



THE FOOD DEALER

November/December • A Magazine for the Michigan Grocery and Beverage Industry • 1987

Food From Britain...



my Matthews, President of Food From Britain wants Americans to think British when it comes to food and beverages

INSIDE:

- Liquor Liability Insurance
- Responsible Holiday Drinking
- Year-End Tax Planning
- Michigan Wine Steward
- Ask The Lottery
- New Products/Promotions
- And Much Much More!

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Executive Director's Report

Joseph D. Sarafa
Executive Director
Associated Food Dealers

and particularly Jim Bellanca for his involvement in the Association above and beyond the call of duty. Third, I want to thank the Board of Directors for their guidance, counsel, and direction. Fourth, I want to thank the staff for a job well done, especially Hack, for lending me his experience. Fifth, I want to thank the five new people who agreed to serve on the AFD Board of Directors to help move us forward. Sixth, I want to thank the over 300 new members who showed their confidence in the NEW AFD by joining in 1987. Seventh, I want to thank the many "old" members who have supported the team in the past.

Lastly, I want to thank every person who served on a committee, who attended an event sponsored by AFD, who used one of our many programs or services and who advertised in our Food Dealer magazine. Thanks to those who contributed in any way, big or small in making your Association a SUCCESS! And finally, to my lovely wife, Kelley, who put up with my long hours and time away from home, who put up with all the fund raisers, political events, and charitable parties -- to all of you a million thanks!

A Million Thank You's

Thank you! Thank you! A Million thank you's.

Your Association, in the past twelve months, has accomplished more than I ever dreamed possible. As the year comes to a close, it seems appropriate to thank the many, many people who in some way played a part in making the

dream of the NEW AFD a reality.

First, and foremost, I want to thank the Executive Committee for their leadership. And, Tom Simaan, Sam Yono, Tony Munaco, and Jerry Yono who gave so much of their time and energy. Second, I want to thank the law firm of Bellanca, Beattie, and DeLisle,



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Is Liquor Liability Insurance Reasonably Available? AFD Says 'No!'

Three years ago, a typical store could get \$500,000 of liquor liability insurance at a premium of \$670.

Then premiums skyrocketed so high that it cost a licensee \$1,800 just to buy \$50,000 of liability, if you could get anyone to write a policy at all. That's three times as much for 10 times less.

The example came from Joseph Sarafa, executive director of the Associated Food Dealers, a Detroit store owner and one of some 500 licensees, association leaders and insurance agents who jammed a public hearing recently in Lansing to protest a new mandatory liquor liability insurance law.

The hearing was held by the state insurance commission to determine whether liquor liability insurance is "reasonably available" to licensees, and if so, whether it's available at a reasonable price.

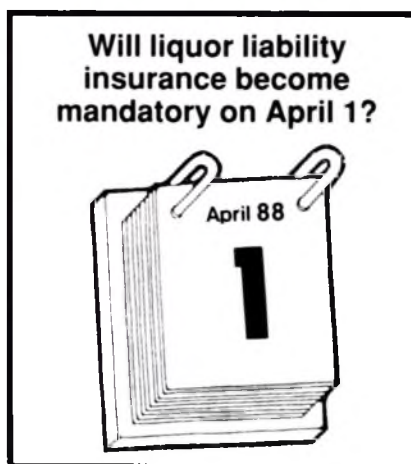
The long line of licensees who paraded before a hearing chairman — John Schoonmaker, chief administrative law judge for the insurance commission — left no doubt about how they felt:

Insurance premiums are sky high if you can find anyone to write a policy at all, and if licensees are forced to buy liquor liability insurance at present rates, many bars, stores and clubs — especially the smaller ones — will be forced out of business.

Now licensees are eagerly awaiting the findings of Schoonmaker and the insurance commission. It wasn't clear when a decision will be made, but spokesmen said it would be before February. Schoonmaker said the commission will study the hearing transcript and review all the facts before arriving at a decision.

