



THE FOOD DEALER

MARCH/APRIL • A Magazine for the Michigan Grocery and Beverage Industry • 1987

Delis...Untapped Potential



Also Inside...

- Ask the Lottery
- Minimizing workers'comp costs
- How to handle absenteeism
- Food stamp program rules reviewed
- Reducing robbery risk
- 1986 hits and misses



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Joseph D. Sarafa, Editor **Daniel L. Stotz, Associate Editor**
Mary Dubay Iggy Galante Claudia Herbst Judy Mansur
Debbie Pagett Christine Wojt

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INSIDE:

8

Delis ... You Can't Compete Without One

Deli operations are becoming as important as produce sections, say three industry experts. How does your deli section stack up? Here's some ideas.

22

AFD Trade Dinner Program

Don't miss the 71st Annual Trade Dinner, "A Black and White Affair," April 24 at Thomas' Crystal Gardens.

20

The Hidden Costs of Injured Employees

Injuries to employees may be more expensive than you may think. Creative Risk Management Corp. explains why.

28

Fighting for Literacy

Learn how you can help in the effort to make sure all children can read. It may be the most important thing you can do.

32

1986 Hits and Misses

The Lempert Report's Annual Hits and Misses Review.

36

Sesquicentennial Ice Cream

That's right! Michigan even has official Sesquicentennial Ice Cream flavors to celebrate its 150th birthday.

DIRECTORY OF ADVERTISERS:

ADVERTISER	PAGE	ADVERTISER	PAGE
A-1 Advertising.....	45	Kowalski Sausage.....	13
Absopure Water Co.....	41	Lipari Foods.....	11
Adolph Coors.....	48	Luddington News.....	25
Anheuser-Busch.....	31	Market Mechanical.....	21
Berneu Foods.....	29	Melody Farms.....	18
Clark Equipment.....	36	Metro Grocery.....	47
Coca-Cola.....	35	Midwest Butcher Deli.....	9
Contel Bus. Systems.....	5	Pepsi-Cola Bottling.....	2
Country Fresh.....	7	7-Up, RC, Canada Dry.....	4
Creative Risk Mgt.....	20	Scot Lad Foods.....	27
D.O.C.....	26	Stephan's Nu-Ad.....	37
Great Lakes Pizza.....	33	Swift-Eckrich.....	15
Jay's Potato Chips.....	39	Tom Davis & Sons.....	12
Kar Nuts.....	43	Thomas Thomas.....	18

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Executive Director's Report

Joseph D. Sarafa
Executive Director
Associated Food Dealers

Thanks for your support

An Association is only as effective as its members are committed. All the programs an Association has, all the services it performs, and all the events it sponsors, are done with the underlying hope that its members will commit to the overall philosophy of the Association.

With commitment and everyone working together — grocers, food brokers, manufacturers and Wholesalers — every aspect of our industry will benefit tremendously. Through commitment to our legislative programs, you can help elect officials who are sympathetic to the

needs of our industry and who will pass or defeat legislation that will have an impact on our trade. By support of our coupon program, you will help us provide many services in the areas of communication and public relations. By support of our other programs, you will help us aid you in making your operations run more efficiently.

If our members continue to believe in and support the Association as they have these past few months, we have a magnificent opportunity to **make our Association one of the most effective in the nation**; one that will enhance the day-to-day operations of its members; one that will be abreast of any timely topic that needs definition or clarification; and one that will affect the legislative process with positive results.

On behalf of our Board of Directors, staff, and members, I would like to personally thank you for the commitment you made to our Association in 1986 and look forward to an enjoyable and effective 1987.



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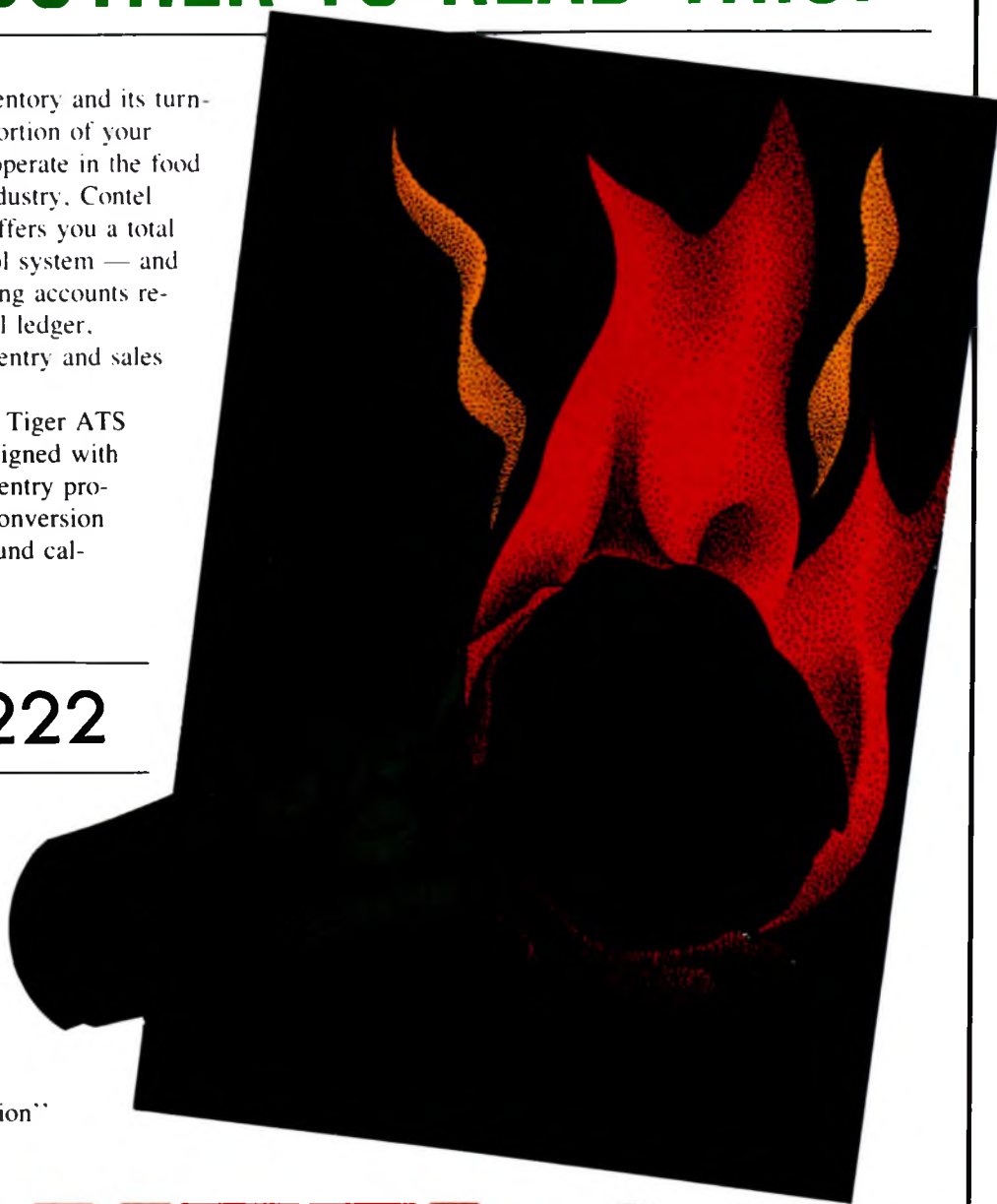
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Chairman's Report

by Tom Simaan, Chairman
Associated Food Dealers

The other day, a friend of mine and I were talking about the Food Industry and about the Associated Food Dealers of Michigan. He asked me why anyone would invest in AFD, and in particular, why I did. After a thoughtful moment, I explained to him that there were two basic reasons why it is important to invest, and to participate, in this organization.

One, is because of the many programs that are available to every one of our member-investors. Programs that help — that protect — and that can save money. It is amazing to see how many

participate in our Coupon Redemption Service; the numbers of businesses that are under our Worker's Compensation Plan; and these are just a few of the many programs that are available.

The business men and women of today to be competitive — to maintain a sound profit margin — and to better serve the buying public, need an organization that has a wide variety of beneficial services, and certainly the ones that we at AFD offer, answer that need. I would strongly recommend to you — the reader — that if you have not checked into these services, that you do so today. You can't afford

not to!

The second important motivation to invest in AFD is the help that is readily available. We are a problem-solving organization and we can, and we do, help our member investors in a number of important ways.

A person calls the AFD office because they have a problem with the Agriculture or Health Department. Some have a question about Food Stamps or who have a problem with the Lottery. Many calls are about the rules and regulations that impact on our Food Industry, both on the local, State and Federal levels. The caller needs someone to talk to, to explain, to advise, to help them. So the bottom line is that this association of ours really cares, as it helps and as it serves.

Is it important to invest in AFD? You bet it is! Can it really help? You bet it can! I have served this Association in many ways and have seen it go through many changes; and today I am extremely proud to have been asked to serve as its Chairman. The Associated Food Dealers of today is a progressive organization, with new leadership — new management — new direction, and a new commitment to professionally serve.

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D.A.G.M.A.R. installs new 1987 officers

Richard J. Hoffman (second from right), WJR Radio Sales Executive, has been elected President of the Detroit Association of Grocery Manufacturers Representatives (D.A.G.M.A.R.) for 1987. Other D.A.G.M.A.R. officers elected were (from left) Bill Farrell, Entenmans, Sergeant-at-Arms; Rob Hollandsworth, Borden, Inc., Secretary-Treasurer; Clayton Middleton, General Biscuit Brands, 2nd Vice President, and Fred Bailey, the Pfeister Company, 1st Vice President. Swearing-in ceremonies were performed by Judge John R. Kierwan (far right).

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Delis ... You Can't Compete Without One

By James Ritz

Just how important are delis for the modern-day store?

Crucial, say Thom Lipari, Lipari Foods; Ed Mephram, president of Midwest Butcher & Deli Supply, and Katherine Slaughter, of MMI Distributing — three experts *The Food Dealer* talked to about the stunning deli boom.

