

Associated Food Dealers

THE FOOD DEALER

JAN/FEB • A Magazine for the Michigan Grocery and Beverage Industry • 1987

Cheese... Prepare for a sales boom!



Also inside...

- Matching wine with food
- Dealing with the hand gun problem
- Tax Reform — How will it affect you?
- Michigans's Lottery — A winning year
- Protect yourself from Workman's Comp. claims
- Prince Spaghetti — Still a family business

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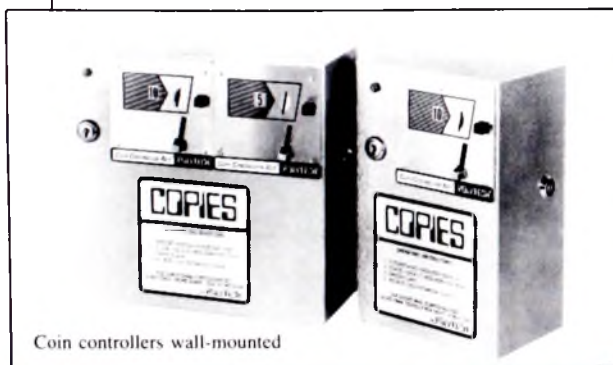
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ABOUT THE COVER:

The four-color cover photograph was donated by the American Dairy Association.



Executive Director's Report

Joseph D. Sarafa
Executive Director
Associated Food Dealers

A Look Back at 1986

Unfortunately, the first several months of the year seem to have been spent tending to internal matters. Having resolved these problems, we got on with business as usual in late July of 1986.

Although the past five months went very quickly, here is a look at some of the things we were able to accomplish in a short time.

New staff

AFD had been short staffed for a

very long time. That problem was resolved quickly. After several interviews, three new highly qualified people were employed doubling our existing staff. These three new people, combined with a small but excellent staff already in place, have been able to service our members needs much faster and more accurately than ever before. In addition, two new positions soon to be filled, will bring our staff total to nine enabling us to do even more for our members.

Coupon Department

Through the outstanding efforts of Judy Mansur, Debbie Pagett, and Claudia Herbst, the coupon department has been paying our members in approximately five weeks time. This is a major turn around from the previous long delays experienced in this area. In addition, we have been returning questionable coupons to the stores in order to prevent them any

(Continued)



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(Continued)

unnecessary embarrassment and problems with manufacturers; to prevent those coupons from holding up the payments of other stores; and most importantly, to restore the integrity of the entire coupon redemption program. We continue to welcome new and old coupon customers with our assurance that your coupons will be handled in a professional manner.

Legislative

From the viewpoint of most of our members, the most significant issue of impact in the Michigan food industry was the passage of the wine cooler deposit law. Although the results of this law were not what we had hoped for, many good things did happen in Lansing in the second half of 1986. First, we were able to establish an excellent working relationship with our lobbyist, James Karoub and Associates in Lansing. The present relationship is greatly enhanced not only by my regular trips to Lansing, but also because Mike Ranville, of Mr. Karoub's office keeps in constant contact with AFD's office in Detroit. Furthermore, AFD has been able to renew friendships that have been forgotten, and has established new relationships with people who affect our industry. AFD is back in the political arena and fully expects to have an impact on the Legislative process with positive results.

W.I.C.

AFD was honored to participate in an ad hoc advisory committee for the WIC program. It gave AFD an opportunity to meet key people such as Marilyn Lundgren and Gale Norman of the Department of Public Health. By interacting with individuals involved in WIC at all levels, we were able to make recommendations that we hope will improve the program for everyone concerned.

The Department of Agriculture

AFD was also honored to sit on two commissions with the Depart-

ment of Agriculture. It was through these commissions that AFD was able to meet Dr. Paul Kindinger and his outstanding staff, including Dr. Ed Heffron. Working on both the Southeastern Retail Grocers Advisory Committee and the Governor's Council on the Future of Michigan Agriculture, AFD is able to have an important impact on those issues that affect our livelihood.

Liquor Control Commission

AFD members have always held a tremendous amount of respect for Michigan Liquor Control Commissioners. We, at AFD look forward to continuing this relationship in the hopes of establishing a dialogue that will improve the industry's image and be fair to all the participants.

Other Associations

It was with great pleasure that I had the opportunity, over the past few months, to meet Paul Fershee of the Michigan Food Dealers, Chris Kindsvatter of the Michigan Merchants Council, and John Dagenais of the Package Liquor Dealers Association. Although, we at AFD realize that honest men may disagree at times, we will, on many occasions have common interests (such as the handling fee for returnable containers) with these fine groups. AFD looks forward to keeping the lines of communication open and to working with these groups whenever and wherever possible.

FOOD-A-GRAM and Food Dealer Magazine

AFD's Food-A-Gram newsletter and Food Dealer magazine have both changed dramatically. The favorable response has been tremendous. If you are not already receiving these important publications, please contact AFD and we will tell you how you can get in on some good reading about the food and beverage industry and other interesting subjects.

Press

AFD has had the opportunity to meet and talk to many good people of the press. I have always enjoyed the reporters, both on a personal and on a professional level. The conversations and questions are always interesting. Admittedly, AFD doesn't have all the answers, but we usually know someone who does. We invite members of the press to feel free to use us as a source of information or in any other way that we might be of assistance.

Lottery

Certainly our members will be very pleased with the new programs and incentives the Lottery has established for 1987. Bruce McComb, Deputy Commissioner, of the Bureau of State Lottery, is keenly aware of the States' needs, the retailers' needs, and the consumers' needs, and does an excellent job balancing those three. Through his efforts, he has worked to develop new games and programs that will increase lottery agents sales and commissions. Working with Mr. McComb has been a pleasure that I hope will continue for years to come.

Board of Directors

Strong support from the Board of Directors and legal counsel on all of AFD's programs cannot go unnoticed. AFD owes a debt of gratitude to these good people who give of their time so generously.

Golf Outing and Expo

Both the 1986 golf outing and the expo were very successful. The future looks even brighter. Special thanks goes out to Iggy Galante for the excellent job he did on both these events.

Trade Dinner

The 1986 Trade Dinner was one of the best ever. More retailers attended this function than any other AFD

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Know The Law

By James Bellanca, Jr.
Bellanca, Beattie & DeLisle
Legal Counsel to AFD

By Salvatore A. Munaco

It is anticipated that four out of five people will benefit in lower tax rates for the 1987 tax year based upon the changes created from the 1986 Tax Reform Act. The political appeal of the new tax bill comes largely from its sharp drop in the tax rate on individuals, namely from 50% to 28%.

The benefits of the percipitous rate

compressed into just two: 15% and 28%. The 15% rate will apply to all taxable income above that amount. For single filers, the break point will be \$17,850. For heads of the households, the break point will be about 85% of that for joint filers.

In 1987, taxpayers will face "blended" tax rates because of the legislature's decision to delay the affected tax rate cuts until March, 1987. The rates are a mixture of cur-

About the author

Salvatore A. Munaco is currently an associate at the law firm of Bellanca, Beattie & DeLisle. Mr. Munaco graduated from Wayne State Law School in 1984 and is currently in the process of obtaining his Masters in taxation (L.L.M.) from the DePaul University School of Law. He is the son of Anthony Munaco, former chairman of AFD, and has grown up in the food industry.