Under the new law, licensees will be required to carry at least \$50,000 of liquor liability insurance in order to renew their liquor licenses. The law is due to take effect April 1, meaning all licensees would have to meet the requirement before the April 15 license renewal deadline. There is a loophole, however. Based on hearing testimony,

the insurance commission could conclude that liability insurance is not reasonably available, or isn't available



at a reasonable price, or both, and recommend that the Liquor Control Commission free licensees from the \$50,000 requirement.

Most of the witnesses at the hearing were strongly in favor of that.

Sarafa and the licensees who followed him to the microphone recited a litany of "horror stories" of insurance costs rocketing out of control.

Sarafa said AFD surveys show that only three insurance companies are now writing liquor liability insurance in Michigan and of that group, one won't quote prices for small and medium-sized businesses, one is new and the third "isn't embarrassed to take a large part of our premiums as their profit."

"Is liquor liability insurance reasonably available? Despite the many, many insurance companies in this state, I believe only three offer liquor liability," said Sarafa. "They are Columbia Casualty, Mt. Vernon, and Northpointe. Northpointe is a brand new company. Other insurance companies contacted, indicated they had no intention of writing liquor liability in this state now or in the near future at any price. Three companies, only three! That does not, in my opinion, qualify as

reasonably available. And the picture gets worse."

Sarafa cited the case of an AFD board member who owns both a store and an insurance agency, and the insurance premiums were so high, he couldn't afford to buy insurance from himself for his store.

"One of our own prominent Board members, in addition to owning his own store, owns an insurance agency," he explained. "He represents many insurance companies. Yet, he cannot afford to buy liquor liability insurance for his own store from himself."

"The typical store, only 3 years ago could get \$500,000 of liquor liability insurance for a premium of about \$670. Two years ago, you could get \$50,000 for \$1,800. That's 1/10 the coverage for three times the price."

The AFD leader said an accountant who represents 250 small businesses which sell liquor took four random examples of high volume stores which had \$100,000 of liquor liability coverage. He said the premiums ranged from 7.5 percent to 11 percent of the stores' net profits. Three of the stores no longer carry liquor liability and the fourth may drop it, Sarafa said.

Sarafa said he no longer carries such insurance at his Detroit store because the cheapest policy he could get cost \$4,200. He called the whole situation "ridiculous."

"I own my own store. And my store is bare," Sarafa said. "Without liquor liability insurance. That is because for a meager \$50,000 of coverage, the insurer wanted over \$4,200. Both the National Grocers Association and Food Marketing Institute report that the profit margin on gross sales in the Food & Beverage Industry is about 1%. In an age of increasing government regulations, our industry slice of the pie gets smaller and smaller. It's still hard to believe that the legislature would force small businesses to make huge contributions to such causes as the insurance companies."

Virgil M. Ramey who owns an insurance agency in Hamburg, said domestic insurance companies need tax breaks so they can provide the insurance licensees need, but he accused insurance companies of "wanting the gravy, not the garbage."

(Continued on Page 19)



Chairman's Report

by Tom Simaan, Chairman
Associated Food Dealers

As we approach the end of this year - 1987 - I am filled with a great sense of pride, and a feeling of satisfaction. Pride in what this Association has achieved in just 12 months and satisfaction in knowing that it will continue to grow and gain momentum.

Two communications have said it all: remember in October it was "LISTEN I THINK THAT" — and in November it was our Shareholders Report - the first ever for this Association? Both pieces dramatically il-

lustrated what AFD has done - is doing - and will continue to do - for its members and for our Industry.

1987 Was a Good Year for AFD

As I reflect on these two documents, I think back to the hundreds of members who volunteered their time.

We built a TEAM Concept and a TEAM Spirit. I can hardly believe the complete turn around - of what this Association was compared to what it is now, and the willingness and dedication of so many who made my job so much easier.

I became filled with a tremendous sense of what an association is all about. As defined, the word 'association' means a coming together with a common interest - a relationship - to join as partners and friends - to be companions. We have really made this an Association, you and I, friends and partners, for the common good of our Industry and ourselves. We are better because of it, and have grown because of it.