Lipari, a food expert and vice president of Lipari Foods, in Mt. Clemens, had this to say about the importance of the deli to the modern-day grocery store, whether it be of the convenience, party, or supermarket variety:

"I can't imagine anyone in the metro area putting up a store today without a deli. You expect one just as you expect a produce department. The deli has become another part of the grocery business. It's a must. It's just like produce or a baked goods department ... and you wouldn't open one without a deli."

Why? All three point to economic trends and changes in eating habits. "The economy is good and people are going out to eat more," Lipari says. "They can afford it."

Consumers looking for hot foods to go

Ed Mephram points out that restaurant business is expected to increase 25 - 30% by 1995. That increased business for the restaurants will probably come out of the grocery stores' business. Smart retailers, he says, will move toward hot deli items to help consumers eat well without having to cook themselves.

"The big push now is hot foods," Mephram says. "Mr. and Mrs. Consumer do not want to cook when they get home. They're both working and when they come home at 5:00, they want to be able to run to the store, pick up some chicken, put it on a microwave tray, cook it and be ready to go. They want to have a dinner of potato salad and beans right away. That's the name of the game. That's America the way it is now."

Indeed, the notion of "eating out" is apparently being replaced with the notion of "not cooking," at least according to a recent survey conducted by Food Marketing Institute. But Lipari says grocery stores are still losing business and are "caught in a war with" restaurants.

"People don't want to come home and spend an hour cooking dinner," he says. "They're either going to the restaurant or to the drive-through (at fast-food outlets). The grocery store has lost a lot of trade where people come, buy food for dinner and cook it. They don't have time for that."

"That's where the concept of buying prepared food comes in," Lipari explains. "Hot prepared foods never seemed to work in this market."

(Continued)

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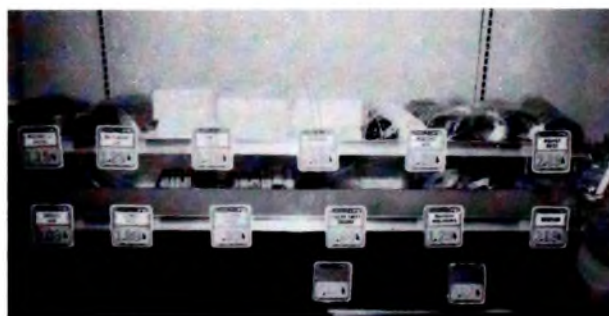
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The industry has been going into upscale products, prepared, sold refrigerated as fresh product. People can heat them in a microwave and eat in the comfort of home rather than sit in a crowded restaurant."

MMI's Katherine Slaughter adds that people just don't have time to cook for themselves. "Hot fast food is a growing industry because of the increased number of working couples, changing demographics and people with time-stressed lives," she says. "They don't have time to cook for themselves."

Mephram points to two new Great Scott! stores in Westland and Taylor which feature hot food delis, where customers can put together complete pre-cooked dinners.

"Great dinners on Saturday and Sunday they'll always prepare, but the Monday through Friday after-work meal — that's when you want them," Mephram says.

What your deli needs

In separate interviews, Lipari, Mephram and Slaughter offered some do's and don'ts of the deli business — some tips for store owners on how to put in a new deli, and how to improve on one if they're already operating a deli.

What clientele should they aim for? Should they go upscale? What type of equipment is needed? What type of food does a deli thrive on?

Lipari says statistics reflecting the deli boom are staggering. Total consumer spending on deli products in 1984 topped \$9.3 billion, with \$4.4 billion going to supermarkets and \$1.1 billion to convenience stores. Of all sales, meats claimed 46 percent, cheeses 17 percent, salads 13 percent, baked goods 8 percent, prepared entrees 8 percent and all other entrees (such as fish and pickles) 6 percent. Between 1975 and 1985, the percentage of stores offering service delis grew from 34 to 58 percent, those with bakeoffs (prepared baked goods) went from 20 to 35 percent, and those with scratch bakeries (goods baked in-store from scratch) from 15 to 17 percent.

Lipari says a store starting its first deli must first decide on the size and type of deli it wants.



"I can't imagine anyone in the metro area putting up a store today without a deli."

— Thom Lipari, Vice President
Lipari Foods, Mount Clemens

"When we meet with a new customer, we make a list highlighting the major items," he said. "If it's a small deli with a 6 - 8-foot counter, you'll need boiled ham, imported ham, roast beef, lunch meats, bolognas and the basic cheeses, American Longhorn and Muenster.

"Then you need to decide with the store owner the type of deli he wants — upscale, high-income, low- or middle income, where people are buying meats for brown-bag lunches, or more Longhorns and Muensters."

This decision, he says, must be based on the area the store serves and the type of clientele it has.

Although there aren't any up-to-date surveys and most statistics are two to three years old, Lipari says sales show that the big numbers are with meats. "The big tonnage is in the meat items," he says. "A good deli operator will concentrate on this area to draw people in."

Lipari says many store operators are aiming at the upscale market where they can get bigger dollars. "It's easier to make a profit in this area," he says.

According to Lipari, the majority of people shopping at the deli case go there for quality and service. The majority of items in the deli case can be found in the store's dairy case, but deli customers want freshness and better quality. "Consumers want something fresh and they're willing to pay the dollars for it," he said. One survey showed that price was on the bottom of the priority list on why people shop at the deli.

"Price isn't really as sensitive as people thought it was," he said. "Giving quality service is the important thing — that's what shoppers are coming to the deli for. You can't give them the old frozen TV dinner type of dish. The quality wasn't there. It was a price item. The idea was to sell it as cheap as you can. The deli concept is quality better food, an upscale product."

Lipari quickly mentions pasta when asked about the most popular foods. One local company has come out with a full line of upscale Italian foods, including pasta, spaghetti and lasagne. "It costs a little more, but when

you're done eating, you feel you've eaten something good."

Lipari says his company is trying to create the concept of a carryout restaurant within a supermarket or deli. "We're trying to pick the right product mix for the deli industry, repackage it and make it look home-made. That's the key — that it's a fresher product than they can buy elsewhere," he says.

Getting the right product mix

One of the problems in arriving at the right mix, he said, is that a number of items on the market now were really generated for the foodservice industry, not delis. He said a good 50 percent of product in deli counters is meats, about 25 percent cheeses and 25 percent salads, special items, pre-made sandwiches and lunchtrays. Basic in the salad lines are potato and macaroni salads and cole slaw.

The trick to running a successful deli, says Lipari, is for the storeowner

(Continued)

Some major ideas to remember

- **The big push is toward hot foods. Consumers don't want to cook when they get home after work.**
- **The big tonnage is in meat items. The good deli operator will concentrate on this area.**
- **Consumers want something fresh — and they're willing to pay for it.**
- **The trick to running a successful deli is for the owner to adjust the deli to his clientele.**
- **Sampling is one of the best ways to get customers to try new products.**
- **The biggest mistake an operator can make is failing to keep products looking fresh.**

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to adjust the deli to his clientele. Two delis may be two blocks apart, but it doesn't mean they should carry the same products, he said. Lipari said a neighborhood might have a large Italian or Polish population and that would have a drastic effect on what the store sells.

Lipari says alert counter people are the best conduits for feedback on public tastes. He also urges storeowners to offer deli suggestion boxes and run sampling programs, noting that consumers are more confident of buying a product once they know how it tastes. He recalled a grand opening at a customer's store in which turkey pastrami didn't move until customers were allowed to sample it. But once that happened, "they couldn't keep it on the shelf.

"People don't want to spend \$4 a pound and find out they don't like something," Lipari says. "Once they tasted it, they'd walk over and order a half-pound or so. And those are repeat customers"

He rates sampling as one of the three major techniques of food merchandising. The others are the power of suggestion and product presentation. He said counter people must be trained to be familiar with all products. "If a customer asks a counter person and she doesn't know what the product tastes like, they're not gonna buy it. But if she says it tastes like pastrami, but it has the advantage of being turkey meat, and she knows a little bit about the product, she's got a better chance of selling that product and the customer feels more confident about buying it."

The industry doesn't work hard enough to educate and train counter people, according to Lipari.

Last but not least, he said, the presentation is also critical. "The deli case must look excellent. It's got to project quality, cleanliness and an up-scale product. If the case looks messy, the stuff doesn't look fresh and you lose sales. Fifty percent of sales is done with the eyes. What they see is



"...people have grown tired of seeing the same type of deli products and equipment in every store."

— Ed Mephram, President
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what makes them buy. You've got to play up on that."

Freshness is key

Lipari's key tip on food handling is this: "The biggest mistake some operators make is they're afraid to keep their product looking fresh. People are reluctant to throw away that first slice, but you've got the product going constantly in and out of the cooler.

You've got to constantly keep it looking fresh and clean. And you've got to remember it's a perishable product.

"You can't slice a pound of ham and leave the ham sitting on the counter while you finish waiting on a customer. The ham may sit out 10 minutes. The longer in the heat, the more bacteria you've got and the less time on the product. It's not so much that it'll spoil and get someone sick; it just doesn't stay as fresh. When the consumer gets it home, she may lose a day on it in her refrigerator. It's just good training habits to keep it as refrigerated as possible."

Lipari also advises store owners to keep the delis separate from the rest of the store. "It's similar to the service butcher concept," he says. "You're working with different customers, profits, margins and handling procedures. You can't intermix it with other departments. You really must know what's going on and you have to stay on top of things."

He also advises against pre-made sandwiches and says stores should make their own. "It's not only a matter of freshness, but you can make as many as you need and the sandwiches are a good outlet for ends (of meat hunks) that can't be used as full slices."

Ed Mephram has also seen stores make good money with made from scratch sandwiches. His advice: forget the tomatoes — they just get mushy; forget the lettuce — it just turns brown.

"Give them a good quality piece of meat on a fresh bun and you have a winner," says Mephram.

Getting the right equipment for the deli

Midwest Butcher & Deli Supply specializes in helping stores set up the equipment needed to run an effective



"...deli operations need a personal commitment from the owners to make them work...you can't go in half-hearted."