Standard Deduction

The vast majority of taxpayers who do not itemize their deductions will receive a big boom from the tax bill as a result of the increase in the standard deduction. In order to save revenue, however, the Tax Reform Act of 1986 delays the effective date of the higher standard deduction until 1988.

This higher standard deduction also increases the number of taxpayers who will benefit by not itemizing, and therefore will simplify tax filing and tax administration.

Personal Exemption

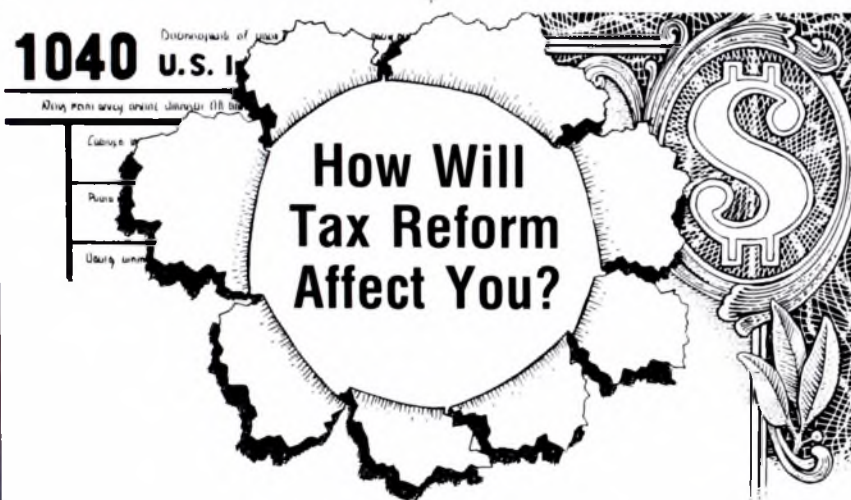
This exemption rises to \$1,900 in 1987, \$1,950 in 1988 and \$2,000 in 1989, up from \$1,080 allowed in 1986. Beginning in 1990, the exemption will be adjusted annually for inflation.

Individual Retirement Accounts

One of the most controversial elements of the tax bill is its cutback in deductions for individual retirement accounts.

The final bill eliminates a compromise between the House and the Senate on this touchy issue. The Act eliminates deductions for contributions to IRA's by taxpayers whose adjusted gross income before IRA deductions exceeds \$50,000 (\$35,000 for singles), and who are covered by employer's pension plans.

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drop is most pronounced for high income Americans. However, the Act offsets that generosity to the wealthy taxpayers by sharply limiting the use of tax shelters, reducing various other tax preferences, and eliminating the special low tax rate now paid on long-term capital gains.

Tax rates

The 14 current tax rates will be

rent tax rates and the new tax rates. The top tax rate applied to the taxable incomes of married couples earning more than \$90,000 a year would be 38.5%. For incomes of \$45,000 to \$90,000, the rate will be 35%. For incomes of \$28,000 to \$45,000, the rate will be 28%. For incomes of \$3,000 to \$28,000, the rate will be 15%. The tax rate for incomes under \$3,000 will be 11%.

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Cheese...

Prepare for a sales boom!



**Cheese
sales could
double over
the next
ten years**

Cheese has been one of man's most nutritious foods for thousands of years. According to legend, it was "discovered" by an ancient traveler who placed milk in a pouch made of sheep's stomach to carry with him. During the journey, the sun's heat and enzymes in the lining of the stomach pouch changed the milk into curds of cheese and whey. Over the centuries, man has learned to create an infinite variety of cheeses with different flavors and textures.

But today's consumer seems fascinated with new products and new taste experiences, and manufacturers have been working overtime to come up with products that match the consumer's demand for "something different." With that in mind, you may be surprised to hear that the hottest selling item in your store in the coming years may well be the result of that ancient accident — cheese.

Bouncing back from sagging sales over the past few years, cheese sales are now expected to keep rising into the next decade, helped by consumer interest in gourmet

cheese, government giveaways and increased health-consciousness. Over the next ten years, overall consumer expenditures nationwide are expected to soar to over \$26.3 billion. The projected annual growth rate of 9.4 percent should be enough to make cheese the fastest growing product in the supermarket's dairy case. Couple that with expected price increases due to reduced milk output and cheese can certainly be considered an outstanding profit producer for several years to come.

According to Business Trends Analysts (BTA), a New York-based research firm, cheddar is America's best selling cheese. The Italians — mozzarella, romano, parmesan and ricotta — are second.

The researchers say, however, that gourmet cheeses, especially imports, are the ones to watch. Now that the United States and the European Economic Council (EEC) have apparently ended their feud over import tariffs, popular imports such as Brie and Camembert will not be hit with outrageous price hikes that would have virtually eliminated them from the American market. That's good news for upscale, quality-conscious consumers and the retailers who serve their needs.

By the same token, processed, imitation and substitute cheese products are fading fast from the retail scene, as consumers lean toward natural cheese, despite higher cholesterol and sodium contents. Diet and health-conscious consumers now appear to be more concerned about obtaining the right amounts of the many nutrients found in natural cheese.

Natural cheese is a concentrated source of many of the nutrients of milk, including protein vitamin A, riboflavin — and calcium. Recent U.S. Government surveys have shown that many Americans are consuming less than the recommended amount of calcium. A prolonged calcium deficiency may lead to serious

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Carney, MI
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Onaway Cheese Corp.

Onaway, MI
Cheddar; Colby

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health problems, including osteoporosis, a crippling bone disease that afflicts at least 15 million Americans.

"Flavored" cheeses are also growing in popularity. Jalapeno and Nacho flavored cheeses are proving good sellers, along with bacon, salami, onion and other flavors.

Who's buying cheese?

According to Business Trend Analysts, the heaviest users of cheese are males aged 19 to 34, followed by women of the same age group. The next heaviest buyers are men aged 35 to 64, followed once again by women of the same age group.

The study indicates that household income also plays a role in determining cheese buying habits. There is a 70 percent probability that persons with a household income of less than \$5,000 (in 1977 dollars) will buy cheese when visiting a supermarket. That probability rises to 90 percent for households with incomes over \$20,000. The average household now spends about \$64.95 per year for cheese, with approximately 80 percent of that money being spent in supermarkets.

Made in Michigan!

A total of 15 processing companies are currently manufacturing cheese in Michigan. Hard cheese output

exceeded 51 million pounds during 1985, a 27 percent increase over 1984, according to the Michigan Department of Agriculture. American cheese, at nearly 21 million pounds, was up 31 percent. Italian cheese (primarily mozzarella) increased 21 percent and other assorted cheeses (largely Havarti and Farmers cheese) soared 41 percent.

Low fat cottage cheese output in Michigan rose 33 percent in 1985, continuing the recent trend of large yearly increases. Creamed cottage cheese (milkfat 4 percent or more) output increased 17 percent as Michigan placed sixth nationally in production.