AFD is now a REAL ASSOCIATION, but we're not going to relax or sit back and rest on our laurels. Rather, we are going to achieve even more. We are going to work even harder - we are going to become even more involved - we are going to continue our course as charted for in this NEW ASSOCIATION there is nothing we can't do.

To those who now assume the mantle of leadership, I say "God Speed" For those of us who follow the new leadership, "Remember, that the word 'American', still ends in 'I CAN' "

1987 has been a great year for AFD. As outgoing chairman, I want to thank you for allowing me the opportunity to be a part of our many successes.



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News From DAGMR

*Detroit Association of Grocery Manufacturers Representatives
By Barb Kennedy, Board of Directors*



We at DAGMR would like to thank the Associated Food Dealers of Michigan for making this space available to DAGMR for a bi-monthly newsletter.

By way of introduction, I am Barb Kennedy and a member of the DAGMR Board of Directors. I am a Sr. Account Executive/Regional Sales Manager for WCSX/WHND Radio here in the Detroit area. I have been with the stations for more than thirteen years and have worked with a variety of brokers and manufacturers as well as many national advertising agencies and retailers.

I think the best way to begin is at the beginning...DAGMR was founded in 1912, that makes the club 75 years old. DAGMR has moved through the twentieth century and seen the changes in food manufacturing, distribution and transportation.

Along the way we have tried to not lose sight of the objectives of DAGMR as set forth in our club constitution...

A. To foster and promote a feeling of goodwill and fellowship among its members and between them and all factors of the food industry of Greater Detroit.

B. To encourage and preserve sound, legitimate, fair and ethical business conduct and practices.

C. To eliminate or minimize abuses, methods and practices inimical to the proper distribution of the products of manufacturers represented by its members.

D. To encourage the interchange of ideas among the members and to inspire a feeling of confidence in them for each other.

Currently there are 199 members of DAGMR.

DAGMR is not only responsible for several highly successful functions such as our Annual Trade Dinner, Inaugural Ball, golf outings in the Spring and Fall; but also monthly luncheon or dinner meetings with the trade or allied fields of interest to our membership. Addi-

tionally, DAGMR is responsible for two important community service projects...

The first is directly related to the food industry...Operation Food Basket. This is a wonderful service that our membership is uniquely able to help less fortunate members of our community with food and household articles. While we tend to think of Operation Food Basket around the holidays, hunger is with us 52 weeks a year. Because of this constant need, last year DAGMR expanded Operation Food Basket to a year round project. Any time you have damaged or returned food and household items please contact Bert Cohen at Detroit Warehouse (313) 491-1500. If need be, Bert will arrange for pick up. Better yet, bring your donations yourself from 8 a.m. to 3:30 p.m. to 12885 Eaton, Detroit 48227. The

Detroit Warehouse is located West of Myers and two blocks south of Fenkell. Bert reminds us that cash works too.

Last year DAGMR was responsible for over \$143,000 in donations; we're hoping to beat that figure this year, thanks to the hard work of Clayton Middleton, Operation Food Basket Chairman.

The second public service project is the DAGMR scholarship fund. Last Spring, DAGMR awarded its first \$1,000 college scholarship. This year plans are being made to expand to two or even four year scholarship awards.

The DAGMR December Meeting is scheduled for noon on Wednesday, December 16 at the Danish Club, 22711 Grand River between Telegraph and Lahser Roads.

At this luncheon Val Corradi, Vice President of the Newspaper Advertising Bureau will be our guest speaker. His talk will be about current trends in newspaper food advertising.

The January DAGMR meeting will be on the 13th again at the Danish Club. Radio will discuss the opportunities and creative uses of this important personal medium. See you at the meetings.

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crackers,

As an agency of the British government, Food From Britain is responsible for the promotion of food and beverages both in the U.K. and overseas as well as, with the cooperation of the British Overseas Trade Board and U.K. consulate offices, encouraging and helping potential exporters. The U.K. office has in addition the responsibility for coordinating quality assurance programs. Food From Britain's activities in the U.S. and Canada are directed from an office in Atlanta, Georgia.

