



THE FOOD DEALER

July/August • A Magazine for the Michigan Grocery and Beverage Industry • 1987

Ice Cream...

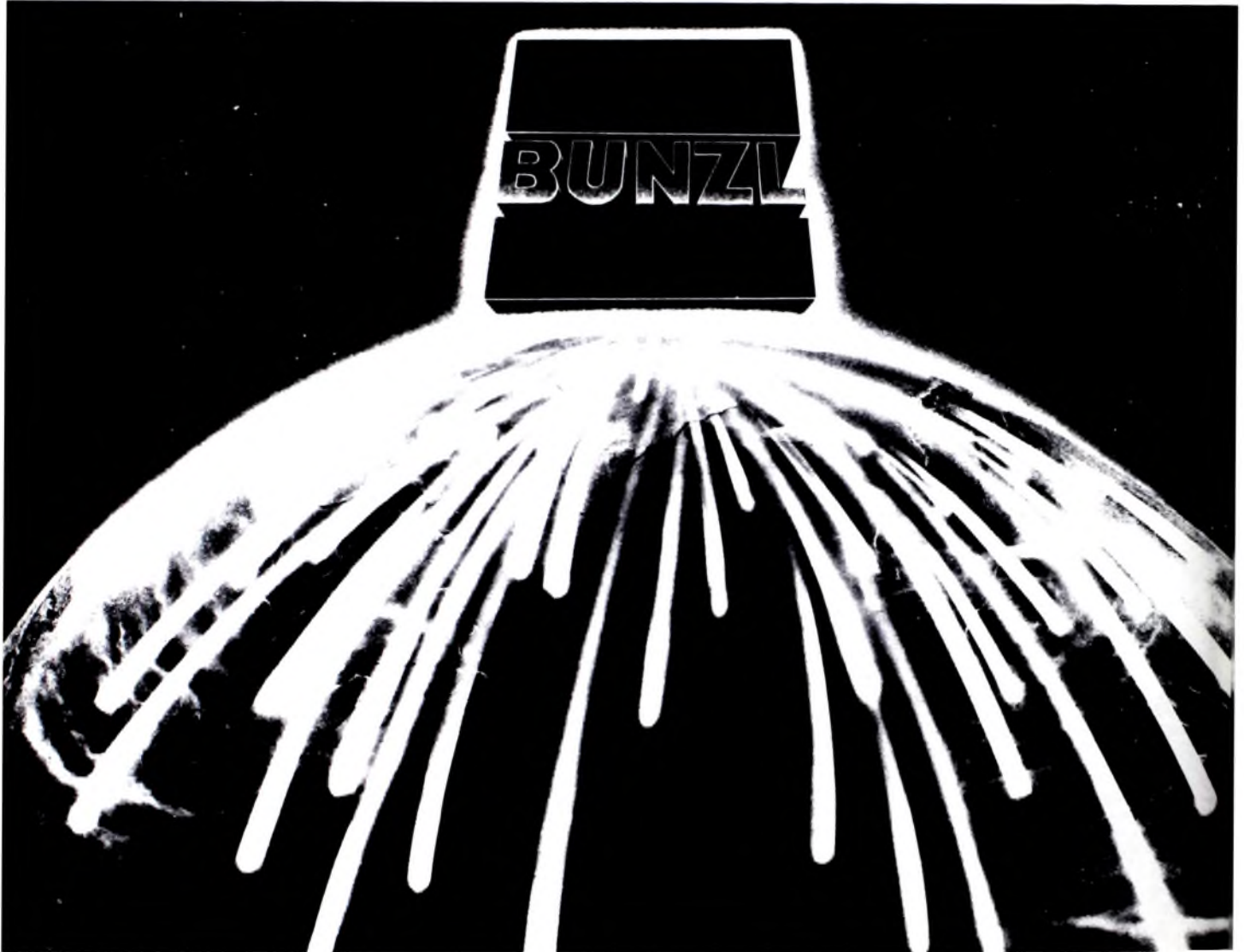
Superpremiums Dominate Growth



Also Inside:

- Ask The Lottery
- Alinosi's Home-made Ice Cream
- Legislative Threats
- Convenience Store Image
- Supermarket Take Out
- Manufacturer's Corner

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Executive Director's Report

Joseph D. Sarafa
Executive Director
Associated Food Dealers

Everytime we turn around, it seems as though somebody is doing something that's either illegal, immoral, or unethical. In the political race, Gary Hart lost his chance to be President over an affair with Donna Rice. In the legal field, judges were accused of taking bribes in exchange for dismissing cases. Even in the financial arena, insiders caught making illegal trade transactions were fined millions of dollars. Scandal has even touched some religious figures like Jim

and Tammy Baker. And the list goes on.

And what about us? To what standard of conduct should the wholesalers and retailers be held? Have you ever been tempted to buy stolen merchandise; to turn in coupons that weren't properly redeemed; to sell liquor to minors; or, to charge a customer for a case of product you did not deliver because you knew it wouldn't be checked?

Everyday we are faced with many

decisions. Decisions that involve our own ideas as to what is right and wrong. Too often, greed and the almighty dollar are the deciding factors. But the real motivator should be your good conscience.

My father was, and still is, great about giving advice on ethics. As a very young boy, he taught me the Golden Rule: "Do unto others as you would have them do unto you." As I got older, my father taught me that the most sacred thing a person will ever possess is their good name. And still today, I remember the words he spoke to me as I graduated from college. "Given good health and a reputation for honesty and integrity, there are no limits to what one can accomplish in life."

I can give you no better advice than what was given to me. There are no amount of dollars that are worth spending time in jail, destroying your family name, or ruining your reputation for. Please think about this article long and hard the next time temptation strikes. Always do what is right. In the long run, you will be a lot better off and a lot happier.

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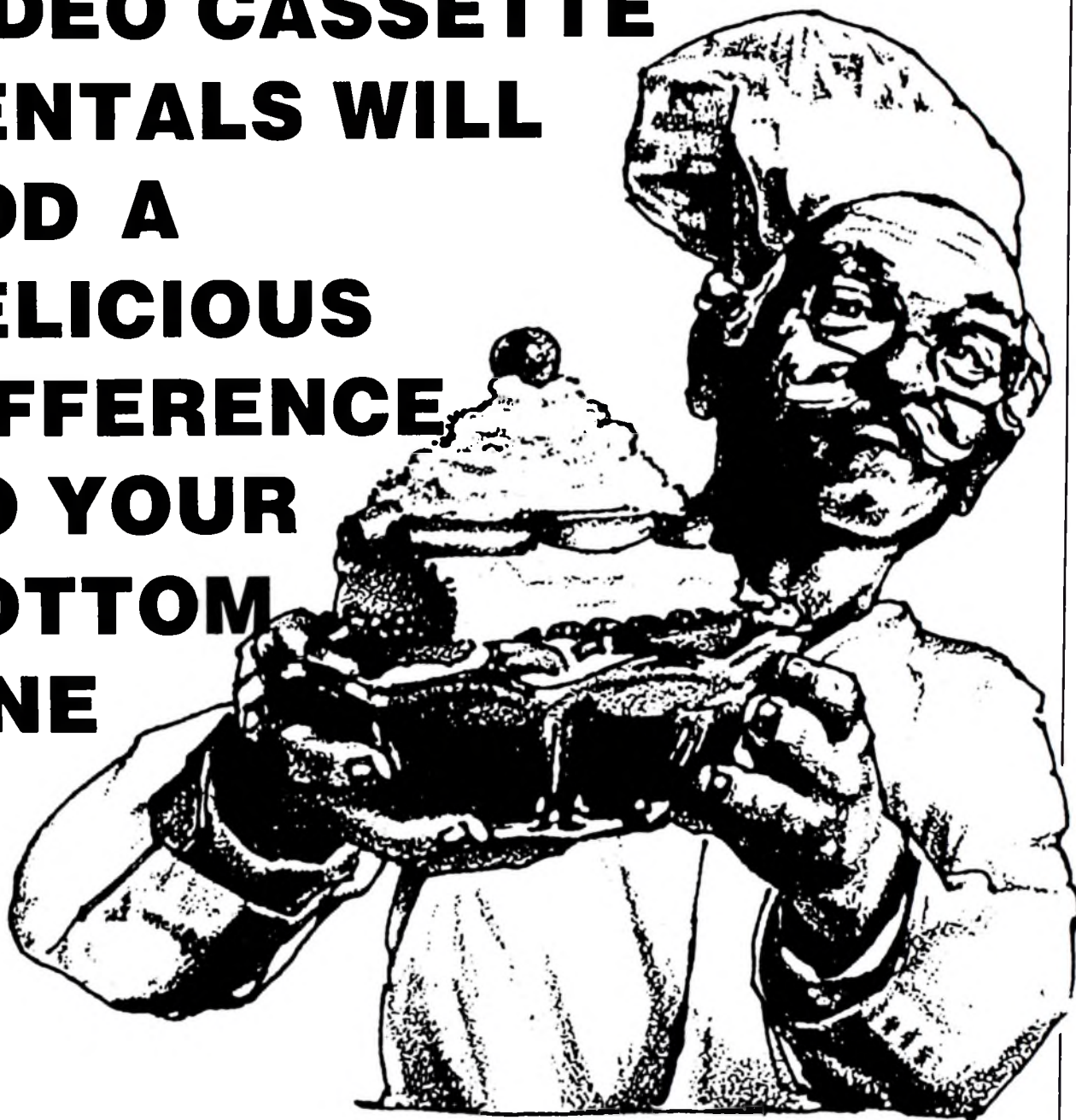
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Have You Noticed the Change?

Membership Involvement Is the Key

to the

NEW AFD

Something new has happened to AFD - have you noticed? There is a different attitude, a different feeling. You sense it when you call the office — when there is talk about the Association — when you receive your mail — and I think I know what it is. It's called *involvement* — it's called *change*.

Now when we call our members, they say, "I'll come to the meeting — I'll serve on a task force — I'll help you out." It has happened with our Trade Dinner Task Force, the Golf Committee, the two task forces on the Trade Show, our Political Action Task Force and our Task Force for the Future of AFD. We needed input, we called our members, and their response was overwhelming!

We have a tremendous reservoir of talent within the AFD family that has never been utilized to the fullest its potential never appreciated. But, as in all things, there has been a change. A change that was needed and a change that was positive. Now, when AFD plans a function, needs help, we pick up the phone, call a few members to serve on a task force, and it's done.

The TRADE DINNER needed direction — we called — and Fran Munaco, Fryial Yono, Sharon George, Bernie Garmo, Mark Karmo, Louis Stephen, Akram Namou, Sam Yono, and Khalid Zaitaouna made positive responses.