Michigan Agricultural Statistics

Total Cheese Production¹

MONTH	1985	1984	1983
1,000 Pounds			
January	4,376	2,956	2,925
February	4,190	2,794	2,733
March	3,967	3,041	3,071
April	5,223	3,129	2,859
May	5,491	3,555	3,129
June	4,696	3,663	3,365
July	3,896	3,380	3,332
August	3,985	3,394	3,695
September	3,852	3,321	3,274
October	4,082	3,686	3,352
November	3,784	3,605	2,954
December	2,845	4,007	3,147
Annual	51,387	40,531	37,836

¹ Includes American Cheeses, Mozzarella and other Italian Cheeses, Cream Cheese, Feta, Havarti and Farmers Cheese. Excludes Cottage Cheeses

American Cheese Production¹

MONTH	1985	1984	1983
1,000 Pounds			
January	1,966	1,353	1,713
February	2,287	1,095	1,457
March	1,387	1,078	1,658
April	2,491	1,221	1,609
May	2,620	1,272	1,686
June	1,862	1,313	1,896
July	1,353	1,495	1,895
August	1,722	1,212	1,870
September	1,196	1,172	1,828
October	1,214	1,228	1,924
November	1,302	1,464	1,712
December	1,176	1,829	1,989
Annual	20,576	15,732	21,237

¹ Includes Cheddar, Colby, Washed or Stirred Curd, Monterey and Jack

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KNOW YOUR CHEESES

American Cheese — American is a descriptive term used to identify the group of cheese which includes Cheddar, Colby and Monterey Jack.

Colby Cheese — Cylindrical-shaped Colby is an American invention. Cured for 1 to 3 months, its flavor can range from mild and lightly sweet to sharp and tangy.

Cheddar Cheese — This firm bodied cheese originated in England. Cheddar is white or orange in color and mild to sharp in flavor, depending on age.

Blue Cheese — Blue cheese, first produced in France, is distinguished by its interior blue-vein pattern. It has a semi-soft consistency and a crumbly texture.

Monterey Jack Cheese — Creamy white Monterey Jack comes in two varieties —

semi-soft, which is made from whole milk, and hard, which is based on lowfat or skim milk. It has a smooth, open texture and a chewy consistency.

Mozzarella Cheese — Mild and delicate-flavored Mozzarella cheese has a semi-soft, plastic-like consistency and smooth texture that gets stringy when heated.

Swiss Cheese — Mild, sweet and nutty best describe the flavor of Swiss cheese, which really did originate in Switzerland. Swiss can be recognized by its hard, smooth consistency and large holes or eyes.

Muenster Cheese — Muenster, named after its German birthplace, is a creamy, white cheese covered with a yellow, tan or white edible rind. Its mild, mellow flavor develops as it cures for 2 to 8 weeks.

Brie Cheese — A thin edi-

ble white crust covers the creamy yellow interior of Brie. The wheel-shaped cheese, first produced in France, cures for 4 to 8 weeks for a mild, pungent flavor.

Brick Cheese — Shaped like its name, Brick is semi-soft with an open texture. Creamy white to orange in color, it originated here in the U.S. and cures 2 to 3 months for a mild, pungent and sweet flavor.

Camembert Cheese — Cured in just 4 to 5 weeks, Camembert has a mild to pungent flavor. It has a soft, thin, edible crust that's gray white in color and a creamy yellow interior.

Cottage Cheese — Soft, moist and delicate, cottage cheese can have large curds or small curds. This uncured, white cheese is packaged in cuplike containers and has a mild and mellow flavor. Cot-

tage cheese is sold in dry curd, creamed and lowfat forms.

Edam Cheese — A flattened ball coated with red paraffin wax, Edam can be semi-soft to hard texture. Originally made in Holland, this firm, textured cheese is light in color and cures for two months or slightly longer for a mild, nutlike flavor.

Limburger Cheese — Strong and robust Limburger, with its creamy white interior and brownish exterior, originated in Belgium. It has a soft and creamy texture and cures in one to two months.

Gouda Cheese — As firm in texture as Edam, nutty Gouda is softer than cheddar. Oval or flattened spheres of this yellow cheese come with or without a wax coat. First made in Holland, it cures for two to six months.

continued on page 30

Miceli's
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Help customers match wines with cheese/food

by Ray & Eleanor Heald

Food and wine pairings are "in." To increase wine sales in food markets, you need to be able to suggest wine/food and wine/cheese pairings. Constructing a list for all the wines of the world is a relative impossibility. We have, therefore, organized suggestions by major grape varieties. Spruce up your wine department with shelf cards or bottle tags using some of the following suggestions.

Sauvignon Blanc: Excellent white wine grape, perhaps surpassed in quality only by chardonnay. In Bordeaux, it is the leading variety from the Graves region. In the upper Loire Valley it yields such wines as Pouilly-Fume and Sancerre. From north coast counties of California, particularly Napa Valley, it gives a full-bodied wine of unmistakable distinction — alive with bouquet and flavor.

These wines are dry, and relatively light with more finesse. They require lighter foods with more subtle flavors.

- **Best paired foods:** fish, shellfish, veal, garlic chicken, turkey, ham, steamed clams, quiche, Bouillabaisse, pork chops, and sausage.
- **Cheese suggestions:** Bel Paese, Edam, Jarlsberg, and Monterey Jack.



Since sauvignon blanc has a number of styles depending on its origin, we have further broken down food complements this way:

- **Appetizers and First Courses:**
 - California sauvignon blanc: Steamed clams, pate, quiche
 - White Graves: Cold meat salads
- **Fish and Seafood Entrees:**
 - California sauvignon blanc: Bouillabaisse
 - White Graves: Coquilles St. Jacques, lobster
 - White Graves and Sancerre: Broiled flounder, sole, or trout

Chardonnay: The finest of all white wine grapes, rivaled only by Johannisberg riesling. It produces all of the great white Burgundies, and is the white grape of the Champagne region. Occasionally misnamed "pinot chardonnay", this grape variety is not related to the pinot family or pinot noir.

As a rule of thumb, any simply prepared seafood or shellfish dish will go well with a chardonnay. Selection should be based on the depth and complexity of the wine, compared to the same factors in the dish.

- **Best paired foods:** steamed lobster, oysters, sole trout, veal, Osso Buco Milanese, turkey, clams casino, oysters on the half-shell, broiled shrimp, crab, salmon, scallops, and shad roe.

- **Cheese suggestions:** Boursin, Emmentaler, and all Swiss-type cheeses.

Riesling: The finest and best known white grape in Germany. It does not taste too sweet, but remains richly piquant and vivacious with a fruity taste. When the wine's origin is Alsace, it is always fully dry. California styles vary from sweet to dry, but most bottlings are at least semi-dry.

- **Best paired foods:** fish, seafood, veal, chicken, turkey, cold cuts,

continued on page 15



CASH CROP.

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AN AFD MEMBER'S VIEWPOINT

For More Profits Look To More Deli/Cheese Items

TRENTON — One downriver retailer can verify the fact that cheese, and other deli items, are fast-movers. Ray D. Martyniak of Ray's Prime Meats, with locations in Trenton and Taylor, has been involved in the retail business most of his life.