Amongst the products presently available in the U.S. are candy; condiments, sauces, pickles and chutneys;

cookies, cakes and shortbreads; jams and jellies; tea; alcoholic and non alcoholic beverages; cheese; fish in all its forms including smoked salmon; health and dietary foods; and some specialties like soups; Devon Cream; pudding, dessert and cake mixes, for example to make scones; and, of course, plum (or Christmas) puddings. In the near future meat and meat products will become available.

In the U.S. Food From Britain recognized that if it was to succeed, energetic steps had to be taken to counter the unenviable reputation from which British cuisine was suffering; to demonstrate to the trade the fact that the width of its assortment was considerably greater than that enjoyed by most other countries; to show the connection between many American dishes and ingredients with



*By Tony Mathews
President
Food From Britain, USA*



**Tony Mathews, President
Food From Britain**

Tony Mathews, the indefatigable president from Food From Britain, USA, is a man with a mission. His goal: to get Americans to think British when it comes to food and beverages. An enthusiastic promoter, he never tires of explaining that British foods have an intrinsically delicious flavor, which does not require a lot of cooking or adulteration. Mathews travels throughout the U.S., meeting with retailers and distributors and arranging supermarket and department store promotions. "Once American try our products, they are invariably delighted," he says. "The quality of British foods and beverages speaks for itself."

those of the U.K.; and to demonstrate that the organization itself was professional and able to persuade the companies which it represented to respond effectively to the demands of the market.

To meet these requirements, an "Importer/Exporter" listing organized by SAMI family product category and giving full details of every brand available in the U.S. with the relevant importer is available along with an abbreviated version suitable for use in assortment planning.

Food From Britain has just introduced a new listing with a wide circulation base to facilitate the marriage of potential exporters with importers. Additionally, it is seeking wider availability of British products in distributors and wholesalers nationwide.

An annual catalogue is published which gives product information as well as commentary on some of the promotions which took place during the previous 12 months.

A newsletter, "USA Update", is circulated every two months which reports on events which have occurred since the last edition was published as well as indicating those planned for the future. It encompasses information on publications, PR activities, trade shows and promotions. Full details of each promotion are sent out in a bulletin which includes amongst other information the name of each buyer who needs to be contacted. "USA Update" and the bulletins are mailed to all importers and national media contacts; additional mailing lists are organized by region. Because there is usually much less lead time, PR opportunities are offered by telephone on a selective and rotational basis and confirmed in writing.

A "Menu/Recipe" book has been published and a large number of additional recipes to suit almost any occasion are available. Regular use is made by caterers of Food From Britain's menu and recipe advisory service.

A comprehensive assortment of up-market Point-of-Purchase material is available free of charge. These incor-



porate the "Happy Lion" Great British Food logo; ad slicks and mechanicals of this logo can also be provided. A special range of Point-of-Purchase material for cheese is also provided.

For further information contact:

Tony or Patricia Matthews

4700 Magnolia Circle

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Central Distributors Urges Responsible Drinking

By: Nancy Colina

Does this make any sense to you: A beer company urging moderation in alcohol consumption? Of course it does. Just think about it. In these days of "bigness" and progress we feel very removed from corporations. They seem to take on an aura of the impersonal, the profit seekers, with no face, no heart and, certainly, no conscience.

And yet, take a closer look. What is a beer distributor exactly? In the case of Central Distributors of Beer, Inc., the local Anheuser-Busch distributor, it's a small, family-owned business, which has operated Downriver for 53 years. Looking even closer, one actually sees people — people who live in the communities they serve, people who have family, friends and neighbors they care about; in short, people like everyone else.

Alcohol abuse and drunk driving are current national concerns which affect all of us. These abuses do no one any good — particularly not those who sell the product. It simply creates more problems which need to be faced and solved by all of us — as business people and as individual citizens. In the words of company President John Colina, "If it's good for the communities we serve, it's good for us." And who can argue the issue that more responsible consumption of alcohol would be to everyone's benefit?