— Katherine Slaughter,
Marketing Director
MMI Distributing, Dearborn

deli operation. Mephram says people have grown tired of seeing the same type of deli products and equipment in every store. He tries to help retailers with a different look.

"Our main objective over the last couple of years has been designing new things with different appeal — a more home-made type of appeal," says Mephram.

Deli food not only has to be fresh, it has to look fresh as well. "This is where we get into the deli operation and try to make it more appealing to a customer," Mephram says. "This is the day of fresh cooked food."

Mephram recently designed a new all-plastic gourmet salad rack. The rack does not have the typical "institutional style" stainless steel racks and trays. "It has a more home-made style and looks more appealing," says Mephram. "The salads look more appealing in the white trays."

Many local retailers have discovered that Midwest's gourmet salad rack can increase salad sales as much as 30 percent. In fact, after switching to the gourmet salad rack, a retailer had this comment from a loyal customer — "I'm glad to see you finally added salads to your deli." The retailer had always had salads, but merchandised them in the conventional manner.

Another problem Mephram has tried to address is that of the pin-holes left in meat each time a price tag is pulled out and stuck back in. Each time the pins are stuck into the meat, bacteria is injected and the retailer has to throw away the slice with the holes.

Mephram's new "pinless" deli counter uses a double shelf, with the top shelf having a special molding that holds the price tag for the product below.

Mephram says the cost of setting up a deli can range from \$200 to \$1,500 for a 12-foot counter, depending on size and how much equipment the retailer wants. Sometimes, existing counters can be converted into deli counters. Mephram has done 500 delis in the Detroit area over the past two to three years.

The ideal floor space depends on the individual store, and could range from an eight-foot case to 35 or 40 feet for some, depending on how elaborate the deli is and how many different products that can be sold.

(Continued)

Katherine Slaughter recommends about 15 square feet of space for a typical 6-foot hot deli system, which should include a display warmer and one or two ovens built in underneath. Alto-Shaam's new convenience store and supermarket Halo Heat deli equipment offers such a package and the equipment has proven most effective with area retailers. The Halo Heat hot deli system slowly cooks and then holds foods juicier longer than conventional equipment thus minimizing food waste. The "halo heat" concept also uses only one-third to one-half of the energy of conventional systems.

The Alto-Shaam system also requires no additional venting. Slaughter says a display warmer will keep food looking fresher than the conventional steam table. Her company markets the Alto-Shaam.

"It makes the food look better and does a beautiful job of merchandising the food," Slaughter says. "There's a common misconception that steam helps promote retention of moisture. It doesn't help retain moisture in food.

It's just like a human sitting in a sauna — you perspire a lot."

The Alto-Shaam display warmer will actually make foods look fresher longer, she says.

Slaughter says deli operations need a personal commitment from the owners to make them work. "You can't go in half-hearted," she says. "This is more true for convenience store businesses than the supermarkets."

She also says operators must be more willing to throw food away in the interest of freshness. "People in the food business have a hard time throwing food away. But you shouldn't wait for the last piece of lasagne to be sold before putting out a fresh tray. No one wants the last piece. If they see it sitting there, people will wonder what's wrong."

Lastly, Slaughter suggests that operators work closely with their suppliers, since they can provide the training help they need to be successful.

"Eighty five percent of the problems we run into are application problems," she says. "Only 15 percent are mechanical problems."

Malt beverage bill introduced

Malt Beverage Interbrand Competition bills have been introduced in the Congress. But the make-up of the 100th Congress does not bode well for supporters.

Sen. Dennis DeConcini (D-AZ) introduced the bill for himself and Sen. Orrin Hatch (R-UT) and Sen. James Exon (D-NE). According to DeConcini, the legislation "establishes a clear and concise threshold standard for determining the legality of vertical no-price restrictions on the distribution of malt beverages."

DeConcini also contends that the legislation would preserve the highly competitive nature of the industry and would ensure the availability of the widest selection and highest quality of malt beverages possible.

Rep. Jack Brooks has introduced similar legislation in the House. Brooks says the legislation would not legalize price fixing and asserted it is consistent with anti-trust laws and policies.



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AFD Board Members Meet With Legislators



1.



2.



3.



4.



5.



6.

1. Several AFD Officers, Board Members and friends attended the AFD-sponsored Legislative Dinner held on Tuesday, March 3, 1987 in Lansing.

2. Sam Yono (far left) and Tom Simaan (far right) talk with MLLC officials Walter Keck and Dan Sparks.

3. Joe Sarafa talks with Bruce McComb (center) of the Michigan Lottery and Rep. John Pridnia.

4. AFD Members discuss workers' compensation concerns with Rep. Teola Hunter.

5. Dick Hackendahl, AFD's new Director of Marketing, discusses returnable handling fees with Rep. Pridnia.

6. Rep. Joe Young Jr. (center) takes time out to pose with Tony Munaco (left) and James Bellanca, Jr.

Elvira's Back!

And so is the Coors Veterans' Memorial Scholarship Fund



She's back! Following her huge Halloween success, Coors Beer is bringing back Elvira to introduce a new Coors promotion, *The Spring Green Sweepstakes*.

New television commercials will be running throughout Michigan featuring the popular horror movie show host. Elvira will invite consumers to "Call me" on an 800 toll-free number and the 50th caller will win \$1,000 instantly. Consumers will also be able to obtain a TV schedule of the exact times and dates the sweepstakes commercials will air from in-store displays, which will also feature entry forms for five separate drawings of \$1,000 each and a special grand prize of \$5,000.

Displays will be available from your local Coors distributor.

Coors has also announced that it is repeating its successful sales and marketing program for The Coors Veterans Memorial Scholarship Fund. According to Tex McCarthy, Michigan state manager for Coors, the program is coming back because last year's program was so successful.

"With the exceptional support from the retail trade, our distributors, and the general public, the results of the 1986 program far exceeded our expectations," McCarthy said. "As a result, we were able to award 123 scholarships totalling over one half million dollars to applicants from all 50 states."

Five Michigan youths were among the national winners. In addition, \$36,000 was raised by local distributors who donated 5-cents for each case of Coors and Coors Light sold during May of last year. That money was awarded to 36 Michigan students.

According to McCarthy, this year's national program will be similar to 1986's, but with many improvements. New promotional support will include appealing 24-pack prices, powerful Memorial Day themed TV and radio advertising, special point of sale materials and Stars & Stripes themed product ad slicks.

Target dates for execution of the program are May 11-25.

Ask The Lottery

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

Question:

I have a lottery terminal to sell on-line game tickets. I did not get to the bank in time to deposit my weekly lottery settlement, so I paid at the lottery's regional office. Why did the lottery say I was delinquent and charge me a \$50.00 delinquency fee?

Answer:

Your payment was delinquent. Lottery rules require all on-line agents to have enough money to cover their settlement deposited in their bank account by Tuesday of each week. Any other method of payment is considered a delinquency and is subject to the \$50.00 delinquency fee. (For more detailed information, please refer to your On-Line Game Agent Contract, page 2 (Item 1g); Appendix D-1 and D-2 (Items 4a-e) and Appendix E-1 (Item 2).

If you have any questions about the Lottery, please send them to: "Ask The Lottery?" c/o Associated Food Dealers of Michigan, 125 W. 8 Mile Rd., Detroit, Michigan 48203

Hunger

Knows No Holiday

Operation Food Basket, begun in 1974 as an effort to help the Salvation Army feed the needy during the holidays, has been expanded to become a year-round hunger project.

Sponsored by the Detroit Association of Grocery Manufacturers' Representatives (D.A.G.M.R.), Operation Food Basket is a collective effort of tri-county area grocers and their suppliers who donate food, household products and money. The Salvation Army then distributes the merchandise to the underprivileged to provide a happier holiday season. Realizing that hunger is a problem throughout the year, D.A.G.M.R. will now help to feed the needy everyday through Operation Food Basket.

The 1986 holiday season was Operation Food Basket's best year to date. 126 suppliers contributed over 8,000 cases of produce, frozen food, bread, dairy products and non-perishable items (valued at \$144,000). This helped the Salvation Army distribute over 14,000 food baskets to aid 55,568 people in the tri-county area.

Won't you help? Call AFD at 313-366-2400 to make your donation.

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"Celebrating Our 75th Anniversary"



The Hidden Costs Of Injured Employees

By Lisabeth A. Vernier, Vice President and Carl J. Trimarche, Safety Professional of Creative Risk Management Corporation

Injured employees produce a loss of dollars in several different ways. Since it would be impossible to list every area in your organization which could suffer financial loss due to an injury, listed below are the most common losses:

- Services of injured employee
- Services of employees uninjured but needed to secure accident area, give first aid or transport injured employee
- Loss of production by non-injured employees distracted from their duties due to the accident
- Training time spent to replace injured employee
- Overtime needed to complete normal production after the accident
- Loss of goodwill of employees
- Clean up needed due to the accident
- Management's time spent on investigation, reporting, etc.
- Actual damage done to property
- Loss of production because of damage to property needed to produce or repair your product for sale
- Cost of spoilage or scrap over normal due to new employee
- Rental expense for replacement of damaged equipment to continue operation
- Increased cost due to higher purchase prices of equipment which may have to be replaced
- First aid supplies used
- Fines charged by M.I.O.S.H.A. for violations uncovered during their accident investigation
- Costs associated with continuing the injured employee's benefit programs such as: Health Insurance, Vacations, L.T.D. Plans, Retirement Programs, etc.

Even though incomplete, the list is lengthy, which is the main reason **LOSS REDUCTION AND PREVENTION** is so important to all of us within the Associated Food Dealers Workers' Compensation group.

Each member location should have someone who spends a portion of his or her time working with Creative Risk Management Corporation personnel to reduce the potential of accidents. All members of AFD's Self Insurance Workers Compensation Program can call 1-792-6355 to arrange for a full safety evaluation.

Our next article will address particular claims of injured employees that could have been easily avoided. ☐

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

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A New Service — Exclusively From The Beverage Journal

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THE BEVERAGE JOURNAL... MEETING THE NEEDS OF MICHIGAN LICENSEES!