We needed a working GOLF COM-

MITTEE — we called — and 21 said "OK!" They divided themselves into 9 sub-committees, under Chairman Ed Gulick, and thanks to the following, we're going to have one heck of an af-

Jones, Gabe Mona, Frank Chiarelli, Kenny Zair, Tom Yatooma, and Fred Thomas.

Representative Harrison introduced two unredeemed deposit bills that would give the retailers 1/3 of an estimated \$48 million annually, and Frank Arcori said, "I'll chair a Task Force and get AFD involved." We called an Bernard Moore, Tom George, Frank Kory, Emmet Denha, Sam Dallo, Joe



Chairman's Report

by Tom Simaan, Chairman
Associated Food Dealers

fair on August 17th: Ray Amyot, Joe Caruso, Lou Czanko, Bob DeCooman, Don Gundle, Vito Guzzardo, Glen McCallum, Rob Hollinsworth, Fred Krohn, Jack Lake, Mel Larsen, Tex McCarthy, Jack Myers, Tony Munaco, Joe O'Bryan, Ted McConnell, Mike Simon, Art Simons, Chuck Turnbull, Jim Vitale, Tony Williams; and Don Webb.

We needed help in changing the direction of our TRADE SHOW, to make it of real value to our industry. So we called - and the following gave us a whole new dimension that you will experience on Tuesday, October 13 at Fairlane Manor. The Exhibitor Task Force is headed by Tom Davis, Jr. Ed Forest, Jim Lipari, Fred Cahill, Art Bond, Bill Larsen, Cathy Adams, Mike Brezak, Tim Sullivan, Tom Awrey, Joe Najor, and Paul Marks worked with him. The Retailer Task Force had input from Paul Saad, George Khamis, Henry

Mocnik, Nick Ioannou, George Kassa, Jay Welch, Ramzy Najor, Frank Cahill, Sam Yono, and Mike Ranville all said, "I'll help."

We put together a TASK FORCE FOR THE FUTURE, a "think tank" brainstorming group to help in defining our goals and objectives. The first meeting lasted four hours, the next another four hours, and the third finalized it in three hours. And who were these people who gave of their time to help? Tim Simaan, Tony Munaco, Jerry Yono, Louis Stephen, Sam Yono, Frank Arcori, Amir Al-Naimi, Emmet Denha, Ramzy Najor, Bill Viviano, Tom George, Sam Katz, Tom Welch, and Jim Bellanca.

Is this *change*? Is this *involvement*? You bet it is! And this is what we mean when we say, "THE NEW AFD."

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If it's cold ... it's hot!

Super premiums dominate ice cream sales

America's love affair with Premium Ice Cream flourishes at an unprecedented pace. Consumers are standing in line all across the country to buy "Premium," "Super Premium" and "Gourmet" ice cream, along with Gelato and countless other indulgences. With convenience foods more popular than ever, equipment manufacturers and home made ice cream retailers have found the quintessential product of the 80's is turning out to be ice cream. One thing is certain: the American consumer is willing to pay a good price for a smoothly textured, rich and highly flavored frozen dessert. With the recent success of the \$2.00

DoveBar and ice creams inspired by Haagen-Dazs, manufacturers and retailers have been alerted to an untapped market for extravagant desserts.

Indeed, the story of Haagen-dazs tells a lot about whats going on. Back in 1960, a fellow by the name of Reuben Mattus, who'd inherited his mother's ice cream business, found himself getting choked by the big corporate competitors. His solution? He created a high quality ice cream, devised a foreign sounding name and charged unheard of prices. Although most consumers may not know it, all Haagen-Dazs ice cream is made in the U.S.A. The rest is history. Suddenly, there's Steve's, Ben and Jerry's and countless others. Here in Michigan, Melting Moments Cafe' (E. Lansing) a modest retail/wholesale operation utilizing equipment manufactured by Sani Serv (Indianapolis) has experienced phenomenal growth by producing some of the finest ice cream on the market.

The Method

In the past, most retailers have relied on their local dairy as a source for pre-packaged ice cream delivered in 3 gallon tubs. The retailer need only place these tubs in their display cabinets and serve their customers. Today, the demand for super premium ice cream has created an unlimited demand for on premise homemade ice cream. Most of us fondly recall the method of producing ice cream by utilizing a wooden barrel with ice and rock salt placed on the outside of the ingredient chamber and churned to



This article was contributed by Dale Chimenti, President, American Freezer, Inc., 1345 Wheaton, Troy MI, 48083. Phone (313) 528-0058.

the proper consistency. In fact, this method was laborious and not conducive to a quality product as history would have us believe. Ice cream is in fact a delicate treasure and requires careful handling. Excessive handling and poor refrigeration can render ice cream a heavy mush not worthy of even the most indiscriminate palate.

With the advent of freezers for manufacturing and storing these homemade confections, countless operators have opted to make and sell their own creations. Mark Geovjian of Melting Moments Cafe' utilizes two self contained batch freezers for production, a walk-in flash freezer with a freezing temperature of -20 to -40

Continued on Page 10)



Make Money the Olde-Fashioned Way!

Stock London's Farm Dairy Olde Fashioned Recipe Ice Cream and watch it move.

London's Farm Dairy Olde Fashioned Recipe Ice Cream promises to be one of the hottest items in your freezer this spring and summer. Available in ten delicious flavors, this premium quality ice cream is made the old-fashioned way with lots of fruit, nuts, chocolate and other taste favorites folded in. So it's sure to capture the interest of ice cream lovers.

But to make certain everyone gets the message, we're introducing London's Olde Fashioned Recipe Ice Cream with a comprehensive campaign designed to create high visibility, awareness and excitement.

First of all, a dramatic 4-page 4-color newspaper insert featuring all ten flavors in a mouth-watering display that's going to capture lots of attention and create a real craving. Included in this insert will be a 50¢ off coupon (good through September 30, 1987) that will help get ice cream lovers into your store and create product trial.

To further enhance our product launch, London's is running a 60-second radio commercial that highlights our old-fashioned method of creating this truly outstanding ice cream. We're also implementing prominent billboard advertising in Detroit and Flint. And an intensive public relations/promotion program that includes radio interviews.

Finally, we've designed new eye-catching packages and point-of-purchase materials that will attract in-aisle customers to your shelves and turn them into buyers.

To get in on the action with our old-fashioned money-maker contact London's Farm Dairy, or call 1-800-572-3624.



2136 Pine Grove Avenue, Port Huron, MI 48060

degrees to freeze the finished product, and then tempers the product in a -5 to +5-degree freezer for serving.

Ice Cream production is actually a relatively simple procedure. Ice Cream mix in liquid form in varying quantities of butterfat is available from most

dairies and is introduced into the batch freezer along with the flavor ingredients for the flavor selected. Addition of nuts and fruits to the mix occurs during the freezing process as well as hand feeding as the frozen ice cream is dispensed from the machine. Production time is

generally between 7-10 minutes with batches varying in quantity from 3 to 12 gallons per batch. Continuous freezers are the next step up in high volume ice cream production, capable of producing a seemingly endless stream of ice cream, yet generally sized from 42 to 200 gallons per hour for the smaller operator. Once removed from the batch or continuous freezer, the finished ice cream is placed into a flash freezer for a period of up to 24 hours, subsequently removed from the flash freezer and placed in a tempering box or a display dipping cabinet. Due to extremely cold temperature of the flash freezer, it becomes virtually impossible to dip or scoop ice cream unless tempered in a box with less excessively cold temperature.

ICE CREAM CONSUMPTION

* Ice cream is consumed by over 98 percent of households in the United States -- with 86 percent purchasing ice cream at least once a month.

* The U.S. Department of Agriculture estimates that United States consumption of ice cream in 1986 reached a record 905 million gallons, just over 15 quarts per person.

* The top five flavors of ice cream consumed in the U.S., according to a 1985 survey, are vanilla (32 percent of total consumed), chocolate (9 percent), neopolitan (6.4 percent), vanilla fudge (4.1 percent) and cookies and cream (3.5 percent).

* U.S. ice cream consumption is highest in June and July (National Ice Cream Month).

* More ice cream is consumed on Sunday than any other day of the week, with consumption in general higher on the weekends.

* Nearly one-third of American households consume at least one gallon of ice cream every two weeks.

* Approximately 25 percent of the ice cream consumed comes in the form of "bulk" servings (retail shops, restaurants, universities, etc.) 25 percent is in the form of novelty items, and the remaining 50 percent is packaged and sold for home use.

The Products

There is considerable confusion over the contents and description of the various types of "Premium" ice creams on the market. The factors which affect the quality of ice cream are the amount of butterfat, the amount and quality of total milk solids, the amount of overrun (air) and the intensity of high quality fruits and flavors added. A combination of all the aforementioned factors are virtually important in achieving a high quality ice cream. No one factor by itself will produce a quality product.

In the U.S., ice cream must meet U.S.D.A. standards which require not less than 10% butterfat, not less than 20% total milk solids and must weigh at least 4.5 pounds per gallon. The weight of ice cream varies according to the amount of air incorporated during freezing. Air is necessary to produce a smooth body and texture. Frozen custard must meet the same requirements as ice cream and additionally must contain a minimum of 1.4 percent egg solids.

The fruit flavor ingredients used in manufacturing premium ice cream are widely available both domestically and internationally. Here in the U.S.A. ice cream flavors in varying qualities are available from Rose Brands on the east coast, BlankBaer and Fantasy Flavors here in the midwest, and Fabbri, an Italian import. To assist the ice cream maker, most of these ingredient manufacturers offer their products in specific quantities matched to the size of batch being made. This is of tremen-

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dous benefit to the novice ice cream maker in eliminating the guess work involved in adding the flavorings to the ice cream mix. Generally, it is only the natural flavors which impart a delicate and mild flavor. Chemically produced supplements are available in unlimited supply for economic purposes.

Gelato is a relatively new entry in the premium ice cream market in the U.S.A. Originally made in small shops and family coffee bars in Italy, Gelato was made from milk, sugar, eggs and flavoring material. The most obvious distinction between ice cream and gelato is the consistency. Gelato tends to carry a smoother texture and is more dense. Most Gelato manufacturers prefer to import flavorings from Italy.

Be it "Premium" "Super Premium" or "Gelato", consensus has it that a higher percentage of butterfat and low air are two of the most important factors which separate these ice creams from those available in the freezer section of your local supermarket.

Most American ice cream has as much as 100% overrun or air content. Shops specializing in premium ice cream will incorporate anywhere from 15% to 60%. Mark Geovjian of Melting Moments formulates his products with 30% to 35% air.