While some people argue that prohibition of alcohol would bring the greatest benefit, those who learn from the lessons of history recognize that that would-be solution was considered to be a "dismal failure." And since society has decided that alcohol is to be legal,

then aren't education and moderation in everyone's best interest?

Toward that end, Central Distributors has several programs available. A three-level (elementary, junior high and secondary) curriculum, "Preventing Alcohol Abuse" is kept by Central and

A springtime and summer project is the special occasion card urging people to "enjoy this special occasion safely and responsibly. Please don't drink and drive." This business-sized card is made available to local tuxedo rental shops and to florists for proms and graduation, and for community festivals. Central also participated in "Operation Liferide" providing safe rides home for New Year's Eve partygoers.

While these materials are made available to the general public, Central also offers T.I.P.S. (Training Intervention Procedures for Servers of Alcohol) which is aimed at giving retailers guidelines and cues for the server to watch for.

The people at Central are very proud of their abuse awareness involvement. In response

to critics who claim the company is only involved in such activities for the public relations, Colina states that for the abuser, knowledge of the company's strong stand is especially important. "It's far too easy for people to feel that abusing alcohol is condoned by certain segments of society and therefore, acceptable. Only when people accept responsibility for themselves will we come to grips with the problem. Our society is currently far away from being one in which people accept responsibility for anything."

Central is taking steps in that direction. Furthermore, it is only when all segments of society work together toward a realistic end that strides will be made.

Emphatically, yes — it does make sense for a beer company to encourage moderation. And Central Distributors of Beer, Inc., is very proud of its effort to promote such responsibility and safety — for all of us.



Because We Care

**We urge you to enjoy
this occasion safely
and responsibly.**

PLEASE DON'T DRINK & DRIVE

CENTRAL DISTRIBUTORS OF BEER, INC.

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loaned to any interested school districts. Another offering Central makes available to the area schools is a 16mm film telling students about S.A.D.D. (Students Against Driving Drunk) as well as helping sponsor S.A.D.D. chapters.

For the adult segments, Central has two Anheuser-Busch films heralding responsibility and moderation. "Happy Birthday, Ray" aims at the 21-30 year-old young adult party scene and "Know When" targets the typical professional or business person. This latter film, which depicts a businessman who inadvertently consumes more than a prudent amount of alcohol and is arrested for drunk driving, is well suited for use by civic organizations and has been shown by many area police departments.

One of Central's most successful efforts has been the "None for the Road" campaign which saw the distribution of approximately 15,000 bumper stickers and brochures throughout the territory. The "None for the Road" bumper stickers also appear on all of Central's beer delivery trucks.

Year-End Tax Planning

Despite Higher Costs, Small Businesses Still Have Options

Overall, the cost of doing business, in terms of taxes is probably going up for small businesses, according to Jacob R. Brandzel, national tax partner of Laventhol & Horwath. Nonetheless, he said there still are a myriad of ways for small businesses to minimize their tax bills.

Most corporations will be subject to a blended rate this year that, for businesses operating on a calendar year, will be 40 percent. As is the case for most individuals, that rate is higher than next year's rates, which will have a maximum of 34 percent.

Because of that, Brandzel said it will make sense for most entrepreneurs and small corporations to defer income and accelerate deductible expenses this year. (Keep in mind that oversifting income could subject taxpayers to a 20 percent corporate alternative minimum tax).

As the year-end approaches, corporations and others on cash-basis accounting can delay billing clients or customers until next year.

Also, by ordering now and paying for some services and supplies it would normally buy next year, a cash basis corporation may boost this year's deductible expenses and cut its tax bill. In fact, if you use a credit card for such purchases, you can include them in this year's expenses but not pay for them until next year.

A small corporation also might increase its deductions if it pays out salary bonuses in December rather than next year — provided employees, who also have a tax advantage, not to receive the bonus until next year, do not mind.

Because individual tax rates will actually be lower than corporate rates, Brandzel said small corporations that qualify should consider restructuring as an S corporation, a partnership or a sole proprietorship to take advantage of the individual rates.