Ray's father, Ray Martyniak, opened Ray's Prime Meats almost 25 years ago. If the younger Ray wanted to spend time with his father it was off to the store he would go. Ray D. Martyniak is now General Manager of both locations and is proud to follow in his father's footsteps.

"Deli items, especially cheese, are moving very well," says Ray. "In fact, when we moved the Taylor store, we brought the 16-foot deli counter from the back to the front of the store and experienced a tremendous increase in deli sales."

However, not all deli items are moving well. "What we're experiencing," states Martyniak, "is that people are watching much closer what they're eating and are more knowledgeable and/or more inquisitive. We have seen an increase in cheese and prepared food sales but a decrease in items containing nitrates such as salamis, bacons and smoked meats."

Ray's Prime Meats has established itself as a leader in the Downriver community and prides itself on aggressively promoting and participating in the community. "With chain supermarkets expanding its services to include bakeries, meat and deli counters," explains Martyniak, "we feel it's vital to promote our strengths. Whenever we advertise, we highlight special prices on both a deli item and a cheese item. It has worked very well for us."

In today's competitive market, many retailers now find themselves competing with restaurants as well as other retailers. This is especially true when times are good. According to Martyniak, "you have to look for new in-store profit centers ... and the deli counter is one answer." Profit margins on deli items can range between 30 and 50 percent, which is well above the average margin on most store items. And the deli item with the best growth potential is cheese.

"In selecting cheeses," continues Martyniak, "a retailer should consider the nationally popular types and also survey customer preferences. We shop the market for the best cheese selection and prices. We like working with Tom Davis & Sons Dairy because they already supply us with our standard dairy products and now they offer cheeses, gourmet salads, and deli meats."

Ray's Prime Meats currently offer

cheese from the deli counter and the cooler. "We promote our deli cheeses as 'Fresh Is Best' and sell it by the bulk and sliced to order," says Ray. "The variety of pre-packaged cheese items in the cooler are provided for the customer on the run. Our typical customer stops in the store three times a week so we stock a variety of cheeses that they can choose from. The more popular cheeses are colby, cheddar, Muenster and Swiss ... popular because they're mild and will go with almost anything." The stores also stock goudas, monterey jack, provolone, mozzarella and dessert cheeses such as Brei and Camembert.

Cheese, especially in the next decade, will continue to be a demand item and represent a real value to the consumer. In fact, according to Martyniak, "cheese prices have come down drastically in the last six months...and as prices go down, in addition to health considerations, cheese becomes a tremendous demand and promotional item."

For the consumer, cheese is an excellent source of calcium and a concentrated source of many of the nutrients of milk. For the retailer, cheese is one of the most profitable and promotable deli items available. Cheese once again may be driving a firm wedge into the marketplace.



"Whether its cheese or deli meats, most of our customers agree with our slogan that 'Fresh Is Best', says Ray D. Martyniak (left), General Manager of Ray's Prime Meats in Trenton. Dave Orlando, Deli Sales Manager for Tom Davis & Sons Dairy, is Ray's full-line dairy supplier."

Help customers...

continued from page 12

sausage, boiled shrimp, cold poached trout, ham, and oriental food.

Sweeter styles can be served without food or with fresh fruit or cheese fondue. Late harvest styles (Auslese) are a dessert in themselves.

• **Cheese suggestions:** Bel Paese, Emmenthaler, Gourmandise, and Tilsit.

Gewurztraminer: The Alsace region of France is home for some of the world's great gewurztraminers. Alsace style is dry, but simultaneously spicy and fruity. California styles generally finish with some residual sugar to mask a bitter aftertaste frequently occurring in northern California gewurztraminers.

• The drier styles are best with light, simply prepared dishes such as pork, chicken, turkey white meat, and ham. Chinese food, except the highly seasoned dishes, curried

foods, smoked fish, especially trout or salmon usually match. Liver or poultry pate is also excellent. The sweeter styles are better with richer dishes, especially those with fruit or cream sauces, fruit-based salads, picnic fare, and light desserts.

• **Cheese suggestions:** Beaumont, Brie, Chevre, Gruyere, Pont L'Eveque, and Reblochon.

Cabernet Sauvignon/Merlot: Excellent red wine grape responsible for the superb wines of Bordeaux and the superior quality wines in America from California's North Coast Counties.

Since cabernet sauvignon is frequently blended with merlot, we have included the two varieties together. Merlot softens the rough edges of a young cabernet so that it can be drunk at an earlier age. 100% varietal cabernets generally need several years of cellaring.

Decide first if the dish to be prepared is simply cooked, grilled, or if it is covered with a creamed or seasoned sauce — then choose the wine. It is not so much the meat that dictates a good match with the wine, but how the meat is prepared and served.

• **Best paired foods:** roast lamb, beef, pork, roast turkey, duck, casseroles of meat and potatoes, partridge or quail, rabbit, pheasant, and pepper steak.

• **Cheese suggestions:** Asiago, Blue Costello, Saga Blue, Mozzarella, Parmesan, Provolone, and Romano.

Gouda is the best all-purpose cheese, complementing every wine variety. □

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3rd Place, Tom Davis & Sons Dairy



Runner up, Coca-Cola Bottlers of Detroit



Runner up, Kalil Enterprises



Runner up, Tony Packo Foods

WELCOME

to the wonderful
world of the law



By Bernard A. Friedman
District Judge



The courts are often thought of as the branch of the government that lives in an ivory tower and can be used only by criminals and high-priced attorneys. Let me assure you that this is a myth, and I appreciate the opportunity to be a part of your publication to discuss different areas of the law and the court system with you.

The Law, combined with the thoughts of the Legislature, has produced some interesting results which I thought I would share with you here in our first introduction.

Did you know that at least 25 percent of the interest in a partnership or stock of a corporation in a pharmacy must be owned by a pharmacist?

Did you know that under the Crime Victim's Rights Act the address and phone number of the person filing a complaint cannot be in a public court file or in court documents?

Did you know that a store is not required to accept from a person

empty returnable containers for a refund in excess of \$25.00 on any given day; however, they may do so if they choose?

Did you know that if an employee asks to see their personnel file, they have a right to review their records?

Did you know that persons who serve as jurors are immune from any actions, civil or criminal, on account of their verdict, unless their verdict was corrupt?

Did you know that if a corporation gets sued or sues, it must have an attorney represent it, except in small claims?

Did you know it is illegal to dye live Easter bunnies?

Did you know that any solicited merchandise sent through the mail can be considered a gift and that you have no duty either to pay for it or return it?

Did you know that an employer cannot, as a condition of employment, require an employee or applicant for employment to take a poly-

graph examination?

Did you know that a person who sells, trades, or exchanges a second-hand watch is obligated by law to affix to the watch in letters at least 1 1/2 inches the words, "second-hand" legibly written or printed on a tag in the English language?

Did you know that Michigan law provides that private detectives or investigators must be licensed? However, an exception to this law includes persons who are employed in connection with the affairs of their employer to conduct investigations or store detective work.