Rick Davis, a spokesman for Tom Davis & Sons Dairy, who manufactures a high quality line of ice cream in the Michigan area under the name of "Ashbys Sterling", insists the percentage and quality of milk solids are paramount to the level of butterfat and overrun. Mr. Davis has indicated that his company incorporates 42% milk solids from fresh condensed skim milk and uses only, "all natural" flavorings.

Equipment Trends

Aside from the ice cream making process, the next step in offering these products to the consumer is the dipping cabinet. Again, the choices are many. There are a number of domestic cabinets which hold 8 or 16 flavors and are designed to accommodate the typical 3 gallon tubs. These units are usually white enamel, and offer no real frills. For the piece de resistance, we turn to the Italians. These European dipping cabinets are a show case of originality in design and function. Unlike their American counterparts, the European dipping cabinets are a thing of beauty.

Isa of Perugia Italy (distributed here in the United States), offers a line of cabinets designed by Guigiaro, one of the most famous industrial designers of our times. With curved glass upperstructures, electronic controls, and molded multicolor panels, these display dipping cabinets scream for attention. Impulse buyers beware. The Italian cabinet makers will arrest any customers in the store. As for function, most European cabinets are self-defrosting and allow for the display of

more flavors in a smaller space. These cabinets are designed to accommodate smaller batches in stainless steel containers. Perfect for the in-store ice cream plant.

The Real Scoop

Veni, Vidi, Vici. If America's all consuming passion for ice cream is any barometer, then Julius Caesar's words ring prophetic for none other than America's legions of ice cream retailers. If it's cold, it's hot.

ICE CREAM USER

* The typical heavy user of ice cream tends to be married, economically upscale, lives in a larger household, with children in all age groups and resides in the western United States.

* Super-premium ice cream is most commonly found in households where there are no children present. Conversely, economy ice cream is more often present in households with children.

* Children ages 2-17 and adults age 45 and above eat the most ice cream consumption.

* Males and females show remarkably similar levels of ice cream consumption.

* The amount of ice cream consumed increases with income and education.

* Adults eat 66 percent of the ice cream consumed in the household, on average. Research shows that adults consider ice cream a "treat or indulgence;" in turn, adults serve it to children as a reward.



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CONVENIENCE STORE

IMAGE

It Can Make or Break You

Editor's Note: This operations white paper is based on a presentation by Coney Elliott, of Solutions, Inc., San Antonio, Texas, at the 1987 N.G.A. Convention. The workshop was funded in part by a program grant from M&M/Mars.

The convenience store image has greatly improved over the past few years. Many operators are upgrading and trying to project this stronger image. And, of course, in the past several years there has been an influx of new and better quality products and equipment directed specifically or primarily at the convenience store industry.

So, the image has improved, but there is still a long way to go. Research indicates that a very high percentage of consumers still see convenience stores as being high-priced, grubby, cluttered stores which are hang-outs for undesirables. To compound the problem, it is becoming harder to define the convenience store.

What is a convenience store today? With so many different products and services such as video rentals, food service, and gasoline, the definition is becoming increasingly murky. To define your image, start at the street. That's the first impression a consumer has of your facility. Your signage should identify those product categories and services that you emphasize. If you are going to sell gasoline, if it is branded, you need to announce it on the street. **If your store's name isn't out on the street, get it out there.** The goal is to get the consumer's attention as soon as possible.

How do you want customers to see you? Do you want them to see you as a big convenience store-type operation or more of a gasoline-type operation? Identify how you want your

If your store's name isn't out on the street, get it out there.

operation to be perceived, then create that perception through signage and design and other things. You can change a customer's perception and make it very positive.

The exterior can be the first attraction because of the mass, the visibility. But the interior should enhance the image with product selection and presentation that creates a comfortable shopping environment. A lot of convenience stores look just like circuses. That's okay. If that is your image and it appeals to a lot of customers, and if you do a good job of projecting that image, a circus is all right. Most important is that inside the store there are many different ways to identify and highlight areas in the store and to create a pleasant shopping environment — so long as the image sells product.

Many convenience stores are over-

designed today. If customers walk into the store and their eyes go up to the ceiling or down to the floor, that store is over-designed. You can't sell the ceiling; you can't sell the floor. You sell products. Red or blue cabinets may work, but keep in mind that aggressive colors may compete with the product. Manufacturers spend millions of dollars to develop labels, and if you compete with those labels, you defeat their purpose and yours. Its product you want the consumer to see. Graphics are great as long as they identify, call attention to, and enhance product.

Image Through Employees

Exterior design, signage, and interior design can all get the customer's attention. But it's the employee that can make or break the convenience store image. In this business everyone talks about location, location, location. A poor employee can ruin the best location.

An employee who projects a positive attitude, practices good customer relations, manages the products, and maintains a clean, orderly store will have the greatest influence on a customer's shopping habits. That employee will have more impact than design, signage, and in many cases, even location. When talking about image, the image of the convenience store is not just the supervisors or the operations people or the advertising or the marketing. It is that employee behind the register that services that customer.

Gearing Product Selection to Market

Product selection should be geared to your market to attract your specific consumer group. Some of the larger chains use a cookie cutter approach, stamp the stores out. But many operators are trying to tailor their operation or their unit to their location. Tailoring doesn't mean you have to change your whole image. It could be a single product selection directed at a specific consumer group. If you are in an ethnic area and you have no ethnic products, what's that ethnic group's perception of your facility going to be?

Keeping the C-Store Clean and Uncluttered

Clean, uncluttered stores are critical. Don't make shoppers uncomfortable by clutter and disorganization. Sometimes products are squeezed onto a shelf so the customer has to stand there and try to flick that product out to buy it. Is that convenient? If they have to break their knuckles to get the product out, what is their perception going to be? After a few times, they start to think "I don't know what it is, but there is something about that store that I don't like; it's not easy to shop, it's not convenient."

Aisle widths are also important. If you want a customer to shop your store, stay in your store longer, and buy more, widen your aisles. If you have a specific aisle where you are concentrating your impulse items, widen it. Narrow an aisle down, put a time clock on it and see how much faster the customer gets through it. The same is true of being well organized. By being well organized, you can create a specific traffic flow, a pace, and, above all, buying impulse.

Pricing Equals Image

Pricing is also becoming a very important image factor. Today there is so much competition in some markets that operators are having to do things they did not do in the past to try to retain marketshare. Many operators now are trying to compete with supermarkets on selected product categories — to reach out and get new customer base.

Some operators have established every day low price programs on selected product categories that have

been extremely effective. About 12% of convenience store shoppers will shop price only. This is an excellent type of program to appeal to that consumer base.

The convenience store industry is using different methods to try to attract that additional customer segment and retain its existing customer base. If a competitor comes in your marketplace and develops a pricing program, you stand to lose a percentage of your market share because of that 12%. They are not loyal customers unless you can develop a repeat habit based on price and that is the reason for using the terminology of low price. It suggests to customers that they can get low prices in your store any time they shop.

Quality of Food Service

Price is extremely important but equally important is developing product quality, particularly in the food service area. To capitalize on the food service opportunities in the convenience store industry, consistency and quality are paramount.

Fast food outlets allocate as much as

20% or more of their sales to labor. A single employee in a high volume convenience store can't be expected to manage the store, the food service, the gasoline, the movie rentals. Research shows the consumer is telling us loud and clear, "I wouldn't buy fast food items in the convenience store. I don't trust the quality." To succeed in food service, we must change that perception. You've got to develop consistent quality, and you can't do that with a single employee managing three or four different aspects of operations.

If a customer goes into a Wendy's or McDonald's, he or she knows that those employees are concentrating totally on food service. They are not having to manage gasoline, they are not having to manage video rentals. When customers make a purchase at a Wendy's they know it is going to be of consistent quality. If a customer buys a food service item from a convenience store, does he know that the quality is going to be the same? Some operations have developed programs to insure consistency and those people have been successful.

The number one reason convenience store operations get into food



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service is because John Doe did. The proper reason for getting into food service is, of course, sales and profits; but sometimes you may forget that and think, "John Doe's food service is really doing well for him so it will for me, too." That can't work. Selling fried chicken is not going to work in every location unless you have chosen a site good for chicken sales as well as for a convenience store. So you really must do your market research, evaluate your location. Once you make a commitment to a food service program, let the consumer know what you've got; go back to your signage; educate the consumer. Sometimes when we start new services, we forget to tell the consumer.

In summary, if you're planning to improve your convenience store image, a multi-faceted approach will help ensure results. Signage, design, human resources, product selection, quality and price all play an important part in your new image.

"Birthdate Sign" Available from LCC

The Liquor Control Commission has produced a "Birthdate Sign" to assist licensees and their employees identifying the date a person is of legal age to purchase alcoholic beverages.

The sign for this year is yellow, measures 11½" by 9½", and states:

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ON OR BEFORE TODAY'S DATE IN
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Home-made Ice Cream

Alinosi's Quality Reputation
Continues With Third Generation

When Detroiters talk about quality home-made ice cream, the conversation almost always turns to the name Alinosi.

Louis Alinosi, the founder of Alinosi French Ice Cream Company, began his career in candy and ice cream making under the guidance of chefs in France, Switzerland and England during the early 1900s. By the time Louis set up shop at 12748 McNichols in Detroit (around 1921), he made the decision that "his name would not appear on the product unless it was the finest money

Spumoni ice cream to America. Spumoni ice cream continues to be a specialty of Alinosi's. It is an exquisite dessert that is made up of three layers of ice cream. It has a center of french vanilla with candied fruits and nuts and is flavored with rum. The top layer is pistachio ice cream made from a recipe developed by Louis Alinosi. The bottom layer is chocolate ice cream made from the finest cocoa.

Alinosi's grandson, Steve Dimaggio, still makes the Alinosi ice creams "the old world way" and the entire family takes pride in their quality reputation --- a reputation that developed a customer loyalty that includes some of Detroit's best known families.

Retailers and restaurants can obtain the Alinosi spumoni ice cream through Premier Plus Marketing at (313) 585-4760.



Louis Alinosi at work in his Detroit shop during the early 1900s.

could buy." Louis Alinosi's wife, daughter and grandsons continue that tradition today.

What makes the Alinosi ice cream product unique is the fact that the cream (16% butterfat) is mixed with egg yolks and has no preservatives. The egg yolks in the cream classifies it as a French ice cream.

Folk lore has it that Louis Alinosi was the first person to introduce

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TAKE-OUT

Supermarkets may one day rival fast food restaurants in sales of hot foods to go.

Today's supermarkets are fast becoming take-out restaurants to rival the popularity of the burger, pizza and chicken chains, according to a new study.

Supermarket take-out sales totaled about \$14.4 billion per year — and are growing — according to the study conducted for the Food Marketing Institute (FMI) and Campbell Soup Company by Lieberman Research Inc., New York.