This is particularly true of regular corporations (C corporations) or partnerships with a C corporation as a partner that have gross receipts of \$5 million or more.




Other business tax planning strategies suggested by Brandzel include:

- Expensing capital costs instead of depreciating them. While the popular investment tax credit is gone, small businesses can fully expense the first \$10,000 of personal property capital costs — for a computer, for instance — in the year you acquire it. If you are considering such a purchase, do it before the end of the year. This often is preferable to depreciation now because tax rates are lower and it takes longer to depreciate many times — five years instead of three for cars, for instance.

However, the \$10,000 deduction is reduced on a dollar-for-dollar basis for every dollar above \$200,000 that you annually spend on personal property.

- Increasing purchases of personal property to increase depreciation deductions. If most of your planned purchases have been made during the first half or first three-quarters of the year, consider making additional purchases planned for 1988 before the end of the year. However, if more than 40 percent of such purchases are made in the last quarter, you risk weakening the depreciation value of your earlier purchase.



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YOU HAVE
MONEY TO BURN...**

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MLCC Report

Here's Your Chance to Move Slow Sellers

*By Walter Kecl, Business Manager
Michigan Liquor Control Commission*

All SDD licensees should have received a notice from the Commission's Business Manager's office, explaining a new procedure to reduce prices on certain slow-moving liquor products. This system has been set up on a trial basis and applies only to products which are no longer sold by the Commission. If the product is still listed in the Liquor Control Commission Price Book or if it is still available on special order, you cannot reduce the price.

For codes which are no longer available, the price can be reduced up to 50% of the retail shelf price, including sales tax. If you have products which are eligible for reduced prices you must submit a list of the products and the sale prices to the Commission at least 30 days before you want the sale to start. We will review the list to make sure all the items you have listed are no longer available and to verify that you have not reduced the price by more than 50%. If you have made a mistake on the price list it will be returned to you for correction. If the products and prices on the list are correct, we will keep the price list and you can begin the sale on the date you proposed.

Also, we have proposed a form to use in listing items you want to put on sale. If you need these forms, they are available at all state liquor stores. Once you have completed the form it should be sent to William Lawens, Director of Purchasing, Michigan Liquor Control Commission, 7150 Harris Drive, P.O. Box 30005, Lansing, MI. 48909.

Another thing to remember is that if you have codes that qualify for the reduced price, under the existing rules you can advertise the sale, including brand names and prices. If you have any questions about reduced price sales, contact either the Purchasing Division in Lansing or any of the Commission's Enforcement Offices.

One word of caution. If you put items on sale that are still available or you reduce the price by more than 50%, you would be violating an order of the Commission and you could be fined or have your license suspended or revoked.

ASK THE LOTTERY

*By Bruce McComb
Deputy Commissioner
Michigan Bureau of Lottery*

QUESTION: Is the Bureau of State Lottery going to put in more terminals in the future?

ANSWER: The bureau has recently completed an extensive expansion of our terminal network throughout Michigan. Prior to the expansion there were only about 2,450 terminals available statewide. This was considerably below the density of terminals in other mature lottery states. Therefore, an expansion was undertaken to alleviate customer concerns about long lines and to facilitate further growth in lottery revenues. Presently there are approximately 3,900 terminals in operation.

July through September 1987 was the first quarter after the expansion had been completed. Statewide on-line game sales were up 11.4% over the same quarter last year. The greatest sales increases were in the areas of the state that received the most additional terminals.

At present, we have adopted a wait and see approach regarding further additions to the terminal work. We will continue to monitor sales on a market area by market areas basis to determine if any further increase in our network is needed. If sales data indicates a need for a terminal in a given market area, all of the lottery agents in that market area who have applied will be evaluated. The agent with the highest instant game sales will be assigned the terminal if he/she meets the bureau's requirements for past compliance, integrity, and financial responsibility.