The law affects every part of our lives, our family, our business, our fun, and our future, and as such, you have to know that the courts and the judicial system are there to serve you, the responsible citizen, in a meaningful way and, hopefully, through this publication we can help you to understand the courts, the law, and the administration of justice. □

Lower Costs Increase Dividends

By: Lisabeth S. Vernier, Vice President, and Carl L. Trimarche, Safety Professional of Creative Risk Management Corporation Service Company to AFD Worker's Compensation Program.

As Michigan business owners, we are required by law to pay for injuries our employees have while working for us. Until the AFD Worker's Compensation Self-Insurance Program began, you purchased insurance from an insurance company for that purpose. The insurance company collected and invested your money in case your employees were injured; and very seldom, if ever, did you see any dividends from those premiums.

As members of the AFD worker's compensation program, your premiums are collected and invested for the same purpose. However, if the premiums paid by the members are less than the on-the-job injuries, premium surplus, plus investment income goes back to the members. The program has already returned \$84,000, and currently has a request into the State for another refund of \$200,000.

Your dividends will continue for every year you are in the program until all available surplus is returned. Obviously, the fewer and less costly the claims, the more money available for refunds.

The most common injuries your employees have are *cuts, strains, bruises, burns and fractures*. The

most costly are **fractures**. To reduce the cost and frequency of these types of injuries and increase program dividends, here's how you can make a difference:

Cut-resistant gloves — Strong consideration should be given to requiring employees who *use or clean meat slicing equipment* to wear a cut-resistant glove. There are also coated gloves which are acceptable for use while performing large and laborious cutting jobs, which tend to produce a significant number of lacerations. Once a policy of glove usage has been established, it must be rigidly enforced by management and first-line supervisors.

Fall prevention — The following was designed to help remind your employees that falls are a *major cause of injury* every year. If we can keep our employees thinking about the material outlined below, we may be more successful in reducing the number of injuries which occur as a result of falls in the work place.

Floors that are not properly maintained are a major cause of accidents. Wet spots should be cleaned up immediately.

Alleys & Aisles must be kept clean and clear. Boxes and equipment need to be put in their proper places immediately.

Ladders need to be placed securely before being used. Make sure that the ladder is in good condition and that it is equipped with safety feet.

Litter must always be picked up. This means not only paper and cups, but also liquids and food.

Stairs are a major cause of falls. Walk up and down stairs one at a time. Use the hand rails and *never run*.

Lifting techniques — Instructing employees on proper lifting techniques is the first step which must be taken in order to reduce the potential for lifting-related injuries. After the completion of this training, your first-line supervision must be encouraged to continue the educational process by correcting improper practices

(Continued)

Associated Food Dealers' members generate greater control and major savings from self-insurance workers' compensation coverage through CRMC's focus on complete insurance services.

For more information, call Associated Food Dealers, 313/366-2400 or CRMC Customer Services

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on the job when they occur. This can become a tedious job, but it must be done faithfully if strain injuries are to be reduced.

All employees should be instructed in and constantly reminded of the importance of safe lifting methods which are outlined below:

1. Size up the load before you attempt to lift it. If it is beyond your ability to lift, get help. Help can be in the form of another employee or a mechanical lifting device.

2. Make sure you have good footing, then place your feet about shoulder width apart.

3. Bend at the knees and take a *firm grip* on the object to be lifted keeping the *back straight*.

4. Lift gradually in a smooth motion by straightening the legs, keeping the back straight.

5. When lifting with another person, be sure to *lift* and put down the load *together*. Do not suddenly drop or let go or your end, coordinate your

movements with the other individual.

6. If you must change direction while carrying an object alone or with another individual, *do not twist your body*, change direction by moving your feet.

Safety and the manager — The store manager is often times the most important individual in carrying out any Loss Control Program. You may want to meet with them and outline the following approach which they need to practice on a daily basis.

1. Set a good example — Be a leader; set good examples by strict compliance with all rules. If there is a rule you do not agree with, try to get it changed, but if unable to do so, back the rule 100%.

2. Instruct and educate — Explain rules and specific dangers to new employees in your area. Keep in mind that an older employee, working in your area for the first time, has the same risk as a new hire. Make all your employees aware that com-

pliance with the rules of safe conduct is a very high priority with you. Whenever possible, use demonstrations to give that special effect.

3. Recognition — To those who comply, communicate your appreciation and praise their good attitude. To those who do not comply, use constructive disciplinary action.

It's *your* business, **your** employees, *your* money, *your* choice. And, as *your* service company, Creative Risk Management will continue to recommend ways to improve your workplace and handle your legitimately injured employees quickly and fairly, while taking a firm stance toward less legitimate claims. Our safety professionals and claims analysts are as near as your phone. We look forward to assisting you in *reducing your costs* and *increasing your refunds*.

Our next article will address the not so obvious costs of injured employees. □

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DEPARTMENT OF AGRICULTURE

P.O. Box 30017, Lansing, Michigan 48909

PAUL E. KINDINGER, Director

December 19, 1986

Dear Agricultural and Food Industry Members:

I would like to take this opportunity to invite you to take an active role in the 1987 Governor's Conference on the Future of Michigan Agriculture. This year's conference, entitled "Opportunities, Alternatives and Innovations," will be held at Lansing's new Radisson Hotel and Exhibition Center February 25-26.

The two-day conference offers a series of timely, informative, and challenging workshops. National and state agricultural leaders will address some of the most important issues facing Michigan agriculture: farm financing procedures, new federal tax laws, product quality, agricultural merchandising, product development and agricultural tourism — just to name a few. Because 1985 conference participants requested more time for informal interaction, we have adjusted the 1987 agenda to include several round table discussions and social periods.

Other conference highlights include the Governor's Banquet on February 25 which will feature live entertainment. Prior to the banquet, participants will be treated to a wine tasting sponsored by the Michigan Grape and Wine Industry Council. In addition, Doug Ross, Director of the Michigan Department of Commerce and I will unveil the details of a bold new marketing strategy for Michigan's food and agricultural industry.

The \$40 registration fee includes two lunches and the Governor's Banquet. MDA will provide registration materials, scholarship information, and lodging details in January.

However, in order for the conference to be a success, we need to ensure each link of the food chain is represented. That's where you come in.

With your assistance, I am confident the 1987 Governor's Conference on the Future of Michigan Agriculture will provide the impetus to keep Michigan agriculture on the road to prosperity.

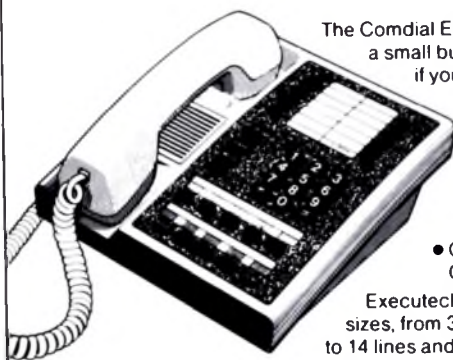
Hope to see you in Lansing February 25-26!

Thank you,

Director

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Bruce McComb proudly displays just a few of the awards earned by the Michigan State Lottery for their creative use of advertising.

*By Bruce McComb
Deputy Commissioner for Marketing
Michigan Bureau of State Lottery*

The Michigan Lottery's goals in 1987 are simple — increase sales to over \$1 billion and provide better service to players. It is clear that lottery retailers will be the key to accomplishing these goals.

