by the Detroit Lions, giving him the opportunity to try out with the team he had eagerly followed throughout his life.

While the professional football dream didn't come to pass — Conti was released in favor of future star offensive lineman Les Bingeman — a rewarding career right in the Detroit area was awaiting John Conti.

Not entirely prepared to say goodbye to the gridiron, Conti became involved with coaching on a part-time basis while he held a job at a local beer wholesaler following graduation. Shortly thereafter, the man — who has since reached near legend status in the Midwest region — hooked up with Anheuser-Busch as a branch sales trainee in Detroit. Getting acclimated to the beer industry was not too difficult, according to Conti.

"I got involved in the beer business because my uncles, cousins, and other relatives

were in the bar and restaurant business, and as a kid I used to visit those places. I also liked the idea of getting into sales because not only could I use my marketing training, but I could keep in contact with people on a regular basis. I really took the 'making friends is our business' philosophy to heart. It is still the way we operate our business in Michigan and nationwide."

Conti remained at the Detroit branch until April 1961 filling salesman and branch manager positions. He then became a district manager in the Detroit area. For 18 years, Conti worked as the district manager servicing wholesaler accounts and directing marketing plans for Wayne, Oakland and Macomb counties.

In August of 1979, he was promoted to national accounts zone manager and only two months later was named the division manager for the state of Michigan, the post he has occupied now for seven years. As division manager he is responsible for supervising six district managers, one area manager, the administrative office, and 38 Anheuser-Busch wholesalers in the state.

With over half his life dedicated to Anheuser-Busch, Conti is often asked why he has not jumped to St. Louis to assume a position within the company's 'corporate structure.' "I think this is the corporate structure," he says of his role as division manager. "I really enjoy Michigan and we feel the division managers' jobs and district managers' jobs are the key jobs within the brewery organization. We're in direct contact with the wholesalers and they are the backbone of our business."

Conti has always been one to strive for the top. As a football player he worked hard at being the best lineman that ever suited up in a University of Detroit uniform. His 1984 induction into the University's Sports Hall of Fame certainly lends credence to the notion that he probably was the best.

Things aren't that much different in the beer industry for Conti. He wanted Anheuser-Busch to be No. 1 and he worked hard at achieving that goal. Understandably, Conti is proud of his Michigan team for placing Anheuser-Busch back on top.

"Seeing this state turn around is really a thrill and playing a part in placing Anheuser-Busch back in the number one spot has been my biggest accomplishment with the company. We used to be in the top spot quite a few years ago and to recapture that position from our nearest competitor and hold it is a real achievement."

In today's hectic business world, Conti, with 35 years of dedication to the continued improvement of a company, is a bit of a rare breed. The simple fact is that he loves his work. But the inevitable question must be asked. Will John Conti work with Anheuser-Busch another 35 years? "I hope so — unless something prevents me from doing so. I'll just keep working as long as I can."





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