The study found that buying take-out food is a widespread American phenomenon with about 8 out of 10

households (81 percent) buying take-out food in a four week period. On average, buyers purchase take-out food more than once a week for a total of \$16.50 per week. Their total take-out food purchases from all outlets come to \$62.4 billion per year.

While a significant number of buyers purchase take-out food at supermarkets, more get take-out food at competitive outlets. Thirty percent of buyers polled reported they purchased take-out food at supermarkets in the past three months, versus the following percentages of

people who bought at other kinds of outlets:

- 29 percent, delis
- 33 percent, ethnic restaurants
- 66 percent, pizza parlors
- 76 percent, fast food restaurants

The Campbell/FMI study was conducted after an early one by Campbell marketing researchers showed that of 300 consumers surveyed, 79 percent reported going to fast food restaurants for take-out and a nearly equal 69 percent named their supermarket. The reason for the popularity of supermarket take-out

This article is a follow-up to the article entitled "Deli's ... You Can't Compete Without One," which appeared in the March/April edition of The Food Dealer.

is that supermarkets now offer soup and salad bars, fresh pizza, refrigerated deli entrees, pastas, prepared hot foods, bagel bars and in some areas taco bars. Campbell is one of the growing number of companies which markets a variety of premium prepared entrees and gourmet soup bars to supermarkets.

"Supermarkets already are successful contenders for the 'fast food' business," says Monica Wood, Campbell's manager of marketing research, "and we think they could easily pull out ahead of the fast food chains in years to come because supermarkets offer a greater variety of healthful foods."

Joseph O. Eastlack, Jr., Ph.D., Campbell's group manager of marketing research, says the newer study reaffirms that supermarket take-out food is seen as "better for" — fresher, higher quality, offers good value for the money, more nutritious and more healthful, while restaurant take-out items are regarded as "more enjoyable" — more fun to eat and better liked by children.

Who buys take-out? Just about everyone, with men almost spending as many take-out dollars as women. However, younger people, higher income people and better-educated people are more frequent take-out food customers than older, or lower income, or less educated people. Heavy buyers see themselves as modern, successful, career-oriented, pressured and sophisticated, according to the study. Light buyers view themselves as home



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centered, cost-conscious, old-fashioned, traditional and "tired."

All agree that there are three reasons for take-out purchases — ease and convenience, being fatigued or rushed, and the need for a special treat.

Most often, prepared hamburger and fresh pizza are contenders for the title of most popular take-out food. Hamburgers are purchased by 73 percent and pizza is ordered by 72 percent of buyers.

Other choices are: prepared chicken, 49 percent; deli meats and cold cuts, 34 percent; sandwiches, 28 percent; baked or fried fish, 22 percent; and prepared salads, 20 percent. About five out of 10 buyers choose ethnic take-out with Chinese and Mexican foods in the lead.

Most take-out meals are eaten at home (82 percent) and the remainder (18 percent) at the place of employment. The same percentages support a preference for hot take-out meals over cold.

Buying take-out food is largely an impulse decision. About 8 out of 10 buyers (78 percent) make the decision to buy take-out just before they buy it.

The take-out food market has expanded tremendously in recent years, up 18 percent compared to only 6 percent for total food, including restaurants. Another opportunity about to knock on consumers' doors, according to researchers, is a greatly expanded menu of home-delivered meals. Researchers predict that there will be upscale entrees, ethnic foods, soups, salads, sandwiches and even snacks and candy on the home delivery horizon.

The main forces driving these innovations have to do with the changing American lifestyle. Just as the growth of regional shopping centers and use of the automobile once made home delivery obsolete, so factors like the growth in number of Americans living alone and the number of two-career families with more money and less time to spend shopping for and preparing meals are fostering its return and stimulating activity in the take-out market.

The Food Marketing Institute (FMI), located in Washington, D.C., is a non-profit association that conducts research, education and public affairs programs for its 1,500 members — food retailers, wholesalers and their customers. Campbell Soup Company is a major producer of a wide range of prepared food products.

Former Food Dealer Ad Director Dies

Thelma Shain, who for many years served the Associated Food Dealers as advertising director for *The Food Dealer*, died August 4 at her home in Port Huron. She was 79.

Born November 14, 1907, Miss Shain was the owner of Shain Advertising and Public Relations Agency. She was also advertising director of the Michigan Restaurant Association, public relations director for the Michigan Press Photographers Association, special events director for the Detroit Free Press, publisher and owner of the Michigan Press Photographers Magazine and publisher of the Grosse Pointe Celebrity

Series.

Miss Shain served two terms as Governor of the Michigan and Midwest Federations of American Syrian and Lebanese Clubs and was considered a leader in the Arabic community. She was very active in the Republican National Committee, ALSAC and the St. Jude Research Hospital and the St. George Ladies Society.



Thelma Shain

Funeral services were held August 6 in Port Huron with burial at Lakeside Cemetery, Port Huron. Memorial contributions may be made to Blue Water Hospice, 2601 Electric, Port Huron, MI, 48060.



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The Major Legislative Threat Of The 1980's

By: Dr. Frank Register, Senior Counselor
Food Marketing Institute

The 1987 Public Affairs Assembly, jointly sponsored by FMI and the National-American Wholesale Grocers Association, included visits by members to capitol Hill, where they met fact-to-face with their Senators and Congressmen. A number of legislative issues were discussed, but far and away the one of most concern was the current avalanche of "mandated employee benefits" legislation.

It seems that almost every day a new version of this type of bill is put into the Congressional hopper. Parental leave bills were only the beginning. The key legislation here would require all public and private employers with 15 or more employees to grant up to 18 weeks of parental leave over a 24-month period for a father or mother who decides to stay home upon the birth, adoption or serious health condition of a child. It would also require that up to 26 weeks leave during any one-year period be given in the case of a worker's own serious health condition. Part-time workers would be covered in both instances and health benefits would be continued during the leave.

Now there is Senator Kennedy's announcement that he intends to introduce legislation requiring that all employers, as a condition of doing business, be required to offer a mandated level of health benefits to all employees. He may also re-

introduce legislation requiring businesses to provide former employees with four months of employer-paid health insurance coverage, regardless of their length of employment.

The Administration is proposing, and Congress is likely to enact, legislation to protect elderly from the devastating costs of serious illness. Under the Administration proposal, "catastrophic health insurance" for the elderly would be funded through an increase in Medicare premiums. However, several Senators and Congressmen have suggested legislation to place the cost burden for catastrophic care for those under 65 on employers.

Congress is also likely to consider legislation requiring all retiree health plans to be pre-funded, and possibly to mandate employers providing retiree health benefits.

The meetings held with Senators and Congressmen on these issues were unsettling to say the least. Many of them seemed resigned to the fact that a program of mandated benefits will be enacted, the only question is how far will it go.

A Congressman from Illinois, a member of the House Budget Committee said, "The government is broke. It can't fund these programs, and there is a health care crisis in the country. There is no place to turn, except to employers."

This was echoed by many others.

Among the many disturbing aspects of this situation, is the attitude by some in Congress that employers of all sizes can readily absorb the increased costs of these programs and the disruption of their work forces without problem. This is far from being true. Small employers, in particular, would have a major problem attempting to comply.

Proponents also fail to recognize that bills mandating employee benefits do not take into account the fact that one type of employee group needs one set of benefits, while another needs a drastically different program. Many employers have shouldered the burden of such programs for years, but have been able to do it by tailoring them to the needs of a particular industry. A fast-food chain with mostly young and part-time employees requires a vastly different type of program from an automobile assembly plant with older, long-term workers.

Mandating such programs casts an entirely different light on benefit efforts, and discourages voluntary attempts to provide employee security.

In addition, a new set of laws would return us to an era of government bureaucracy, with all that this implies. To say that these programs would not add to cost of government is nonsense. Any regulatory matter of this magnitude is going to require a new generation of government employees to administer, enforce and adjudicate. If enacted, we will see not only sharply increased costs in the private sector, but in the cost of government as well.

The only way to make these points to the Congress is to insist that there be hearings where these matters can be considered. No one wants to avoid responsibility of contributing to the public good. But shifting the major burden of financing the nation's health care to employers is wrong. It is simply a device by which Congress can avoid its own responsibility to develop a rational approach to our nation's social problems.

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According to a prominent national association, a company spends most of the working day paying off the costs of doing business. Only about 19 minutes are left in which to earn profits. Some of these 19 minutes result in dividends for the owners. The rest of the profit minutes are used for reinvestment in the business.

Out of an eight-hour day, three hours and 55

minutes will be used to pay for materials and supplies. Wages and salaries will take two hours and 19 minutes. All taxes-federal, state and local-use up another 43 1/4 minutes; repair and replacement of facilities, 29 minutes; research and promotion, 14 1/2 minutes.

By now, it is 19 1/2 minutes before the day ends. In this short time the company must earn the profits it has to make in order to stay in business. And in half this time - that part of the profits that go toward dividends must be earned.

Such figures make it startlingly clear that if an employee wastes 10 minutes of his working day, he has thrown away that part which assures him job security, a steady income, and a share of his company's profits.

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London's Farm Dairy Celebrates 50th Anniversary

Fred D. Krohn
Vice President/Sales Manager
London's Farm Dairy



A 50th Anniversary is a major event for almost every company, but for London's Farm Dairy of Port Huron, Michigan, a 50th Anniversary has a special and symbolic meaning.

Fifty years ago, two brothers decided to embark on a brand new venture. With a mere 13 cows, Clyde and Glen London began a dairy production farm which today has a statewide sales network with more than 2,000 wholesale outlets and employs over 200 people. For the London brothers, this anniversary symbolizes a proud and prosperous heritage with a clearly defined plan for the future.

Reverting to an employee-owned company in 1982 was a clear step in London's path to growth and expansion. From there, constant introductions of new product lines, such as cottage cheese, sour cream and yogurt added marketing dimensions to their already extensive milk and ice cream products.

With a goal to penetrate further into the Detroit market, London's has recently been working on the formulation of many new specialty and gourmet ice cream products and novelties. Last year, London's broke sales records with the creation of its Mackinac Island Fudge ice cream which the dairy arranged in conjunction with the famous Ryba's Mackinac Island Fudge. Sales of this new ice cream were second only to vanilla which has consistently held the number one posi-

tion in sales throughout the industry.