Michigan is a mature lottery state. We have been selling tickets since 1972 and there is no longer the 'newness factor' to spark player's interest. In order for us to continue to grow we must work hard to build and maintain interest in our games.

Aggressive marketing techniques are vital to increasing sales. I believe that working closely with our retailers and increasing our use of radio, television, print and point-of-sale advertising materials will provide the additional tools and support necessary to increase sales.

I am particularly enthusiastic about the 1987 sales agent Incentive Program. This is geared toward all on-line agents throughout the state and will reward them with very nice merchandise prizes for increasing their Daily 3 and Daily 4 sales.

Agents who choose to participate will be given a sales goal established by the lottery based on recent sales

1987-A winning year for the Lottery

Its players, agents, and entire State of Michigan



history. Points will be awarded for each dollar of sales which surpass that goal. These points can be redeemed for merchandise selected from a prize catalog provided by the lottery.

Prizes will be offered in seven categories, depending on the number of points an agent earns. For example, if an agent earns 1,500 points, he or she can choose prizes such as telephones, jewelry or tools; 60,000 points earns prizes such as a cedar chest, a VCR or a reclining chair.

There will be four separate Incentive Program periods during 1987, two for the Daily 4 game and two for the Daily 3. Each incentive period will last eight weeks.

In addition, we will sponsor another promotion which will coincide with the first Daily 4 incentive period, the "Ask for the Sale" promotion. Agents will be provided with point-of-sale materials which will include buttons for store clerks to wear, along with two sided hanging mobiles and posters.

This promotion is aimed at customers who can see in point-of-purchase materials that, if the clerk does not ask them to play the Daily 4, they will receive a free Daily 4 ticket. Agents will receive 1,000 points toward the Incentive Program just for signing up for the "Ask for the Sale"

promotion.

In addition, sometime during the first Daily 4 incentive period, each agent will be visited by a lottery mystery shopper. The mystery shopper will reward agents with 40 free instant lottery tickets if the lotto clerk is wearing an "Ask for the Sale" button, the mobile is hanging near the terminal, one of the 8 1/2 by 11 posters is displayed and the poster explaining the how to play the Daily 4 promotion is displayed.

Agents can also expect continued support from their lottery district manager who can offer many suggestions which have proven successful in the past. The "Ask for the Sale" and Mystery Shopper promotions will be offered to our regular agents (those who do not sell on-line tickets) later in 1987.

All in all, these new promotions, plus the regular six percent sales commissions and two percent redemption commissions, add up to a win-win situation for the Lottery and agents. Increased sales mean players win through better service and more prizes, agents win through new premium incentives and more commissions, and the entire state of Michigan wins through increased revenues to the state School Aid Fund.

We're very excited about 1987. □



The allure of coupons is obvious; a few well-aimed snips of the scissors can result in substantial grocery bill savings during the course of a year. Consumers redeem billions of coupons annually for products ranging from pet food to chocolate pudding. If they've shopped with coupon items in mind they can save a dollar or two on that week's haul.

But saving is only one aspect of the coupon craze. The other is *making* money.

Dishonest retailers, either alone or with the aid of accomplices, submit coupons for reimbursement that never saw the inside of a consumer's wallet. Unless they're caught, the retailers can make a tidy profit on misredemption of coupons.

The Coupon Control Group of Nielsen Clearing House, Clinton, Iowa, uses a rigid system to track down retail coupon cheaters. Part of that system relies on IBM computers to show similarities and differences in coupon redemption, based on year-to-date totals, for individual stores.

Every year, Nielsen scours the coupon reimbursement requests of 165,000 submitting units in the United States. A unit can be a small independent grocer or a large super-market chain, in which case all stores in the chain are considered one unit,

said Ronald Dreier, Nielsen Vice President of Marketing. "Several thousand" units are caught cheating every year, Dreier said.

Requests for coupon reimbursement first are submitted to a manual inspection. Coupon shipments are

checked for unusually large quantities of any single type, gang-cut coupons, counterfeit coupons, or coupons received from a retailer in multiple, small packages, according to NCH Reporter, a Nielsen publication.

The second phase is a computer check of the number of coupons issued last year by a store, compared with the current year, Dreier said. For example, computer records might reveal that for all of 1984 a submitting unit redeemed 5,000 coupons, and that as of May, 1985, it already requested reimbursement for the same number. That could mean the unit opened another store, Dreier said. It could also mean the unit is trying to cheat. If the Coupon Control Group determines that the retailer is trying to redeem coupons illegally, it will notify the manufacturer and "we recommend that they seriously consider non-payment" to the retailer, Dreier said. □

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Manufacturer's Corner

Prince Co., Inc.

Still A Family Business

by Paul R. Marks, Vice Pres. Sales

The "Anthony Martinetti" spaghetti commercial has been one of television's best-loved ads since the late sixties. As a result of its success, generations of Americans know that "If It's Wednesday, It's Prince Spaghetti Day."

Today Prince is the nation's largest independent pasta maker, and the only family-owned business left in the category. Prince markets its pasta and sauce products in 35 states, has built its own state-of-the-art durum wheat mill, and has introduced America to its first gourmet dry pasta, called The President's Silver Award. Its Lowell, Massachusetts-based pasta plant is the second largest in the world, with a weekly production capacity of more than five million pounds.

The Detroit Division of Prince, located in Warren, Michigan, produced some 100 million pounds of pasta in 1986. William Viviano, who runs the Detroit Division and is the president of the Prince Pasta Company, opened a \$3.5 million shipping and warehouse wing at this facility in 1985.

Prince was established in 1912, when three Italian immigrants, opened a small pasta factory on Prince Street in Boston's North End.

The pasta-makers — "pastaios" — named their company after the street on which it stood. And, in ensuing years, the company earned its name through the integrity of its products.

The company's principals, Joseph Pellegrino and his son, Joseph P. Pellegrino, are credited with the company's extraordinary success. Joseph Sr. was, in 1939, a partner at the Roman Macaroni Company in Brooklyn, N.Y. When a fire destroyed Roman, he arranged for Prince, which had moved to Lowell, Mass., to supply the company's pasta needs. Impressed with the quality and production levels attained by Prince, Joseph Sr. assumed controlling interest of the company within a year.

In the 1950's, Prince expanded in numerous directions. It acquired Cardinale Macaroni (New York), Meisenzahl Macaroni (New York), established Roma Macaroni as a distributor in Chicago, and was franchised to the Michigan Macaroni Company. Brokers and distributors also were appointed in Washington, D.C., Virginia, Ohio and San Juan.

Joseph P. Pellegrino, who was named president of Prince in the '70s, turned the company into a ma-

jor industry force by acting on one of the basic facts of the pasta business: it's a regional product, with regional customer loyalty.

To further reinforce its strength in the industry, Prince diversified into a variety of related and unrelated businesses. Over the past 30 years, it has acquired such companies as the Cleghorn Box Company to supply folding cartons; Prince Corrugated Container; Prince Lithographers; Chem-Tech International and the A & D Fabricating Company.