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71st Annual AFD Trade Dinner

Thomas' Crystal Gardens
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Friday, April 24th



LANNY AUSTIN

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'Dance All Night'

Dance to the sounds of
The Austin-Moro Band
A superb fourteen piece
orchestra from Detroit

71st Associated Food

6:00 — 7:30 p.m.

Cocktails and Horsd'oeuvres

Sponsored by 7-Up, RC and Canada Dry

Music provided by the Billy Rose Trio

7:30 p.m.

Trade Dinner Begins

8:45 p.m.

Guest Speakers and Presentations

9:30 p.m.

The Dancing Begins

11:30 p.m.

Drawing for Door Prizes

Must Be Present To Win



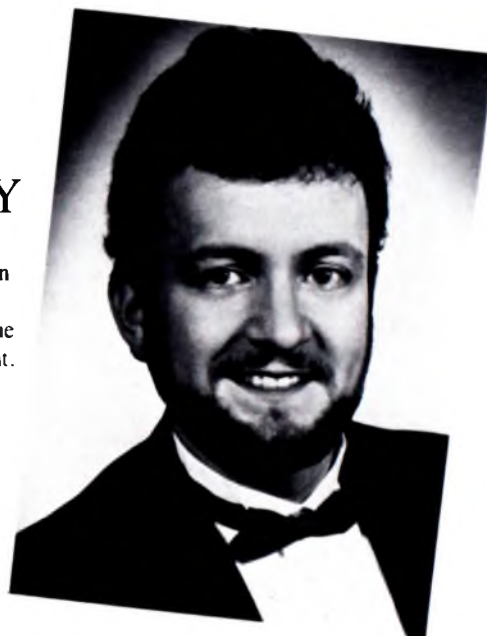
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Fran Munaco
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Firyal Yono
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CARICATURES will be performed by Lindsay Press. Caricatures are unique entertainment and cherished souvenirs. Guests caricatured by Lindsay Press are drawn in a humorous situation according to their hobby, occupation, or favorite pastime.

Presenting Your 1987 Officers, Directors & Advisors



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Jerry Yono
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Vice-Chairman



Tony Munaco
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Sam Yono
Tel-Kaif Party Store
Treasurer



Joseph Sarafa
Park Lane Cork & Bottle
Executive Director



Phil Saverino
Phil's Home Catering



Cal Abbo
King Cole Markets



Jim Vitale
Faro Vitale & Sons



Don Harrington
Meat N-Place



Amir Al-Naimi
Metro Grocery, Inc.



Larry Joseph
Market Square

Not Pictured: Robert Kato, Diamond Market; Frank Arcori, Vegas Market; Moyed Najor, Cracker Barrel; Frank Tumbarello, Frank's Party Store; Joseph Mocnik, Allied Supermarkets; Sahah Najor, City Office Supply; Louis Stephen, Stephen's Nu-Ad; Bill Viviano, Prince Company; Vincent (Jim) Vitale, Faro Vitale & Sons; Sam Cosma, Atlas Super Market; Jacob Grant, Farmer Grant's Market; Isadore Malin, AFD Credit Union.

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TURN HOT FOODS INTO COLD CASH.

Earn thousands of extra dollars this year.

Cash in on the rapidly growing hot food market with Alto-Shaam's new convenience store and supermarket Halo Heat deli equipment. You'll warm up to hot profits with Halo Heat which slowly cooks and gently holds your foods juicier and more tender than conventional equipment. Your hot foods will be delicious with consistent quality day in and day out, keeping customers coming back time and time again.

And you'll *save* money too.

Halo Heat cooking and holding ovens and heated display cases use low temperatures to uniformly surround your food with a radiant "halo" of warmth. This unique concept uses only $\frac{1}{3}$ to $\frac{1}{2}$ the energy of conventional equipment and there's no high blast of heat required in preheating.



THE HALO HEAT SUPERMARKET AND



The convenience store, supermarket profit center.

Having Halo Heat in your convenience store or supermarket deli can mean more profits ahead. A hot food deli offers more variety than fast food outlets, giving you the upper hand on the rapidly growing hot food market and leaving the competition out in the cold.

The Halo Heat deli — quite a hot item.

Halo Heat is a gentle, slow heat process that surrounds the food you cook, hold and serve with a uniform "halo" of warmth. Your foods are cooked and held evenly in a low temperature oven; there are no hot

spots to burn or scorch. And you never need to worry about overcooking. Your foods will retain their natural juices, flavor and nutritional value. Halo Heat gives you consistent quality in every hot item you serve.

The no waste — high quality deli.

Halo Heat not only eliminates overcooking, it also eliminates much of the food waste or "throw-aways" connected with a deli operation because food remains at peak quality throughout the day. Quality control can be kept simple by using frozen convenience foods from reliable manufacturers. Convenience foods

increase your variety and sales volume while placing the major burden of quality where it belongs — on the food manufacturer. Frozen convenience foods also allow you to expand and vary the items you offer your customers — everything from lasagna to stuffed cabbage to fried chicken, without extensive preparation. You can choose the best method for your operation; items prepared from scratch by your deli staff or prepared convenience items.

Sweeten your profits.

You don't have to limit your deli to main entrees and appetizers. There's a big breakfast and bakery market just waiting for you. With

CONVENIENCE STORE MONEYSMAKER.



the addition of hot donuts and cookies in your deli, you can increase your yearly earnings by thousands of dollars. For example, when you sell an average of 50 donuts per day, your yearly profits increase by about \$3,822. Add 25 hot cookies to that daily bill of sale and ring up an additional \$2,912. That's a \$6,734 increase in donuts and cookies alone. Just think of the possibilities!

Less shrinkage, more yield.

Since low temperature cooking helps foods retain their natural juices, meats shrink an average of only 10% compared with 25% or more in con-

ventional ovens. That's an additional yield of 15 pounds of meat for every 100 pounds. And that's money in your pocket.

Profit on low energy and labor costs.

Our units require $\frac{1}{3}$ to $\frac{1}{2}$ the energy of conventional high heat ovens, and no high heat blast of energy is required to preheat them. In the slow cooking process, the bulk of your cooking can be done at night when you can take advantage of lower off-peak electrical rates. And no one has to be there to turn, stir or check the timing. When you return to work the next day, your food will be holding, hot and ready for your deli.

Versatile modular design saves space.

So many supermarket and convenience stores are limited in available space. The Halo Heat deli has solved that problem with our modular designed deli equipment — utilizing as little as 9.7 square feet of operating space. Our extensive line of modular equipment gives you the opportunity to stack the specific units you need in pairs or install them under display cases, saving you precious space. And in most cases, our easy to install, energy saving systems eliminate the need for outside venting and oven hoods.



HALO HEAT TRAINING INSTITUTE

LEARN HOW TO TURN HOT FOODS INTO HIGH PROFITS.

Alto-Shaam's Halo Heat Training Center Hot Deli Seminars will show you how to turn hot foods into money by adding thousands of dollars to your annual profits. With proper marketing, promotion and consistent food quality, a hot food deli in your convenience store or supermarket can attract a large segment of the fast food market.

Alto-Shaam's Hot Food Seminars offer professional insights into establishing a hot food deli. They include creating high gross profit margins with minimal increase in overhead, utilizing existing employees to run your deli, maintaining quality control and good product consist-

ency, and increasing customer awareness and acceptance. Our seminars cover all areas of achieving deli success, including food preparation, employee scheduling, profit planning, equipment needs, deli case set-up and breakdown. And as an added benefit to your future profits, participation in the preparation of an extensive hot food menu.

For registration or further information on Halo Heat Cook/Serve/Hold Systems, please write Alto-Shaam, Inc., W164 N9221 Water Street, P.O. Box 450, Menomonee Falls, Wisconsin 53051-0450, or call our toll-free number 1-800-558-8744 (414/251-3800).



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*Congratulations
On Your 71st
Annual Trade
Dinner*



Open Door Policy

Commander
George Merritt

On February 1, 1986, Commander George Merritt, along with Inspector David Simmons, and Lt. Virgil Spight took the command at the Eighth Precinct. Commander Merritt saw the need for the grocers and party store owners to be united, and he contacted Mr. Sam Yono for that purpose. Commander Merritt wanted to give the Eighth Precinct Arabic businessmen a positive view of the community services available to them.

The first meeting was set for Wednesday, July 16, 1986, at the Brightmoor Community Center, located at 14451

Burt Road.

Mr. Sam Yono and Mr. Kenny Zeer were elected Co-Chairmen, and Mr. Joe Sarafa was elected as the Secretary of the Association that was formed that night. Sgt. Anderson of the Liquor License Unit of the Vice and License Section of the Detroit Police Department, was on the program agenda to discuss liquor license and violations. During the meeting, Commander Merritt informed the members of the group that the purpose of the Association was to "deal with the total problem of the businessmen, and to handle the problems in the community they may encounter."

Commander Merritt's commitment to and participation in the numerous community programs certainly assists in providing a positive perception in the Eighth Precinct. The Commander was appointed to the Detroit Police Department on January 7, 1952. He received his first promotion to the rank of Sergeant on May 17, 1971, to Lieutenant on Jan. 24, 1976, and on March 1, 1976 he was appointed Inspector. The promotion to the position of Commander came on January 20, 1983.

During this time, the Commander has received a wound award, five citations, three commendations, two Chief's Merit Awards, and eleven letters of praises from citizens and businessmen.

Commander Merritt has always worked diligently with the community and he has an "open door policy" with the businessmen in the precinct.

Commander Merritt has stated he "appreciates the cooperation and the response" that he is receiving from Mr. Sam Yono and the fine Association of businessmen in the Eighth Precinct. He encourages other store owners in the Detroit area to contact their precinct commanders and form "Associations" to overcome and to better understand their problems. □

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Fighting For Literacy

Welcome to the world of words! As you read, consider the 46 million Americans who cannot read this article, this magazine, directions on medicine bottles, instructions to operate equipment, and directional signs on our highways.