This year, the dairy introduced its Olde Fashioned recipe ice cream which was created in response to the increasing demand for richer, specialty ice creams. The success of novelty ice creams has also paved the way for many other unique ice creams, including Peanut Butter Mackinac Island Fudge, a companion flavor to last year's best seller, and the "University" flavors such as Maizenberry and Spartamint. This campaign was developed in conjunction with the Athletic and Licensing departments of

University of Michigan and Michigan State University. London's will hold the exclusive rights to these trademarks. Highly supportive of the state and its economy, London's demonstrated its allegiance to Michigan and its 150th birthday with the creation of five new Sesquicentennial flavors Ryba's Mackinaw Island Fudge, Tin Lizzy Classic, Michigan Apple Pie, Michigan Blueberry Cobbler and Michigan Cherry Crisp. This effort complimented London's continuing cooperation with the "Made in Michigan" products campaign. In addition, plans are currently being formulated to join in the I.I.C.A.'s national dairy program called "Ice Cream For America," with a statewide cooperative program called "Ice Cream For Michigan." This new project will seek to combine the forces and resources of all related dairy groups in the state.

Another example of London's

commitment is the company's involvement in the creation of Dairy Day at the Michigan State Fair. Vice President of Sales and General Sales Manager, Fred Krohn, was instrumental in initiating the project and in bringing various parties of the Michigan dairy industry together to plan this first-time-ever event. As a result, the Governor issued a special tribute to London's honoring the company for its earnest efforts at enhancing the agricultural industry. Krohn has been extensively involved with the I.I.C.A. (International Ice Cream Association) in Washington and serves on the I.I.C.A. Marketing Council.

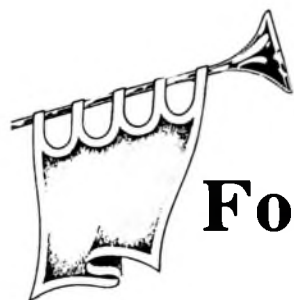
But London's commitment to the state and business community doesn't stop there. Community involvement ranks high in the company's list of priorities. According to Fred Krohn, "We consider our measure of success our ability to meet the demands of the people we serve. We owe a lot to our customers. Without them and their patronage, we would never have grown into the position we are in today. Community involvement is our way of saying 'thank you' to those we serve."

Playing a significant and frequent role in community events, London's was a sponsor of Port Huron's 1986 Blue Water Festival. Fund-raising for the Blue Water Boy Scout Council and many other charitable organizations was among many of the dairy's donations to the Blue Water Festival and the community of Port Huron. So successful was this support in allying the dairy with the community, London's made a major monetary com-

(Continued on next page)

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SPECIAL ANNOUNCEMENT



There is going to be a
New Trade Show
for the
Food & Beverage Industry
and
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This "Incentive Selling Trade Show," will be held on:

- Tuesday, October 13, 1987
- Fairlane Manor, Dearborn
- 11:00 a.m. 8:00 p.m., followed by a reception

*It's "Deals for Dollars" Time, when the Seller (Exhibitor)
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mitment to the 1987 Festival and became its Official Sponsor. This sponsorship represented a \$10,000 contribution enabling the Festival to survive financially and offer the community a wide range of Festival events, including fireworks, parades and entertainment.

London's Farm Dairy has some aggressive plans ahead for its next 50 years. Continuing on its course of strong community involvement, London's will also focus its energies toward expanding its total distribution to include the western half of the state, and to move into major supermarkets as well as independent chains in the Detroit area. The company also plans to add national labels to its product lines.

Celebrating its 100th Anniversary should be an exciting challenge if the current 50 year record is an indication of London's prosperity and growth. As for now, the dairy firm set its sights on integrating its own aggressive growth plans with those of the state's dairy and agricultural industries.

Great Scott! tries video recipes

Shoppers all around the Detroit Metropolitan area will soon be seeing something new and innovative in many stores this year, recipes on video tape! These recipes, displayed at the point of purchase, with selection tips and nutritional information, are starting a new trend in grocery merchandising.

Among the first to implement this program is Great Scott Supermarkets, who have begun showing the "Two Minute Chef" in eight of their twenty two area stores. Produced by Glass Eye Video Productions, Plymouth, Michigan, this recipe tape program is designed to educate the consumer in the selection, preparation, and cooking of a variety of grocery items. The current catalog includes 30 recipes for the kitchen, 8 for the Barbecue, and all focus on fresh seafood and poultry.

Tempting dishes like Crab Stuffed Lobster, Stir Fried Swordfish, Poached Trout, and Chicken Milano are prepared by Chef Lorenzo Pizzorni and are researched by Chef Kevin Gawronski, both Nationally Certified Executive Chefs and Culinary Educators. The program consists of three stages which can be implemented separately or collectively.

Step one involves presenting the recipes on a repeating VHS monitor surrounded by a product display. The next step is to print and provide index cards for each recipe that the shopper is free to pick up and take home for reference. Step three is to make VHS copies of the recipes available to the shoppers at a rental price or on loan. Each recipe runs between one and three minutes in length, and is looped on a thirty minute tape. Included in each tape is an identification of the product displayed, some nutritional information, common uses, tips on selection, a list of ingredients, and a professional demonstration of the preparation/cooking techniques.

Glass Eye Video Productions intends to market their recipe tape program both regionally and nationally. Supermarkets will be able to customize this program to include their logo on the video and recipe cards. They will also be able to arrange for exclusive rights to either the recipes or the title

of the recipe program. (Example: The Two Minute Chef is the exclusive title on recipes used in the Detroit Area by Great Scott Supermarkets.)

In addition to increasing sales by an average of 3000% for the main ingredients, the sales have also increased for the supplementary ingredients. The vendor or supermarket chain using the recipe tape program will also build or strengthen its service relationship with its customers. This benefit alone is invaluable in the competitive grocery industry. Glass Eye Video Productions hopes to have their recipes "on the shelf" of your neighborhood store by early August, and if the test results continue to indicate positive response, they plan to greatly expand their current catalog to include many more unusual items in easy to prepare recipes.

For additional information regarding the recipe tape program, please contact a Glass Eye Video representative at 313-455-6440.

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*By Bruce McComb
Deputy Commissioner
Michigan Bureau of Lottery*

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Answer: NO! A request to relocate a terminal will only be considered if an agent who has a terminal is moving an existing business to a new location within the same business area. Also the original business must continue at the new location.

If you have any questions about the lottery, please send them to: Associated Food Dealers, 125 W. 8 Mile, Road Detroit, MI. 48203

Kowalski names Audrey Kowalski Executive Secretary

Ronald J. Kowalski, President and Chairman of the Board of Kowalski Sausage Company, recently announced the appointment of Audrey J. Kowalski, Secretary.

In her new position, Kowalski will be responsible for advertising, insurance, pension and other related legal matters, and corporate charitable donations. She will also serve as a member of the board of directors, executive and finance committee, and the Charitable Trust Fund Board of Control. Kowalski previously served as assistant to the president.

A graduate of Babson College, Wellesley, Massachusetts, Kowalski majored in business management. She presently is a Juris Doctoral candidate at Detroit College of Law. Kowalski resides in Birmingham, Michigan.

Founded in 1924, Kowalski Sausage Company is a manufacturer of specialty meat products, including sausage, kielbasa, hot dogs, bologna, and hams. Ronald Kowalski, president of the firm, is the grandson of the company's founder. Kowalski products are distributed in Michigan, Ohio, Indiana, Pennsylvania, North and South Carolina, and Florida.

Spartan Stores announces personnel promotion

Spartan Stores, Inc. has announced the promotion of Jann McKellar to the position of Director of Advertising.

A member of the Spartan Advertising Department for seven years, McKellar has been Retail Advertising Supervisor since November 1984. Her responsibilities have included both corporate and retail advertising. Prior to her promotion to Supervisor, McKellar served as an Account Executive, coordinating projects between advertising,

merchandising and Spartan retail members.

McKellar's background also includes 11 years in sales, public service and promotions for TV8, the Grand Rapids NBC affiliate, and 3 years as an Account Coordinator at Jaqua Advertising. She has been chairperson for the Walter Hagen Golf Classic (co-sponsored by Spartan and the Grand Rapids Press) for the past five years, is a member of the board for the Grand Rapids Advertising Club, and is a Consultant for the Junior Achievement Applied Economics Program.

In addition to her advertising duties at Spartan, McKellar will continue to serve as company spokesperson and assist with Spartan public relations.



Jann McKellar

GLASS EYE VIDEO PRODUCTIONS PRESENTS

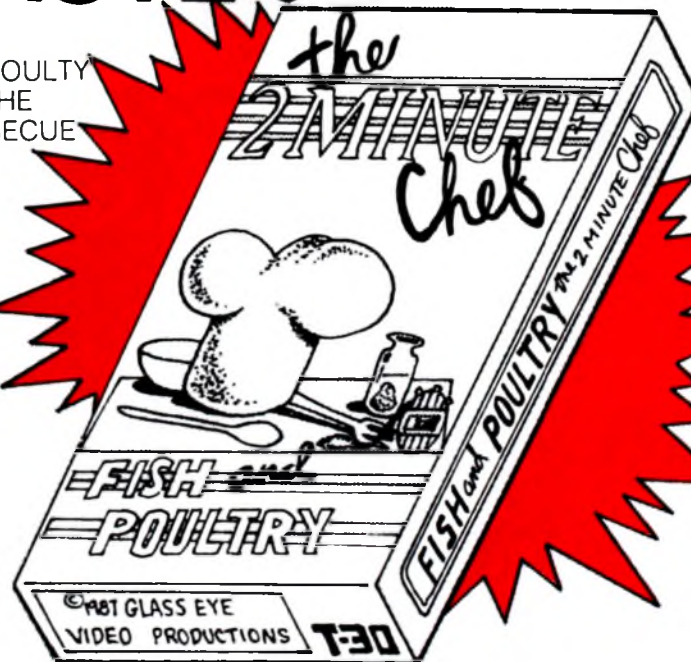
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STATE OF MICHIGAN

MICHIGAN LEGISLATURE

House Concurrent Resolution No. 270

Offered by Representatives Stallworth, Lynn Owen, Varga, Dobronski, Saunders, Kilpatrick, Jonker, Kosteva, Gire, Farhat, DeBeaussiaert, Hart, Clack, Grillin, Webb, Walkins, Joe Young, Sr., Harrison, Palamara, DeMars, Jacobelli, Bains, Porreca, Murphy, Leland, Smith, Stabenow, Keith, Hoffman, Ostling, Gilmer, Muzlow, Wainner, Van Regenmortel, Honigman, Johnson, Knight, DeLange, Middaugh, Allen, Bennane and Hunter and Senators Arthurhultz, Barcia, Cropsey, Ehlers, Faxon, George Hart, Kelly, Vaughn and Welborn