Under Pellegrino's tutelage, The Prince Co. is also known for its innovative marketing programs and consistent new product introductions. The new gourmet President's Silver Award Pasta, for example, was introduced last year with the support of 17 of America's hottest "New American" chefs who developed original signature recipes which appear on-pack and in a Gourmet Recipe Collection. Delicate, flavorful, even colorful pastas comprise the six-item line, including Linguine Pomodoro e Basilico (tomato and basil) and Penne all' Arrabiatta (mostaccioli with red pepper, tomato and basil) whose special ingredients are blended with the pasta during production.

Also last year, Prince's Sauce Division introduced Classico Authentic Regional Pasta Sauces, a new gourmet line of three sauces based on regional recipes from the Abruzzi, Napoli and Sicilia regions of Italy.

Prince also produces Prince Light, a reduced-calorie pasta, and Superoni, a high-protein, low cholesterol pasta. To spotlight Superoni, Prince has become a major supporter of professional and amateur cycling in select markets across the U.S., including Detroit, Philadelphia and New England.

Prince celebrates its 75th anniversary this year. □

Know the law...
continued from page 6

It retains the full \$2,000 deduction for all workers whose income is less than \$40,000 (\$25,000 for singles), and for all workers who are not covered by employer pension.

Deductions

Although it has been touted as a wipe out of many tax preferences, the new bill actually preserves the most popular deductions currently used by individuals. Mortgage interest payments on first and second homes are still deductible; charitable contributions are still deductible for people who itemize; and state and local income and property taxes will be allowed as an offset to income.

The bill eliminates deductions for consumer interest payments, such as interest paid on credit cards, auto loans and student loans. Interest paid on loans used to finance investments continues to be deductible, but only equal to the taxpayer's investment in-

come. These interest restrictions will be phased in over five years.

The act allows medical deductions only to the extent that they exceed 7.5% of a person's adjusted gross income. That compares with the current law's 5% floor. Employee business expenses, investment expenses and other miscellaneous itemized deductions allowed under the old law will be deductible only to the extent they exceed 2% of a taxpayer's adjusted gross income.

Tax Shelters

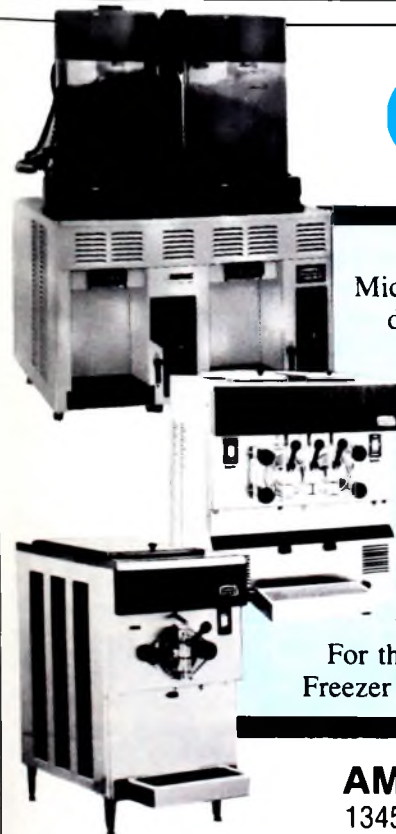
In many ways, the heart of the 1986 Tax Reform Act prevents taxpayers from using paper losses generated by tax shelters to reduce tax liability. Under the new Act, a taxpayer will not be allowed to use "passive losses" from limited partnerships or any other business "in which the taxpayer does not materially participate" to offset income from other sources, such as salary or port-

folio income. Such losses could be used only to offset income from similar passive investments. It is anticipated that this provision will raise close to 20 billion dollars over the next five years.

In addition, all rental income — including, but not limited to, real estate — will be subject to loss limitation rule, regardless of whether the taxpayer participates in managing the property.

To ease its immediate effect, the tax shelter provision will be phased in over five years.

DISCLAIMER: The above discussion is merely a summation of the major highlights of the Tax Reform Act of 1986. It is in no means designed to portray or depict an all encompassing scenario of the changes that will take place. Any specific question that you may have on the upcoming changes should be directed to your personal accountant or tax lawyer. □



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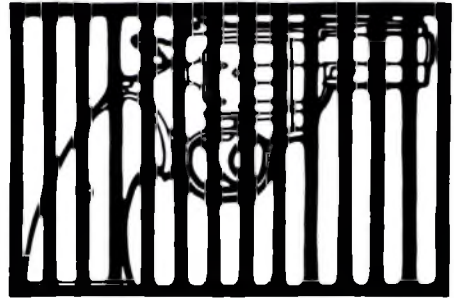


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(SINCE 1946)

Handguns

and the mandatory sentencing ordinance



By Reverend John W. Peoples
Detroit City Councilman

"This ordinance will insure swift and certain punishment for those persons convicted of illegally carrying a handgun in public."

Turn on your television or read your daily newspaper on any given day and chances are overwhelming that you will be informed that another teenager has been killed or wounded with a handgun. Forty three youngsters aged 16 and under were killed in Detroit in 1986. Eight other children were killed by gunfire, either by apparent suicides or accidents. Statistics indicate that there are more handguns (1,500,000) in Detroit than people (1,250,000). Is it any wonder that we lead the nation in teenage deaths by handguns?

A logical assumption leads one to conclude that if guns were not so readily available, the incidence of gun-related homicides would decrease proportionately. It was/is that assumption, along with the belief that life is sacred, that motivated the

sponsorship of the Mandatory Handgun Ordinance by Councilperson Mahaffey and myself.

In November 1986, the Detroit City Council adopted the Mandatory Sentencing Ordinance. This ordinance will insure swift and certain punishment for those persons convicted of illegally carrying a handgun in public. This ordinance does not effect existing laws regulating handgun possessions and purchases. It will, I believe, reduce the number of handgun related accidents and deaths.

The Mandatory Sentencing Ordinance, effective January 10, 1987, provides the following penalties: First conviction, 30 days in the Wayne County Jail; Second conviction, 60 days; Third and subsequent convictions, 90 days in jail. Also, in the event of the jail being filled to

capacity at the time of sentencing, the presiding judge may require the person to serve his/her term in jail at a later date. The judge may also require the person to work 16 hours in a county work program for each day of the jail sentence. Each conviction carries a fine ranging from \$100.00 minimum to \$500.00 maximum.

Responsible citizens and businessmen are not the cause of the senseless killing of our children. Nor are they the cause of the reckless use of handguns which result in injury to citizens and property damage. This ordinance will not punish the responsible citizen and business person in our community. However, it will punish those persons who have no legal or legitimate reason for possessing a handgun. □

Budweiser St. Patrick's Day Promotions

St. Patrick's Day is the ultimate day of celebration for the Irish and Budweiser, the King of Beers, is aimin' to make the 1987 party one to remember by promoting the "Wearin' O' The Green."

Through exciting new Budweiser on-premise, point-of-sale four-color materials like Days-To-Go Countdown Calendars and counter cards featuring corned beef sandwiches, as well as St. Pat's-oriented premium items, retailers can transform their accounts into Budweiser St. Pat's Day headquarters.