About 13% of all 17 year olds in the U.S. can be considered functionally illiterate and, among minority youth, the rate may run as high as 40%. Eighty five percent of adjudicated youth have reading problems. An estimated 2.5 million people join the pool of functional illiterates each year. Our government has estimated that by 1990, more than 2,000,000 young people will graduate from high school each year without adequate skills for even entry level employment.

It has been estimated that in terms of dollars alone, adult illiteracy is costing the country approximately \$225 billion annually in lost industrial productivity, unrealized tax revenues, welfare, prisons, crime and related social ills. In Detroit, nearly half of the first through eighth grade public school children (64,141) are reading below grade level (1983 statistics).

From the perspective of the Scholarship Fund for Children, a long range solution to the problem is early intervention. Simply, if all children learn to read, the problem of illiteracy will eventually be eradicated.

Recognizing the need, Scholarship Fund for Children was begun in 1981 to help children learn to read. It was our philosophy that many more children would be eligible for higher education scholarships if they received scholarships to insure their basic reading skills as children. We knew that despite the efforts of our public schools, many children require one-to-one assistance to acquire the complex skill of reading. We knew that professional, diagnostic-prescriptive tutoring was expensive and that public schools were not adequately financed to provide such individual instruction.

So, Scholarship Fund for Children (SFC) set about its task and has helped more than 1,000 children learn to read. The process is simple and direct. Children, primarily 1st through 8th graders, who have academic and financial need are identified

by their schools or parents. Children receive scholarships as funds are available.

A child's scholarship begins with diagnostic testing on which a prescriptive teaching plan is built. After 20 hours of individualized tutoring, the child is tested to measure the reading growth he made. His parents meet with the teacher to discuss his progress and his prescription is made available to his school. Children bring different levels of learning to the tutoring situation; however, children tutored average 6 to 7 months growth is reading comprehension in just 20 hours of instruction. Scholarships average \$200 each. Families of scholarship recipients must make some financial commitment toward their child's scholarship (usually 10 dollars). This allows families to maintain their dignity and be actively involved in their child's education.

Scholarship Fund for Children also sponsors the June Brown Let's read Summer School, the nation's largest children's volunteer summer reading program, which annually teaches at least 1,000 children to decode. SFC further trains teachers in the process of diagnosis and tutoring. It assists other organizations in developing accountable tutoring programs and constantly works toward literacy awareness in the community. SFC is led by 6th Circuit Court of Appeals Judge Damon J. Keith, Chairman, and Kronk Boxing Team owner, Emanuel Steward, President.

SFC is a non-profit foundation which requires the financial support of business, organizations, individuals, and the community. The ultimate goal is that *every child* in the Detroit area learns to read.

A business or association can help in the fight for literacy in many ways:

- Provide supplies, equipment or funds to a chose program or school.
- Provide people — employees as volunteers to assist literacy agencies in administration, fund raising, planning, etc.
- Provide space for distribution of literature, holding meetings, or for tutoring.
- Become a members of SFC!
- Set a personal example for your children and all members who may observe by reading and by getting involved.



*By Ruthann T. Walsh
Consultant, Executive Director
Scholarship Fund for Children*

Look around your community. What needs to be done? Who needs help? Be an influential voice; speak out and lead on behalf of our children. We cannot have a democracy without citizens who can read!

In closing, I draw your attention to summer in Detroit, 1987. There will be no public school summer classes for children because of federal funding cutbacks. SFC believes it is imperative that we provide an even larger safety net of tutoring programs this summer. We will raise funds for summer tutoring through two major events in May:

(1) Third Annual SFC "Fund Run", May 30, 1987, Cobo Arena, 9:00 a.m. Detroit's largest children's run and celebrity walk to help other children read. You may participate by: running, walking, becoming a sponsor, buying an ad, donating a prize, participating on a committee, distributing registration forms, sponsoring a team of children.

(2) Children's Benefit Premiere of Beverly Hills Cop II with SFC Trustee Commander Gil Hill and the support of the Associated Food Dealers, Tuesday, May 19, 8:00 p.m., Ford Auditorium, \$50.00 per ticket. You may participate by attending this Hollywood-in-Detroit glitzy event and celebrating with our home-town star.

With your help, we can change the staggering statistics of illiteracy and all they portend for our children. Call us at 963-8556 to talk about ideas to help Detroit's children learn to read!

Now cottage cheese has a whole new taste.

Introducing Michigan Brand Fruit on the Bottom Cottage Cheese.

You'll find real fruits at the bottom of wholesome Michigan Brand Cottage Cheese. Fresh pineapple. Strawberries. Peaches. All in individual serving, four-ounce cups.

They're an all-new taste. Just right for nutritious snacks at home, office or on ski trips.

Great for kids, too.

Rush out and buy several, in the dairy section at your grocer's or convenience store.



MANUFACTURER COUPON.

NO EXPIRATION DATE.

SAVE 30¢ on any Michigan Brand® Fruit on the Bottom Cottage Cheese.

CONSUMER: This coupon good only on the product indicated. Any other use may constitute fraud. Limit one coupon per purchase.

RETAILER: You are authorized to act as our agent for the redemption of this coupon on the specified size and brand. Coupons will not be honored if granted through third parties not specifically authorized by us. Any attempt to redeem this coupon otherwise than as provided herein shall constitute fraud. Invoices proving purchase within the last 90 days of sufficient stock to cover coupons presented for redemption must be made available upon request. Consumer must pay any sales tax involved. Void where prohibited, licensed or regulated. Cash value 1/100 cent. Good only in U.S.A.

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Chateau Grand Traverse



One of Michigan's Leading Vinters Is Still Breaking New Ground

By Amy C. Bodwin

Traverse City vintner Edward O'Keefe didn't know a lot about vineyards when he planted his first grapevines on the windswept slopes of Old Mission Peninsula in 1974, but he knew he liked good wine.

"I liked wine, and I felt that I could make a better wine than those I was tasting," O'Keefe said. "I didn't know a lot about making wine, but I recognized this location as a good grape-growing area."

Since founding the Chateau Grand Traverse winery, O'Keefe has produced vintage and non-vintage wines that have helped Chateau Grand Traverse to become one of the state's leading wineries, consistently producing award-winning wines.

The winery turned its first profit in September 1986, selling some 15,000 cases of wine that year. O'Keefe expects to more than double sales in 1987 through launching a popular-priced line of wines under a new label, and opening a champagne-making operation near Ann Arbor.

The new line of O'Keefe Cellars wines consists of 10 wines that sell from \$3 to \$5 a bottle. O'Keefe launched the O'Keefe Cellars wines in September 1986, and the wines had grown to represent 10 percent of total winery sales by the end of the year.

O'Keefe predicted that O'Keefe Cellars wines will grow to represent some 70 percent of total winery sales in 1987, due to what O'Keefe hopes will

be consumer popularity of his "inexpensive, good wines."

The O'Keefe Cellars line supplements the established Chateau Grand Traverse line of higher-priced vintage wines including Chardonnay, Johannisberg Reisling and Merlot. Chateau Grand Traverse wines are currently sold in 11 states, with the majority of sales in Michigan.

"I don't just want to sell the best, most expensive wines — I want to sell the best on all levels," O'Keefe said. "I want the average guy to appreciate wines, and I want them to be affordable."

Wines bottled under the Chateau Grand Traverse label range from under \$10 a bottle to as much as \$50 for a half-bottle of the Chateau Grand Traverse ice wine — a sweet German specialty wine produced from grapes that fully matured through the season then were frozen on the vine by a late autumn frost.

In addition to rolling out the O'Keefe Cellars wines, O'Keefe plans to spend some \$50,000 over the next year to open a champagne storing and tasting operation in the Irish Hills outside of Ann Arbor. O'Keefe will produce the champagne with grapes from his Traverse City vines, and will utilize the winery's top-of-the-line Chardonnay grapes and the French methods to produce a champagne that he believes will be superior to many others on the market.

"I like champagne," O'Keefe said.

"I think I can make it better than the other Americans. That's why I'm developing a high-acid grape."

O'Keefe will house the champagne operation in a building that he is leasing. Built in 1825 as a grist mill, the building has its own generator that enables the champagne to be stored at a constant 50-degree temperature. The building will also have a tasting room where O'Keefe plans to offer champagne and other Chateau Grand Traverse wines, accompanied by hors d'oeuvres such as smoked salmon and caviar.

O'Keefe has also received a \$40,000 grant from Michigan's State Research Fund to develop the new Reisling grapevine cultivar for wine production, said Gordon Alexander, program manager for the State Research Fund, which funds technology-based research and development that leads to products and processes that can be commercialized.

Alexander said the experimental grapevines are hardy and disease-resistant, and that the grant will enable O'Keefe to test the vines "on a wider scale to determine the commercial potential for Chateau Grand Traverse and other vineyards throughout the state."

O'Keefe believes that he has helped improve the image of Michigan wines by producing award-winning wines, and hopes to grow "world-class grapes" that will enable him to "compete with Germany and beat them."

HERE'S TO YOU, AMERICA.



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1986 Hits & Misses

Once again it is time for the Lempert Report's Annual Hits & Misses Revue. The Lempert Report is a marketing analysis, issues and trends newsletter. This year's "Hit List" includes:

Hits of 1986

1. **Raisin Campaign** — which featured animated California raisins singing and dancing to "Heard it through the Grapevine." Animation of the raisins is credited to "claymation"
2. **Cherry Coke** — Since new coke was the pits last year Coca-Cola picked cherries to perk up the flavor.
3. **Yogurt** — Yogurt has increased 20% as consumption reached an all-time high this year. This includes all of the yogurt family: dessert yogurts, custard style, chocolate, tofu, breakfast, shelf-table, fattening and low fat.
4. **DeKuyper Peach Schnapps & the Fuzzy Navel** — Fruit juice & low alcohol = a Baby Boomer beverage hit. Fruit flavored schnapps, (proof 30 to 50) is

hot, hot, hot! DeKuyper Original Peachtree Schnapps, which sold an unheard of 1.5 million cases in its debut year, making it the number one cordial in the country.