A CONCURRENT RESOLUTION HONORING THE SPONSORS AND THE BOARD OF DIRECTORS OF THE BLACK MUSIC SCHOLARSHIP FUND

WHEREAS, There is an everlasting need to encourage students to continue their education and to pursue higher education. The Michigan Legislature recognizes that the Black Music Scholarship Fund serves as a valuable incentive to urban students in the Detroit Public Schools who wish to continue their musical training. By requiring all applicants to be a junior or senior high school student in good standing, the Black Music Scholarship Fund has provided many urban youngsters with the motivation to remain in school. Each year this exceptional program will offer financial support to Michigan's most talented young artists and will inspire many more to continue the pursuit of their dreams, and

WHEREAS, The Black Music Month Organizational Committee established a nonprofit foundation in 1986 to create the scholarship fund. The people of the State of Michigan recognize and deeply appreciate the generosity of the many people involved, and

WHEREAS, The Black Music Scholarship Fund will broaden its positive impact on urban students through the use of a special promotional campaign entitled "School Is Cool". The campaign will encourage students to seek awards through the scholarship fund and communicate in a contemporary vernacular the importance of continuing education. Through blending the voices of Detroit's most recognizable personalities, corporate citizens, local artists and talented young musicians, the Black Music Scholarship Fund has produced a public service recording supporting education which serves as a national model, and

WHEREAS, We wish to pay tribute to the following people, businesses, and organizations who have dedicated themselves to this excellent cause

Hayes Jones, Honorary Chairman

Board of Directors

Donald Davis
Gregory J. Reed

Leon Alchison
Keith B. Stallworth

Organizational Committee Members

Virgil Anderson
Johnie Burns
Wilbur Houston
Fred Sanders
Patricia Williams

Joyce Davis Adams
Jerome Cunningham
Ernest Kelly
John Tatum
Tim Wilson

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Gary White
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Booth American Broadcasting Co.
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Associated Food Dealers of Michigan
Pickard Enterprises
Michigan Chronical

Stroh Brewery Company
Fred Sanders Inc.
Bell Broadcasting Co.
Gannett Outdoor
W. B. Doner & Co.
Michigan Consolidated Gas Co.
Payne-Pulliam School of Business and Trade

Jones Transfer Co.
Storer Broadcasting Co.
Total Health Care Inc.
Michigan HMOs
First Independence National Bank
Innovative Home Health Care

now, therefore, be it

RESOLVED BY THE HOUSE OF REPRESENTATIVES (the Senate concurring), That it is with sincere appreciation that the people of the State of Michigan honor the sponsors of Michigan's 1987 Black Music Month Celebration, and be it further

RESOLVED, That a copy of this resolution be sent to the people responsible for promoting this cause as evidence of our esteem

Adopted by the House of Representatives, May 28, 1987

Adopted by the Senate, June 2, 1987

Alma G. Stallworth

Paul H. Jones

Secretary of the Senate

Clerk of the House of Representatives

Here's your chance to help

Your help can mean hope for people with muscular dystrophy. Join the fight against muscular dystrophy by joining the team — AFD, 7-Up, WJBK Channel 2 and MDA.

By displaying the AFD/7-Up canister, you will be doing your part to make the 1987 program a success.

Your canister can raise the funds needed to find a cure for muscular dystrophy, and help youngsters like MDA Local Poster Child Heather Krueger.

So display the AFD/7-Up canister and encourage your customers to contribute to defeat muscular dystrophy. Then Watch the Jerry Lewis Telethon on Labor Day on WJBK Channel 2.



MDA National Chairman Jerry Lewis with National Poster Child Mickey Neufeldt.



From left: George Kenyon, WJBK Channel 2; Don Dolittle, 7-Up; Heather Krueger, MDA Local Poster Child; Joe Sarafa, Executive Director, AFD; and John O'Rourke, MDA Regional Coordinator.

Cool Profits



Ice Cream is the world's favorite dessert, and American Freezer is Michigan's largest distributor specializing in ice cream, slush and frozen drink equipment. We currently have 52 dealers and 18 service centers state-wide.

In today's competitive food service world, you need an edge. In-store ice cream production can give you that edge with the control of product and profit right at your finger tips. SaniServ equipment is designed to make you money.

From Soft Serve, Shakes, Yogurts, Slushes to Frozen Drinks, American Freezer can deliver the right equipment for your every need. We have the largest selection of equipment in the world, from 4 gallons to 300 gallons per hour.

For the complete story, and a demonstration, call or write the American Freezer Company today.

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(SINCE 1946)

Loss Control

What Is It

and

Who Makes It Work

By: Lisabeth A. Vernier
Carl J. Trimarche
Creative Risk Management

Loss Control is identifying hazards which exist and then taking action to eliminate or reduce them. Operations will have to be monitored to ensure continued effectiveness of the program as well as to identify new hazards developing.

Once a commitment to Loss Control is made, an individual within that organization, a safety coordinator if you

will, should be appointed to manage and direct the organization's program towards the goals established by management. This position need not be full time; however, sufficient time must be allowed for this individual to initiate and monitor in the Loss Control area.

Part of the safety coordinator's duties may include: **AWARENESS** — Be aware of the loss control aspects of each job including health and safety issues and use the organization's staff to develop awareness. **ACTION** — Ensure all jobs are done safely. When arriving at a decision on the way a job should be done consider the Loss Control consequences. **SUPERVISION** — Ensure that each supervisor is aware of and follows the Loss Control program. Encourage each supervisor to look for accident trends in their area and compare them with other departments within your facility or to an industry standard. Ensure they are familiar with emergency and accident plans. **AFTER AN ACCIDENT** — Determine what happened and why.

Creative Risk Management Corporation employs a number of Loss Control Representatives to help each client work towards eliminating hazardous conditions. At the client's facility we like to review the accident records being maintained and discuss any specific problems which the client may be having.

Your role in Loss Control is absolutely essential in order to succeed. Any Loss Control representative, regardless of his or her experience, can only assist in the internal efforts of the client. We can only periodically visit your location; you are there every day. With your commitment and effort, Creative Risk Management's Loss Control staff can help you make real

progress in keeping accident potentials and hopefully injuries to a minimum which will produce real savings for your business.

Below you will find a side by side role comparison which may be helpful.

EMPLOYER

- Concentrates on a specific aspect of the total operation and knows it in detail.

- Applies technical knowledge and experience to loss control in specific aspects of the operation.

- Identifies all hazards related to specific aspects of the operation.

- Selects and implements loss control measures.

- Monitors effectiveness of control measures and makes changes as needed.

LOSS CONTROL REPRESENTATIVE

- Focuses on loss control of the total operation and becomes generally familiar with it.

- Applies varied knowledge and experience related to loss control to specific operations when problems are discovered.

- Identifies hazards on a sampling basis to assist the client in determining the effectiveness of various management loss control programs.

- Recommends loss control measures.

- Makes observations to determine effectiveness of loss control measures and provides feedback to assist in monitoring.

We enjoy working with the members of the Associated Food Dealers and look forward to seeing you at our booth at the AFD Trade Show on October 13th, 1987.

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

CRMC
Creative Risk
Management
Corporation

Mt. Clemens, Michigan
313/792-6355



**WE'RE
GOING TO
THE RACES**
and
**YOU ARE
INVITED!**

WHEN?	On Tuesday evening, September 1st
WHERE?	Hazel Park Harness Raceway
WHY?	To help raise money for the new Political Action Committee of the Associated Food Dealers of Michigan
WHO?	You and your spouse for food, fun, prizes and the races!
WHAT?	For your personal check of \$50 per person, our Industry can get politically involved

This is a **FUND RAISER** and admittance will be by ticket only
no children under 12 allowed
Registrations are being mailed — so plan to attend **NOW!**

Also, in addition to the reserved Club House, the food, the
refreshments **AND** the races, two televisions will
be given away as door prizes!

There is an old adage:
“Get into politics or get out of business”
AFD of Michigan is getting into politics!

NEW PRODUCTS AND SERVICES



Original New York Seltzer introduces see-through plastic cans in Michigan

Naturally flavored sodas in see-through plastic cans are being introduced in the greater Detroit area (Wayne, Washtenaw, Oakland, Macomb and Monroe Counties).

This is the first U.S. market where Original New York Seltzer Company (ONYS), of Walnut, California, has introduced its beverages in transparent plastic cans made by Petainer Development Company, of Atlanta, GA.

ONYS has launched distribution of the new packages containing its soda in two flavors initially: raspberry and peach. Vanilla cream, black cherry and root beer are to follow later. In the Detroit area, ONYS products are distributed by Pacific Ocean Pop Company, of Livonia, MI, headed by Tom Celini, president and chief executive officer.

Arch Matsos, marketing representative of Original New York Seltzer, said "our sparkling sodas look great in the new transparent containers."

"In previous market tests, plastic cans have been very well-received by

consumers," he pointed out. "People like the look and feel of plastic cans, and they like being able to look into the container to see its contents."

ONYS sodas are highly filtered carbonated water flavored with natural fruit syrups, Mr. Matsos said. "They are sweetened with natural fructose, with no caffeine, artificial flavors or coloring added," he explained. The ONYS 12-oz. plastic cans are available, he said, at many Detroit area locations, including grocery stores, supermarkets, delicatessens and restaurants.

The new containers are made from the same PET (polyethylene terephthalate) plastic used for 1-liter and 2-liter soda bottles. After use by consumers, the new cans will be collected and returned for recycling by reprocessors how handling PET bottles. The ONYS containers call for the standard Michigan 10-cent deposit on beverage containers.

The PET cans have lids made of aluminum and an overlay plastic label.



New Lo-Salt bagel chip offered

That's Entertainment has introduced Garden Herb — the first tasty lo-salt bagel chip. It blends tomatoes, onions, peppers and herbs into a uniquely satisfying flavor without adding salt.

Garden Herb was developed to meet the requests from discriminating consumers who are concerned about their salt intake but still expect and demand good taste. It opens the door for higher sales to health-conscious consumers — a market segment that has just begun to be tapped and is growing larger everyday.

For further information contact: That's Entertainment, 197D Greenfield Rd., Lancaster, PA 17601. (717) 295-1770.

Michigan firm introduces new packaging for gourmet preserves

Rocky Top Farms, of Ellsworth, Michigan, has introduced new packaging for its gourmet line of preserves, butters and toppings, which have been recognized for years as some of the finest fruit products grown and produced in Michigan.

"Our new packaging reflects this high standard of excellence," explained Tom Cooper, owner of Rocky Top Farms.

Cooper also announced the introduction of a new Rocky Top product, Sparkling Raspberry and Sparkling Cherry Cola Juices, 100% pure fruit juices with no sugar added. The new products are now available in retail specialty food stores and through mail order.