Budweiser's St. Patrick's Day promotional efforts will feature a likeness of Sean O'Anheuser, one of the little people from the land of Eire.

"Budweiser is once again proud to be an integral part of the annual St. Patrick's Day celebration," said Robert F. Merz, senior product manager for Budweiser.

"The wide variety of Budweiser premium apparel should be a big hit for all Irishmen as they toast the 1987 festivities and celebrate a proud Irish heritage."

"From the retailer's perspective, hard-hitting point-of-sale materials like our new Shamrock Dangler provide an attractive centerpiece for St. Patrick's Day fun."

Budweiser's involvement with Ireland has intensified through the sponsorship of the Budweiser Irish Derby, one of the world's most prestigious thoroughbred horse races, run every June at the prestigious Curragh racecourse, near Dublin, Ireland; the annual St. Patrick's Day Parade Run in St. Louis; and the participation of the Budweiser Clydesdales in the 1987 St. Patrick's Day Parade in Chicago.



Budweiser, Anheuser-Busch's flagship brand, is produced under licensed agreement in the United Kingdom, Canada, Israel and Japan, and is exported to more than 20 countries.

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ICE CREAM

Merchants look toward soft-serve ice cream for extra profits

It's an age old question — how can the smaller merchants compete with the larger, heavily financed chains? One way, according to business analysts, is to diversify product selections to offer customers the convenience and personal attention they can't get from the supermarket giants.

Two AFD supplier-members are offering some solid advice on merchandising one of America's favorite foods — ice cream. Over 800 area merchants and entrepreneurs attended a pair of seminars recently co-sponsored by the Troy-based American Freezer Company and Tom Davis and Sons Dairy.

During the half-hour seminars, attendees learn the basics of the soft-serve ice cream business and how they can add it to their existing retail operations. According to Dale Chimenti, president of American Freezer, most retailers can get into the ice cream business for an investment of between \$15,000 and \$25,000.

"Ice cream is a national pastime in the U.S.," says Chimenti, "and it's a low-cost entry business."

Once someone decides to enter the ice cream business, Chimenti's com-



pany will deliver the equipment, help determine the store's layout and train the new owners and employees in the proper way to make cones and sundaes. He also offers help in such areas as sanitation, accounting principles, and advertising and promotion.

American Freezer Company is Michigan's largest distributor specializing in ice cream equipment, with 52 dealers and 18 service centers statewide. The company represents the Sani-Serv Equipment line, well-known for its quality.

The company also works with

many quality ice cream suppliers, including Tom Davis & Sons Dairy, one of their major suppliers. Tom Davis is also diversifying to offer a wider range of products for retailers. Where the company's product line was once limited to dairy staples, Davis now carries such items as deli-meats, pre-cooked gourmet foods, cheese and gourmet salads.

If American Freezer's growth over the past year is any indication, the ice cream business is certainly gaining in popularity. The company doubled its 1985 installations last year and has become an international company, with distribution rights in China.

It's all part of the trend toward offering customers convenience and variety in their shopping. With more and more two-income households, larger food budgets and an appetite for gourmet foods, consumers are looking for local, neighborhood stores to meet their needs and wants. Those retailers who move to fill those needs will be in good shape for the future.

"Most of them (those who add ice cream equipment) do very nicely," Chimenti. "The only people who don't make it in this business are those who don't care." □

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THE BLUE ALTERNATIVE

ROYAL RAMLOSA SPARKLING MINERAL WATER © 1985 SCANDINAVIAN INCENTIVE INC

Director's Report...

continued from page 4

trade dinner in recent memory. It was an opportunity for members from every segment of the industry to get together, socialize, make contacts, and have a good time. AFD is confident that through the efforts of Sam Yono, the trade dinner chairman, the 1987 function will top even last years event.

Credit Union

Don't forget! All AFD members are entitled to use the AFD Credit Union. It pays higher interest on savings accounts and offers lower interest on loans. It is an excellent service for our members and a great benefit for them to offer to their employees at no cost.

Membership

In the six months ending December 31, 1986, AFD added over one hundred and fifty new members. New memberships have been coming in at a rate of nearly one a day. Many

of the new members are joining to take advantage of our outstanding Blue Cross program. Our rates have not gone up for the past eighteen months, and are scheduled to remain the same for at least nine more. Most other Blue Cross rates have gone up substantially in that time. Still other members have joined to take advantage of our excellent worker's compensation self-insurance fund. The fund continues to get bigger and stronger. If we can be of any assistance to you in the area of worker's compensation, please do not hesitate to contact us. And still others have joined because they have heard the good news about our coupon program and its improvements. A special thanks to Mary Dubay and Chris Wojt of our staff, for the outstanding job they have done in these areas.

Whatever your reason for joining, we want you. We are better together than any of us are alone. Let's face it, we need each other. Finally, on behalf of all of us at AFD, we wish the readers of the Food Dealer health, happiness, and prosperity in 1987. □

Dick Hackendahl, Appointed Director of Marketing

The Associated Food Dealers of Michigan is pleased to announce the appointment of Dick Hackendahl as Director of marketing.

Mr. Hackendahl brings to the Association a broad background in Organizational Management, having served as the Chief Executive Officer of three area-wide Chambers of Commerce and a three state commercial construction association; General Manager of the National Association of Chamber of Commerce Executives; and Director of Public Affairs for the National Paint and Chemical Industries.

In making the announcement, Mr. Joseph D. Sarafa, Executive Director of Associated Food Dealers of Michigan said, "We are delighted to have a person of Mr. Hackendahl's background and experience. He will enable us to accelerate our growth and better serve our membership." The new Director will assume his position as of March 1, 1987. □

MANAGEMENT POSITION AVAILABLE

Medium size Southfield based advertising agency is seeking an ambitious individual with Food Brokerage/Retail Management experience for a management position within their fastest growing/highest visibility division. Interested candidates should send resume to:

**19777 W. 12-Mile Road
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KNOW YOUR CHEESE

(Continued)

Parmesan Cheese — Cylindrical-shaped parmesan has a sharp, piquant flavor. Originally from Italy, it cures up to 10 months, has a hard, granular texture. It is light yellow and is sometimes sold with a brown or black wax coat.

Provolone Cheese — Smoky-flavored provolone is hard and cuts without crumbling. First produced in Italy, Provolone cures for six to 14 months. It has a cream-colored interior and comes on round and sausage shapes.

Ricotta Cheese — Uncured Ricotta is bland but semi-sweet in flavor. It originated in Italy and is white with a soft, grainy, moist texture.

Romano cheese — Round-shaped Romano comes in various sizes and has a granular interior and hard, brittle rind. Developed in Italy, the flavor of Romano ranges from sharp to piquant with five to 12 months of curing and grates well.

Cream Cheese — This American creation is soft, smooth and buttery. White in color, Cream cheese is sold in a foil-wrapped block or whipped in a plastic container. Because it is uncured, Cream cheese has a mild and slightly acid flavor.

Fontina Cheese — Originally made in Italy from Ewe's milk, Fontina is now produced in the U.S. from cow's milk. It is a semi-soft cheese, slightly yellow in color, has a robust, salty flavor and cures at least 2 months. □

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