5. **Game Foods** — Trendy restaurants across the country are selling various types of game foods, such as, venison, jack rabbit, etc., and the yuppie crowd is eating it up...literally!
6. **Liquor-filled Chocolates** — Though hardly new, little liquor-filled chocolate bottles are now wearing designer labels — everything from Johnny Walker to Jack Daniels — and have become all the rage. No wonder candy consumption is up.
7. **Deli Express** — A shelf-stable microwave popcorn that pops in a clear plastic bag so you can watch it pop. (Microwave popcorn is the hottest segment of the popcorn market — \$1.3 billion).
8. **Pepperidge Farm Croissant Pizza** — The upscale appeal (croissants are trendy right

now), quality and convenience (it can be heated in a microwave or conventional oven), and great taste make it one of the more intelligent new product intros in many a day.

9. **Fun Fruit Snacks** — These snacks represent a compromise for nutrition minded Baby Boomer mommies. The fruit is sheathed in artificial ingredients, but that's still better than 100 percent pure artificial ingredients, right?
10. **Max Headroom** — A computer-generated image used to push Coca-Cola, which has been appointed to People Magazine's celebrity fashion panel, and hosted MTV.

Misses of 1986

1. **L'Orient Dinners** — How Campbell could have devised what it claimed was an authentic oriental dining experience (chopsticks, tea, rice) and forgot the fortune cookie is beyond us.

(Continued on page 34)



ALL NEW

Great Lakes PIZZA SHOW

Sponsored by the Great Lakes Pizza Association
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Member of the National Association of
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LANSING'S NEW EXHIBITION HALL
IN DOWNTOWN LANSING, MICHIGAN



ACT NOW! SAVE \$5.00

By pre registering now for the Great Lakes Pizza Show, you'll get \$5.00 off the admission price of \$10.00 at the door. Please fill out coupon below and send it along with a check for \$5.00 per admission. Photo copy this form for additional registrations. PRE REGISTRATION DEADLINE APRIL 24, 1987. No exceptions. Each person who attends the Pizza Show must wear a badge. Your registration badge will admit you to all seminars and the trade show all three days.

REGISTRATION INFORMATION

- No one under age 14 will be admitted to the show. Proof of age may be required.
- PRE REGISTRATION forms will not be honored at show.
- At show, registration forms will be available at registration counter.
- Registration Badges cannot be transferred.
- A fee of \$5.00 must accompany pre registration form.
- Registration fees are not refundable.
- Show open to the trade only.

SHOW DATES: May 9, 10, 11, 1987

SHOW HOURS: Saturday - 12 noon to 5 p.m.

Sunday - 10 a.m. to 5 p.m.

Monday 10 a.m. to 5 p.m.

For addition information please call

Michigan 1-800-292-0710

U.S.A. 800-635-5131

Position Held

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- ☐ Independent Pizza Operator
- ☐ Franchise Pizza Operator
- ☐ Supplier
- ☐ Distributor
- ☐ Pizza Shop Mgr.
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- ☐ Franchise Executive
- ☐ Equipment Mfg.
- ☐ Consultant
- ☐ Marketing
- ☐ Press
- ☐ Other _____

PRE REGISTRATION FORM

Complete form and send a check for \$5.00 to:
GREAT LAKES PIZZA SHOW, Dept. 7
406 Lentz Court, Lansing, Michigan 48917

Upon arrival at the show, you may pick up your badge at the pre registration counter.

(Please print or type)

Name _____

Title _____

Company _____

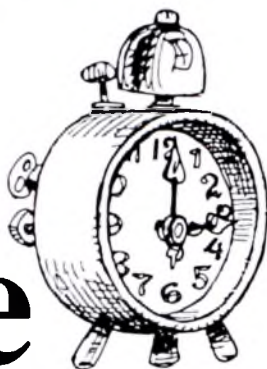
Address _____

City _____ State _____ Zip _____

Phone _____

- ☐ **Want to exhibit at the show?**
Please send info

How To Handle



Lateness & Absenteeism

Lateness and absenteeism are two of industry's biggest problems. Anyone who knew a sure cure for them could sell the secret and live in luxury.

It's hard enough to schedule work efficiently even when everyone shows up. And when people are unexpectedly late or absent, adjustments have to be made at the last minute. These makeshift changes are usually costly and inefficient.

There is, of course, no final solution. Like death and taxes, lateness and absenteeism will always be with us. Nevertheless, there are things a supervisor can do to minimize the problem.

One is to be sure — through personal contact and explanation — that everyone appreciates the problems that lateness and absence create. Some people believe it's nobody's business but their own. They must be helped to see that their

actions affect the entire group, that they are part of a team. When they're late or absent, they're letting the others down.

It's important too for the person who supervises others to practice promptness and regularity as well as preach them. Regular hours set a good example for everyone. Employees feel better about complying when they know that what's sauce for the goose is sauce for the gander too.

Also, take more time to appreciate the work people do when they are not absent. Show them how much you count on them. People who feel needed and — who know that their presence on the job is important — are less apt to be late or absent.

If excessive lateness or absenteeism continues, probe for deeper reasons. Is the job too boring? Has it lost its challenge? If so, what can you do to remedy the situation?

You will never solve these problems completely. You can, however, develop a constructive approach that holds them to a minimum. □

Hits & Misses Continued from page 32)

2. **Goody Two Shakes** — Imagine powdered yogurt to which you add your own milk, shake in the same container you buy it in, then drink. It's not convenient, it's not quick. And with sugar as the first ingredient, it's everything yogurt isn't suppose to be.
3. **Toffuti Love Drops** — A terrible, misleading name for a product that is nothing more than cookies-n-cream ice cream, tofu-style.
4. **Carbonated Milk** — We like egg creams, but this is carrying it too far: root beer, cola, orange, and pina colada flavors.
5. **Tab with Calcium** — Coke's idea to stir up trendy new interest in sales of its first diet soda (Tab) falls flat. Without essential vitamin D, calcium absorption in this format is poor. Good idea, bad execution.
6. **Jolt Cola** — A cola product from an unknown company that comes with sugar sweetening instead of fructose, has twice the caffeine of regular colas and is dubbed the "Adult Cola." Coke and Pepsi have no need to worry.
7. **Gummy Rats** — Absolute sacrilege! Graphic, life-sized gummies shaped like — you guessed it — rats. An absolutely unnecessary product. A dark day for the candy industry.
8. **Nerds Cereal** — The idea: Let kids create their own colorful bowls of cereal which, theoretically, will encourage them to eat it. But since no red-blooded American kid today wants to be called a nerd, would any want to eat cereal for nerds?
9. **Buffalo Jerky** — There's hardly been a stampede for jerky products, and now we have this one. This buffalo should have stayed home on the range. □

AFD Expo moves to Fairlane Manor

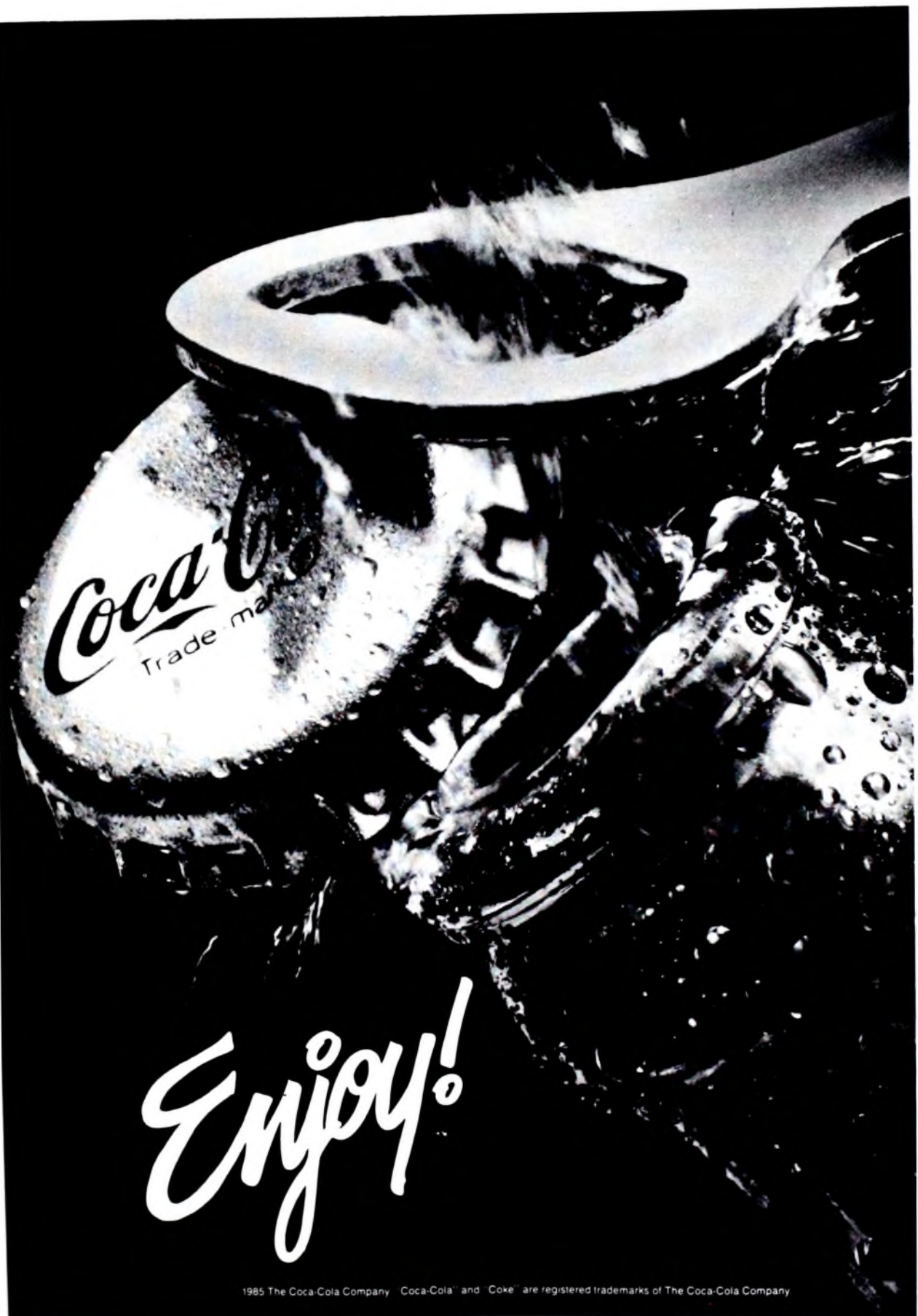
The Associated Food Dealers of Michigan has announced that its 1987 AFD Food and Beverage Expo will be held this year at the Fairlane Manor in Dearborn, Michigan. Previous shows have been held at Cobo Hall.