THE BEVERAGE JOURNAL HOLIDAY SHOW

1 9 8 7

Sunday ♦ Monday

September 20 and 21, 1987

***Michigan's premier wine and spirits trade show
for all type of liquor licensees***

**♦ BARS ♦ RESTAURANTS ♦ CLUBS ♦
♦ PACKAGE STORES ♦**

FREE ADMISSION FOR AFD MEMBERS!

If you are a current AFD member with a beer, wine or liquor license you can receive two (2) complimentary tickets to The Beverage Journal Holiday Show. All you need to do is to fill out this form and mail it to: The Beverage Journal Holiday Show, 8750 Telegraph Road, Suite 310, Taylor, MI 48180. Additional tickets are available at \$5.00 each. The Holiday Show will be held from 4:00 p.m. to 11:00 p.m. at the Dearborn Fairlane Manor. For more information call (313) 287-9140.

**Holiday Merchandising Ideas ♦ New Product Samplings ♦ Educational Seminars
Door Prizes ♦ Food Available ♦ Special Celebrity Guests ♦ And More!**

☐ **YES!** I'm a AFD member with a liquor license, please send me my 2 free tickets.

Name _____ Business Name _____

Address _____ City _____ State _____ Zip _____

Type of License _____ License Number _____ Phone Number _____

☐ **Additional Tickets:** Please send me _____ more tickets at \$5.00 each. My check is enclosed.

NEW PRODUCTS AND SERVICES

Coors Winterfest beer will be here for the holidays

Adolph Coors Company recently announced the introduction of Winterfest, a unique holiday beer which will be brewed only once in 1987 in limited quantity and offered for sale only during the Holiday season from Thanksgiving to New Year's.

For years, Adolph Coors Company has followed the European tradition of brewing a very small quantity of very special beer to share only with the Coors family and close friends. These holiday beers were never offered for sale, until 1986, when Coors brewed just enough Winterfest to sell in its home state of Colorado.

Winterfest was an unqualified success in Colorado. Supported by an outstanding public relations effort and in-store merchandising materials, but no paid media advertising, Winterfest exceeded all sales goals. Consumer interest was so high that it sold out virtually statewide in just four weeks. Some retailers sold their entire order in under two weeks.

Winterfest's consumer appeal is based on its uniqueness, distinctive taste and limited availability. It will allow you to meet the consumer demand for variety and uniqueness better than any other product during the holiday period.

Based on the Colorado success and



Winterfest's consumer appeal, it was decided to offer it marketwide in 1987. But, there will be an important difference. This year, Winterfest will be backed by heavy marketing support.

An important part of Winterfest's uniqueness and appeal is that it will be for sale at retail only during the Holidays from November 16 to December 31, 1987.

Miller Introduces New Wine Cooler

Miller Brewing Company recently introduced Matilda Bay wine cooler into four test markets. The markets include Atlanta, Kansas City, Denver and San

Diego. It is the first major non-carbonated, clear-based wine cooler in the United States.

Matilda Bay is made from premium white wine and a blend of fruit flavorings.

"In our preliminary product tests, consumers have told us Matilda Bay is smooth, and that it tastes fruity and juicy. Its taste is much different than ordinary wine coolers. We're excited about this new cooler entry," said David Krishock, new products brand manager.

Television, radio, print and outdoor advertising featuring the slogan, "Matilda Bay -- Take Your Taste Away from the Everyday," began this week. J. Walter Thompson USA, New York, created the campaign.

"Americans spent \$1.7 billion on wine coolers in 1986," said Krishock. "Anchored by the legal drinking age-to-34 market, the wine cooler industry is expected to continue its growth." He noted the cooler industry sold approximately 75 million cases in 1986, and is expected to sell 170 million cases by 1992.

The wine and fruit flavors for Matilda Bay are imported in condensed form from Lindemans Limited, Sydney, Australia and are blended and packaged in the United States.

Matilda Bay is packaged in four-packs of 12.7-ounce bottles and a handy "party box," which contains four liters of wine cooler (slightly over one gallon). Matilda Bay packaging features a tropical scene in vibrant hues of orange, yellow and purple.

Campbell introduces new sodium-reduced soups

Campbell Soup Company recently announced that it has introduced in national distribution a new line of sodium-reduced soups.

"Special Request" soups are available in the five most popular condensed varieties -- chicken noodle, cream of mushroom, tomato, cream of chicken and vegetable. The soups contain one-third less salt than comparable condensed varieties.

Campbell began research on sodium-reduced condensed soups over a decade ago, according to Diane Farallo, associate marketing manager in Campbell's soup business unit. The company test marketed the soups in California and Texas.

"Consumer reaction was very en-



thusiastic," Farallo said.

"In recent years, some consumers have taken steps to reduce the amount of salt they add to their diet and this has changed their perception of many of their favorite foods. With the 'Special Request' line we are able to give these consumers a wide variety of choices," she said.

SUPPORT THESE AFD SUPPLIER MEMBERS

BAKERIES:

American Bakeries	476-0201
Archway Cookies	532-2427
Awrey Bakeries, Inc.	522-1100
C & C Distributors	283-8693
Continental Baking Co.	868-5600
Franchise Bakery	674-4671
General Biscuit Brands	584-1110
Hostess Cakes	868-5600
Koepfing Bakeries, Inc.	967-2020
Michigan Bakery Supply, Inc.	571-3300
S & M Biscuit Distributing	893-4747
Stella D'Oro Biscuits	893-4747
Veri-Best Baking Company	398-6830
Wonder Bread	963-2330

BEVERAGES:

Adolph Coors Company	661-2262
Anheuser-Busch, Inc.	354-1860
Bellino Quality Beverages, Inc.	966-6300
City Marketing	871-0937
Coca-Cola Bottlers of Detroit	897-5000
Don Lee Distributors	584-7100
E. J. Wierfman Company	521-8847
Everfresh Juice Company	755-9500
Faygo Beverages, Inc.	925-1600
G. Heileman Brewing Company	941-0810
General Wine & Liquor	353-5040
Goebel Brewing Company	567-6667
H. J. Van Hollenbeck Dist.	469-0441
Harvey Ewald	527-1654
Hiram Walker, Inc.	626-0575
Hubert Distributors, Inc.	858-2340
J. Lewis Cooper Company	835-6400
L & L Liquor Sales Company	362-1801
Mel Larsen Distributors, Inc.	873-1014
Miller Brewing Company	453-4964
Needham & Nielsen Sales Ltd.	476-8735
Original New York Seltzer	374-2100
Pacific Ocean pop Company	591-2560
Pepsi-Cola Bottling Group	362-9110
Powers Distributing, Inc.	682-2010
R. M. Gilligan, Inc.	557-4484
Seagram Distillers Company	354-5350
Serv-U-Matic Corporation	528-0694
Seven-Up Bottling Company	937-3500
Squirt-Pak	(616)396-0591
Stroh Brewery Company	567-4000
Towne Club Beverages	756-4880
Universal Wine Company	333-4300
Vernors, Inc.	833-8500
Vic Wertz Distributing	293-8282
Viviano Wine Importers, Inc.	883-1600
Warner Vineyards	(616)657-3165
Wayne Distributing Company	427-4400

BROKERS/REPRESENTATIVES:

Acme Food Brokers	968-0300
Acorn Oaks Brokerage	967-3701
Ameri-Con, Inc.	478-8840
American Food Association	478-8910
Ariana Food Brokers	567-6011
Bob Arnold & Associates	646-0578
Charles Mascari & Associates	399-0950
Chuck Batcheller Company	559-2422
City Foods Brokerage Company	894-3000
Cinrady-Greenson Company	362-0800
Estabrooks Marketing	(517)548-3750
J. B. Novak & Associates	752-6453
James K. Tamakian Company	424-8500
Loewenstein Food Brokers	295-1800
Marks & Goergens, Inc.	354-1600
Mashour Food Brokers	565-2030
McMahon & McDonald, Inc.	477-7182
Northland Marketing	353-0222
Paul Inman Associates	626-8300
Plester Company	591-1900
Sahakian, Salm & Gordon	968-4800
Stark & Company	851-5700
United Salvage Company	772-8970

CANDY & TOBACCO:

Eastern Market Candy/Tobacco	567-4604
Fontana Bros., Inc.	868-8600
Liggett & Myers Tobacco Co.	649-1318
Royal Tobacco & Candy Company	892-4747

Wolverine Cigar Company	554-2033
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CATERING/HALLS:

Gourmet House, Inc.	771-0300
Mark of Excellence Catering	353-6161
Penna's of Sterling	978-3880
Phil's Catering	751-0751
Royalty House of Warren	264-8400
Southfield Manor	352-9020
Tina's Catering	949-2280

DAIRY PRODUCTS:

Borden Company, The	583-9191
Country Fresh, Inc.	(616)485-0173
Home Made Ice Cream	(513)396-8700
Melody Farms Dairy Company	525-4000
Sherwood Dairy Distributors	375-1521
Stroh's Ice Cream	567-0589
Tom Davis & Sons Dairy	583-0540
United Farms Dairy	(513)396-8700

DELICATESSEN:

Dudek Deli Foods	891-5226
Row-Bur Distributors	852-2616

DENTISTS:

Richard E. Klein, DDS, PC	547-2910
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EGGS & POULTRY:

Epco Foods, Inc.	875-4040
Brehm Broaster Sales	(517)427-5858
Linwood Egg Company	524-9550
Mendelson Egg Company	541-4060
McInerney-Miller Brothers	833-4800
Orleans International	931-7060
Qualmann Quality Egg Company	468-0351

FISH & SEAFOOD:

Hamilton Fish Company, Inc.	832-6100
Michigan Food Sales	882-7779
Salasnek Fisheries, Inc.	567-2000

FLORISTS:

Flower Menageri	771-0011
Livernois-Davison Florist	933-0081

FRESH PRODUCE:

Faro Vitale & Sons, Inc.	393-2200
Harold Butch Produce Co.	(517)846-4000
Harry Becker Produce	841-2500
Michigan Repacking & Produce	841-0303
Tony Serra & Sons Produce	758-0791
Vitale Terminal Sales	393-2200

ICE PRODUCTS:

Midwest Ice Corporation	868-8800
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IMPORTERS/EXPORTERS:

Julian Importing Company	521-6975
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INSECT CONTROL:

Nu-Method Products & Services	898-1543
Rose Exterminators	588-1005

INSURANCE/PENSION PLANS:

Blue Cross & Blue Shield	486-2229
Creative Risk Management Corp.	792-6355
D. O. C. Optical Centers	354-7100
Financial Guardian, Inc.	649-6500
Frank P. McBride, Jr., Inc.	445-2300
Gadaletto, Ramsby & Asso	(517)351-7375
K.A. Tappan & Associates	354-0023
Prime Underwriters, Inc.	837-8737
Ward S. Campbell, Inc.	(616)531-9160