The new dates selected for the 1987 Expo are October 13 and 14, 1987.

AFD Director Joe Sarafa said the new location should reduce costs for exhibitors, while at the same time providing an easily accessible setting for attendees.

"We're very excited about the move to Fairlane Manor," said Sarafa. "It's an excellent facility for our type of function. In addition to having a good sized exhibition area, it has several rooms which will be ideal for our seminars."

The Fairlane Manor is located on Hubbard Drive in Dearborn, just north of the Fairlane Shopping center. It is easily accessible from the Southfield and I-94 expressways and Michigan Avenue. □



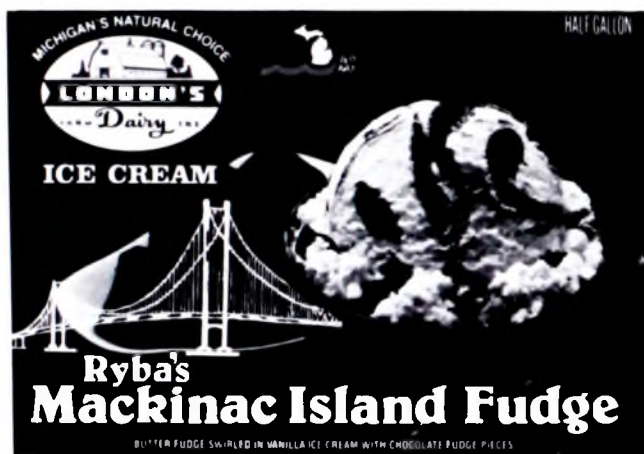
1985 The Coca-Cola Company. "Coca-Cola" and "Coke" are registered trademarks of The Coca-Cola Company.

Five new ice cream flavors promote Michigan's birthday

The Michigan Sesquicentennial Commission has approved five ice cream flavors to be designated official "Sesquicentennial ice creams." The five approved flavors are Ryba's Mackinac Island Fudge, Tin Lizzy Classic, Michi-

gan Cherry Crisp, Michigan Blueberry Cobbler and Michigan Apple Pie.

Any of these five flavors may be produced by an ice cream manufacturer in Michigan. Strict uniformity in flavor formulation, packaging and promotion is



required in order to qualify for the Sesquicentennial program. The Sesquicentennial Commission has approved Fantasy Flavors as the supplier for flavors and carton development. So far, the Sesquicentennial flavors are available in Lansing, Grand Rapids, Ludington, Burdicks, Monroe, Port Huron, Livonia, South Haven and the Greater Metro Detroit area. Specific stores carrying the flavors include Chatham's, Hamady, IGA, 7-11 and some smaller independent grocers.

London Farm Dairy is currently manufacturing all five flavors.

Ryba's Mackinac Island Fudge is a specially created flavor consisting of butter fudge swirled in vanilla ice cream with chocolate fudge pieces. The ice cream was introduced at the opening day ceremonies in Lansing on June 14, 1986, for the Sesquicentennial celebration. London's Farm Dairy supplied the new ice cream and created a huge sundae with a sailboat. From the sailboat, over 12,000 free sundaes were distributed to Lansing festival visitors.

Tin Lizzy Classic is a choco-butter toffee in vanilla ice cream swirled with caramel fudge. While approved by the Sesquicentennial Commission, it is also the official flavor designated and named by Henry Ford Museum and Greenfield Village. A special discount is provided on the side panel for adults to receive \$1.50 off the basic admission prices and children receive 75-cents off.

Michigan Cherry Crisp takes the cherry ice cream and adds pecans and crunch with a swirl of cherry pie sauce. The introduction of this flavor is set for April, 1987. An ice cream social is being planned for the summer season to be held on the front lawn of the State Capital. The event will also be tied into London Farm Dairy's 50th Anniversary celebration.

Michigan Blueberry Cobbler takes traditional cobbler crust and gives it a new twist — a swirl of vanilla ice cream and tasty blueberry sauce. The flavor will be kicked off in Lansing at the Ice Cream Social with state legislators.

Michigan Apple Pie takes the spice of cinnamon, adds crunch and apple ice cream and tops it off with applesauce. The introduction is set for the Fall of 1987. This new flavor will be promoted with fall's new crop of Michigan apples — a "double dip" for the state's agriculture industry. □

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Sincere best wishes to the new Officers and Directors



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Food Stamp Program

Rules Reviewed

By J W Younce

U.S. Department of Agriculture

Most retailers in the Detroit Metro area are participants in the food stamp program that is intended to assist low-income families obtain a proper and nutritious diet.

In the past, those firms participating were visited by representatives of the U.S. Dept. of Agriculture, Food and Nutrition Service periodically as a matter of routine. This gave FNS the opportunity to clarify issues, answer questions and give assistance when and where needed. Unfortunately, reduced federal moneys has eliminated store visits. At present, visits are generally only made under special circumstances. Many store owners now, after being authorized to participate and being instructed in proper procedures for handling food stamps, are only contacted via mail.

We at USDA would like therefore to briefly review some of the regulations governing the FSP that pertain to retail food merchants.

Changes to the regulations in recent years have made penalties for not complying with regulations more severe and can, in many instances, literally drive a firm out of business. Penalties for violations include criminal action wherein a retailer can be fined and/or imprisoned. The more usual penalty is disqualification from participating in the program for periods ranging from six months to life, with three to five years being typical.

The most serious offense is trafficking with food stamps. Anyone caught exchanging cash for food stamps will automatically be disqualified from participating for life. And it doesn't matter what the amount involved may be or whether or not the owner was personally involved. (Which points out the need to be sure that employees are both properly instructed and supervised.)

Selling ineligible, non-food items, is also a serious offense. Particularly the sale of alcoholic beverages and tobacco. Again, we're looking at long periods of disqualification as well as other possible penalties.

Another area of serious violations is in change making. Regulations require retailers to use cash change for amounts of less than one dollar and to use unendorsed one dollar coupons for amounts over 99 cents. Further, and most important, retailers are not allowed to engage in repeat transactions where it is obvious the client is more interested in obtaining cash change than buying food. Granted this may sometimes be difficult to judge but failure to address the situation can and will lead to serious consequences for the retailer. Generally, we find a consistent policy is most easily accepted by customers. Also note that the establishment of a minimum purchase amount is also a violation. Food Stamps must be accepted under the same terms and con-

ditions as cash.

Problems also occur with loose coupons. As most of you know, the \$5 and \$10 denomination coupons may not be accepted loose. They must be attached to the book cover or if detached, the customer must present the coupon book cover and the retailer must verify that the serial number on the cover matches those on the coupons.

Customers, by the way, not only have the right to detach their own coupons but should always retain custody of their book covers, even if empty.

Any credit given to a customer may not be paid for with food coupons. Generally, a retailer would not know whether merchandise sold on credit was food or not. In any event, it is contrary to current regulations.

As we stated earlier, this is only a brief review and not an all inclusive review of current Food Stamp Program Regulations.

Perhaps in future issues, we may be able to examine in detail these various rules and elaborate on the reasons that resulted in these procedures.

While we may not be able to visit retailers as often as we would like, please be assured we are available to answer questions or help with FSP problems. Just call our office at (313) 226-4930 during regular working hours. □



A SIGN OF GOOD TASTE.

When you open a package with the name Jays on it, you just know you're in for a treat.

Well, that name you've come to know and love is on a whole line of delicious snack foods, from Cheezelets to corn chips to tortilla chips and more. And you'll enjoy them all as much as you enjoy Jays Potato Chips.

Reducing Robbery Risk

A store is most vulnerable to robbery at opening time or during the last hour of business before closing time. FMI's Supermarket Security Manual lists procedures which can help reduce the risks.

Opening The Store

- (1) A minimum of two people should be present to open the store.
- (2) While one employee waits in his vehicle, the other should drive around the store to see if anyone is waiting in a vehicle or lingering at the rear of the store. If possible, the person should observe the rear doors from his vehicle to determine if there is any evidence of forced entry.
- (3) If there is evidence of forced entry, the police should be contacted from a nearby phone. In no case should the employee enter the store until after the police arrive.
- (4) If there is no apparent danger, one person waits inside his vehicle or a safe distance away while the other person unlocks and enters the store.
- (5) The person entering the store follows a predetermined route to check for any unwanted person(s) in the store.
- (6) The employee outside should know how much time is needed to con-



duct the in-store check. If the person inside does not return to the front of the store within the prescribed time, the person outside should contact the police by telephone.

- (7) The person making the inside check should step outside the store to give the all-clear signal. If he gives the all-clear signal from within the store, police should be called.

- (8) The person outside should not enter the store until the all clear is given in the prescribed manner within the prescribed time frame.