INVENTORY/BOOKKEEPING/TAXES:

Abacus Inventory Specialists	852-9156
Goh's Inventory Service	353-5033
RGIS Inventory Specialists	978-1810
George R. Shamie, JR., P.C.	474-2000
Washington Inventory Service	557-1272

LAW FIRMS:

Bellanca, Beattie, DeLisle	882-1100
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MANUFACTURERS:

Absopure Water Company	459-8000
Carnation Company	851-8480
Del Monte Sales Company	968-1111
Don's Chuck Wagon Products	771-9410
General Foods Corporation	427-5500
General Mills, Inc.	642-2894
J. N. Bech, Ltd.	(616)264-5080
Kellogg Sales Company	553-5833

Kraft Foods	261-2800
Lancia Bravo Foods	(416)766-7631
Lipton & Lawry's	348-1546
Nabisco, Inc.	478-1400
Philip Morris U.S.A.	855-6454
Prince Macaroni of Michigan	772-0900
Proctor & Gamble	336-2800
Red Pelican Food Products	921-2500
Safie Bros. farm Pickle Co.	949-2900
Shedd's Food Products	868-5810
Tony Packo Food Co.	(419)691-1953
Tony's Pizza Service	(517)224-9311

MEAT PRODUCERS/PACKERS:

Butcher Boy Meats	771-9880
Flint Sausage Works	239-3179
Guzzardo Wholesale Meats	833-3555
Hartig Meats	832-2080
Herrud & Company	(616)774-0711
Hygrade Food Products	464-2400
Midwest Butcher & Deli Supply	332-5650
Naser International Wholesale	464-7053
National Chile Company	365-5611
Oscar Mayer & Company	464-9400
Potok packing Company	893-4228
R. E. Smith, Inc.	894-4369
Ray Weeks & Sons Company	727-3535
Regal Packing Company, Inc.	366-3100
Sheldon's Packing House	(517)834-2218
Smith Meat packing, Inc.	985-5900
Swift-Eckrich	937-2266
Thorn Apple Valley, Inc.	552-0700
Winter Sausage Mfg., Inc.	777-9080
Wolverine Packing Company	568-1900

MEDIA:

Arab & Chaldean TV-62 Show	352-1343
Daily Tribune	541-3000
Detroit Free Press	222-6400
Detroit News	222-2000
Macomb Daily	296-0800
Michigan Chronicle	963-5522
Michigan Grocery News	357-4020
The Beverage Journal	287-9140
WDIV-TV4	222-0643
WJBK-TV2	557-9000
WWJ-AM/WJOI-FM	222-2636

NON-FOOD DISTRIBUTORS:

Arkin Distributing Company	349-9300
B & E Sales Company	258-5200
Gibraltar National Corporation	491-5610
Items Galore	774-4800
Kim & Steve's Accessories	(213)463-6670
Ludington News Company, Inc.	925-7600
Sandler-Stone Company	333-4300
Warrior Martial Arts Supplies	865-0111

OFFICE SUPPLIES:

City Office Supplies	885-5402
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POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips	925-4774
Cain's Potato Chips	756-0150
Detroit Popcorn Company	531-9200
Frito-Lay, Inc.	287-4550
Jay's Foods, Inc.	326-1860
Kar-Nut products Company	961-6561
Metro Snacks	525-4000
Variety Nut & Date Company	268-4900
W. C. Thompson & Sons	(519)676-5411
Williams Snack Foods	(216)767-3426

PROMOTION/ADVERTISING:

A-1 Ad	358-1460
Action Advertising Distributors	964-4600
American Mailers	842-4000
Gateway Outdoor Advertising	544-0200
Michigan Specialty Advertising	332-5650
Stanley's Advertising Service	961-7177
Stephen's Nu-Ad, Inc.	777-6823

REAL ESTATE:

Butts & Company/Earl Keim	644-7712
Earl Keim Realty North	559-1300
Kryszak Enterprises	362-1668
O'Riley Realty & Investments	689-8844

SERVICES:

A. J. Shaheen Electric Company	792-4656
Blacktop Maintenance Company	258-6853
Hi-Tech Cellular Phones	778-5250
Intro Marketing	646-8655
J. R. Marketing & Promotions	296-2246
Kimco, Inc.	278-3500
O. K. Services	(616)396-9728
Professional Floor Maintenance	839-5840
Retail Demonstrators	846-7090
Standard Contracting, Inc.	474-6862

SPICES & EXTRACTS:

Rafal Spice Company	259-6373
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STORE SUPPLIES/EQUIPMENT:

AC & S, Inc.	729-2210
Ameri-Pro Systems Corp.	(419)693-3276
Belmont Paper & Bag Company	491-6550
Black Jack Iron Works	893-7677
Central Alarm Signal, Inc.	864-8900
Combo Commercial Equip't	(517)783-2395
DCI Food Equipment	369-1666
Kasco Atlantic Service Co.	(800)631-7650
Liberty Paper (Bunzl)	921-3400
MMI Distributing	582-4400
Market Mechanical Services	546-6840
Party Maker	281-1751
Quality Supply & Janitorial	334-6996
Refrigeration Engineering	(616)453-2441
Saroki Group	553-8007
Stanley Knight Corporation	(616)426-4444
Superb Vacuum Cleaners	491-3900

WAREHOUSES:

Boag Cold Storage Warehouse	964-3069
Mid-City Warehouse, Inc.	875-0032

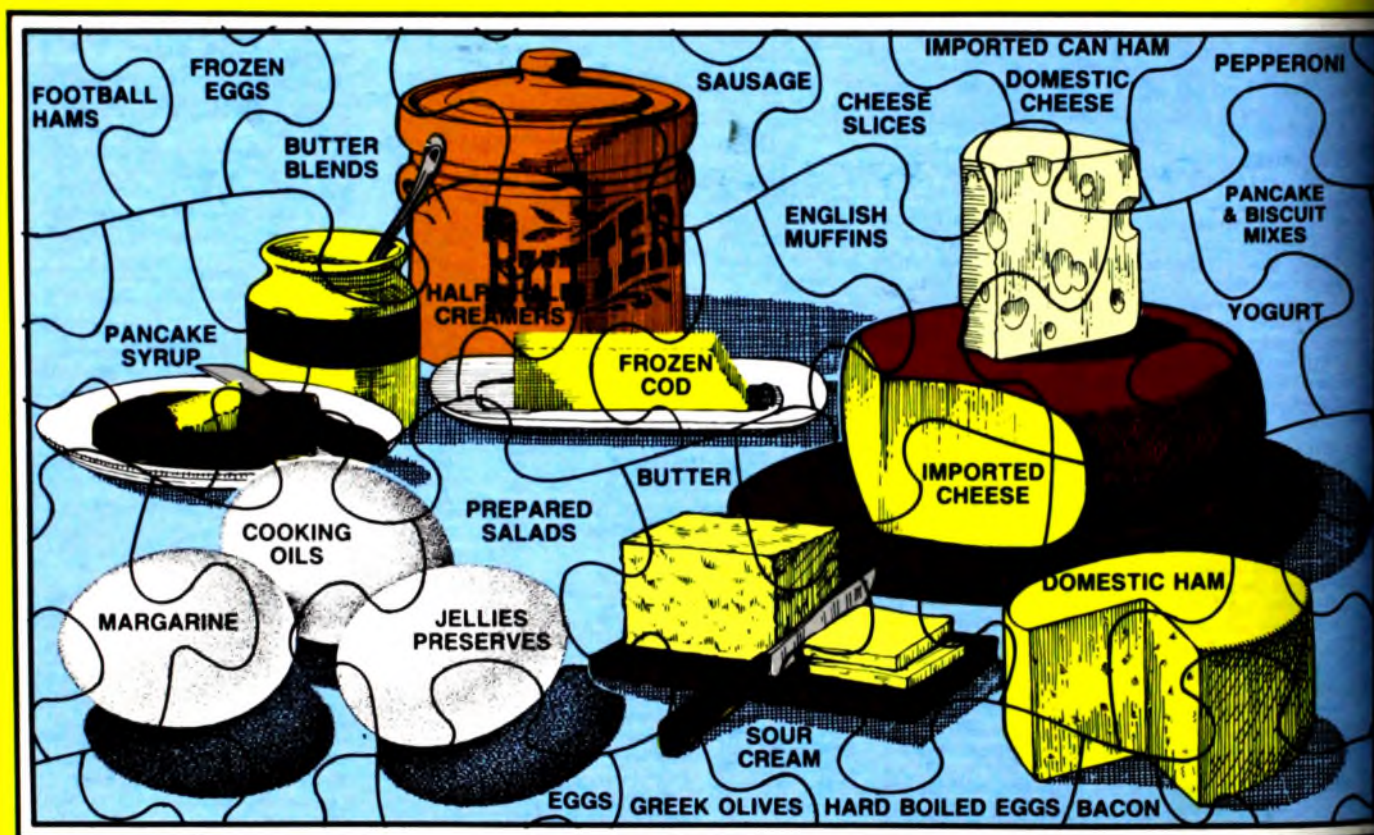
WHOLESALE/FOOD DISTRIBUTORS:

Abner A. Wolf, Inc.	943-3300
Berne Food Services, Inc.	(616)694-9478
D. S. M. Food Products, Inc.	491-3333
Detroit Food Service Company	842-2760
Empire Wholesale Company	447-8491
Foodland Distributors	523-2177
Food Marketing Corporation	(219)483-2143
Jerusalem Falafel Mfg.	595-8505
Kap's Wholesale Food Services	961-6561
Lipari Foods	469-0131
M & B Distributing Company	893-4228
Metro Grocery, Inc.	871-4000
Northwest Food Co. of Mich.	368-2500
Philip Olender & Company	921-3310
Rainbow Ethnic & Specialty Foods	345-3858
Raskin Foods	759-3113
Scot Lad Foods, Inc.	(419)228-3141
State Wholesale Grocers	567-7654
Zehnder's of Frankenmuth	(517)652-9925

ASSOCIATES:

Amano America, Inc.	279-3515
American Synergistics, Inc.	427-4444
Cliff Scepanky Associates	751-2131
Danor Corporation	557-3476
Ed's Place	522-0714
Elite Marketers & Associates	933-4703
H & S Distributors	842-6204
Herman Rubin Sales Company	354-6433
Kindred Corporation	625-7212
Lloyd's & Associates	356-0472
Lauren Kachigian Distributors	843-2898
Midwest Research	669-3100
Miko & Associates	776-0851
Paul Hudson & Associates	821-3912
VIP International	885-2335
Wileden & Associates	588-2358

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