Closing The Store

- (1) Employees must be alert for suspicious persons in the store or lingering outside the store during the hour before closing.
- (2) Establish and enforce a rule prohibiting the rear doors from being opened during the last hour of business. Prohibit the night crew (if any) from opening the rear doors for any reason except for escaping in an emergency.
- (3) The person in charge or his designated representative should make a thorough check of the inside of the store after the front doors are locked and all customers have apparently left. This includes rest rooms, coolers, compressor rooms or anywhere a person can hide inside the store.
- (4) Lock the "In" door at closing time regardless of customers inside the store. As soon as most customers have left, lock the "Out" door.
- (5) No person should be left alone in the store. At least two, and preferably three or more persons, should lock the store for the day and leave together. ☐

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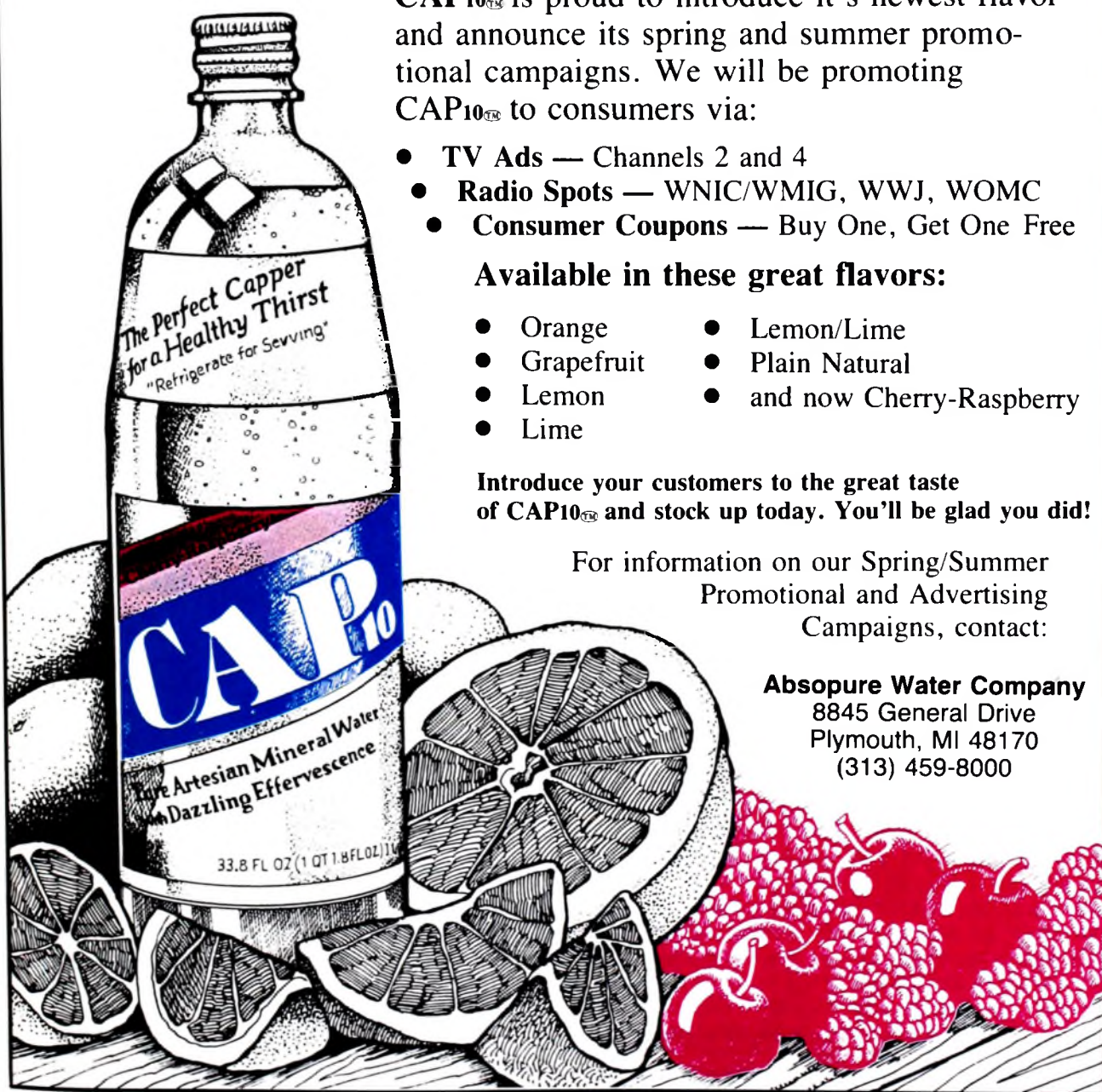
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(313) 459-8000



New record keeping requirements for employers

*Reprinted from:
Youngstown Area
Grocers Association*

Beginning December 6, 1986, all employers, regardless of number of employees, must attest under penalty of law that they have verified that an individual is not an **unauthorized alien** before employment, and the attestation must be made on a form established by the Attorney General of the United States. The form is not yet available, however. Verification that an individual is not an unauthorized alien must be accomplished by examining documents which establish both employment authorization and identity.

Documents which are evidence of employment authorization alone include: a social security account number card (other than such a card which specified on the face that the issuance of the card does not authorize employment in the United States), a certificate of birth in the United States, or other documentation to be deemed acceptable by regulation.

Documents which will establish the identity of individuals include: a driver's license or similar document issued for the purpose of identification in a state. In the case of individuals under sixteen years of age or residents of a state which does not

provide for issuance of an identification document (other than a driver's license), the government will issue regulations to provide a reliable means of identification.

On the new form, the potential employee must attest, under penalty of perjury, to be either a citizen or national of the United States, an alien lawfully admitted for permanent residence, or an alien who is authorized under the Act or by the Attorney General to be hired, recruited, or referred for such employment.

After completion of such forms, the employer must retain the forms and make them available for inspection by officers of the Immigration Service or the Department of Labor. The inspection occurs during a period beginning on the date of the hiring, recruiting, or referral of the individual, and ending in the case of the recruiting or referral for a fee (without hiring) of an individual, three years after the date of the recruiting or referral; and in the case of the hiring of an individual, three years after the date of such hiring, or one year after the date the individual's employment is terminated, whichever is later. The employer may copy a document presented by an individual

and may retain the copy.

There will be a six month "education" period beginning on December 6, 1986, during which time no penalties apply. Following the six month period there will be a further (1 year) notice and warning period for a first offense. After that period, failure to verify the status of an individual or to keep the records will result in a civil penalty in an amount of not less than \$100 and not more than \$1,000 for each individual with respect to whom such violation occurred. In determining the amount of the penalty, consideration will be given to the size of the business of the employer being charged; the good faith of the employer; the seriousness of the violation; whether or not the individual was an unauthorized alien; and the history of previous violations. The Act does not apply to current employees.

The Act prohibits employers of three or more employees from discriminating in the employment process based on national origin or citizenship status. This provision is designed to prevent employers from circumventing the verification procedure by not hiring "foreign looking" individuals. □

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Blatz named President/CEO of Oven-Fresh Bakery

Elmer L. Blatz, formerly with Allied Supermarkets, Inc., of Detroit, has agreed to join Grocers Baking Company as President/Chief Executive Officer.

Mr. Blatz brings to Oven-fresh a broad background of experience in both the retail and wholesale aspects of the food industry. He was affiliated with Allied Supermarkets, Inc., in Detroit from 1954 to 1986, most recently as Corporate Senior Vice President and President of Allied's Abner Wolf wholesale subsidiary. His experience also includes several years with Allied's bakery division.

Mr. Blatz is a member of the National Association of Wholesaler Grocers of America, and serves on their Board of Governors. He studied at Cornell University in New York, and served for 10 years in the U.S. Army Reserve.

With over 100 different varieties of bread, rolls, donuts and sweets, Oven-fresh is Michigan's largest independent baker. In fact, Oven-fresh is one of the largest operations of its kind in the country, producing approximately 15,000 loaves of bread an hour.

Established in 1934, the main purpose of the company is to supply independent grocers throughout the state of Michigan with a complete line of baked foods at competitive prices. Products are marketed under the Oven-fresh label, as well as various private labels.

“Six Pillars”

Still Support Economy



The New York World's Fair seems long ago, but at least one of its displays is timeless—the “Six Pillars of Economic Wisdom.” Probably more visitors passed it by than heeded it, but today's environment makes it ring a louder bell. The original wording follows:

1. Nothing in our material world can come from nowhere or go nowhere, nor can it be free: everything in our economic life has a source, destination, and a cost that must be paid.
2. Government is never a source of goods. Everything produced is produced by people, and everything that government gives to the people, it must first take from the people.
3. The only money that government has to spend is that money taxed or borrowed out of the people's earnings. When government decides to spend more than it has thus received, that unearned money is created out of thin air, and, when spent, reduces the value of all money, savings and insurance.
4. In our modern exchange economy, all payroll and employment come from customers, and the only worthwhile job security is customer security; if there are no customers, there can be no payroll and no jobs.
5. Customer security can be achieved by the worker only when he cooperates with management in doing the things that win and hold customers. Job security, therefore, is a partnership that prospers only in a spirit of understanding and cooperation.
6. Because wages are the principal cost of everything, widespread wage increases without corresponding increases in production simply increase the cost of everybody's living.

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JAMES. J. BLANCHARD, Governor

DEPARTMENT OF COMMERCE

DOUG ROSS, Director

Liquor Control Commission
7150 Harris Drive
P.O. Box 30005
Lansing, Michigan 48909

March 18, 1987

ATT: AFD Members

Dear Retailer:

We are pleased to announce that a newly revised and up-to-date copy of the Liquor Control Act, the Commission's rules, and associated statutes will soon be available for purchase by any interested person.

The 1987 version of the law book will be available April 1 and contains the entire Liquor Control Act and rules of the Commission as well all statute and rule revisions approved by the Legislature during the last legislative session. Also included are the beverage container deposit law, including the new provisions concerning mixed wine and spirit drinks, and excerpts from the Michigan Youth Employment Standards Act concerning the employment of minors by businesses which sell beverage alcohol.

In addition, the newly printed law book contains an expanded subject matter index, as well as pre-printed dividers for easy reference by subject.

The law book may be obtained in person at any of the Commission's district enforcement offices or by mail from the following address: Michigan Liquor Control Commission, P.O. Box 30005, Lansing, Michigan 48909. Those persons wishing to purchase the new law book by mail should make sure to include their name and address and a check for \$5.00 made payable to the State of Michigan when ordering the book.

Sincerely,

MICHIGAN LIQUOR CONTROL COMMISSION

Daniel L. Sparks, Director
Office of Executive Services

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