The bureau does not anticipate any significant expansion of terminals for at least one to two years. Even then, such expansion would only take place if it would be beneficial to increasing overall sales. Agents who have applied for a terminal are encouraged to concentrate their efforts on promoting the sale of instant game tickets so that they will be able to compete successfully with other agents in the same market area when and if evaluations resume.

If you have any questions about the lottery, please send them to: c/o Ask the Lottery, Associated Food Dealers, Detroit, MI 48203

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Michigan Wine Steward

Answers to the most
asked questions about
Michigan wines.



By Joe Borello

Where did Michigan wines come from all of a sudden? I thought it took years to develop quality vineyards.

Grape growing is not a new business in Michigan. In fact, the Michigan Grape and Wine Industry Council points out that grape growing began in the Southwestern part of the State in the mid- nineteenth century. After prohibition, Michigan growers began to experiment with various winemaking grapes. Fortunately, much of the research on juice grapes has also been successfully applied to wine grapes, particularly in the past decade. This important transition would not have been possible without the combined efforts of State university researchers, growers and wineries. Such cooperation has led to substantial progress in the industry and has created exciting new challenges and a promising future.

Why do Michigan wines have different names than California wines?

I assume you are referring to such wines as Seyval, Vignoles, Vidal or Chancellor. These are French/American wine grapes planted in Michigan because of their hardness and adaptability to our soil and climate conditions. More importantly, they produce quality wines in our state.

These are the same reasons why all the world's wine regions specialize in certain types of grapes that best meet the area's growing conditions. Don't choose a wine just by its name; it is more important to select wines which satisfy your individual taste. Experiment and get familiar with some of Michigan's quality wines.

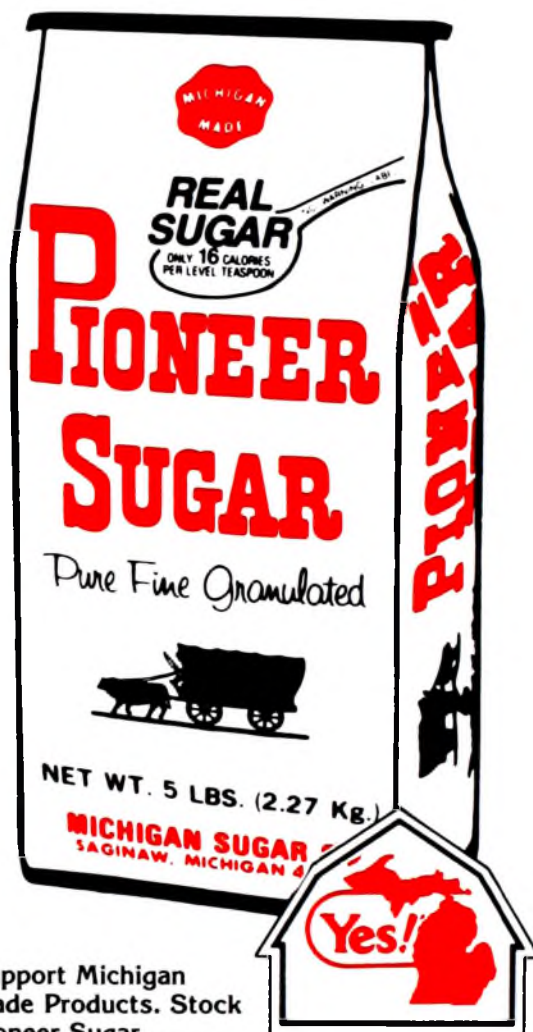
Are Michigan Wineries open to the public?

There are over 35 winery tasting rooms all over the state offering a variety of wine styles to be experienced. There are even sparkling fruit juices for children and the designated driver. Michigan's Sesquicentennial Birthday celebration is the perfect time to experience the wonders of winemaking and witness the growth and quality development of Michigan's grape regions.

If you have a wine-related question or would like a free Michigan "Wine Country" poster and Taste & Tour brochure, write to:

The Michigan Grape and Wine Industry Council
Dr. R. Dee Woell, Administrative Manager
P.O. Box 30017
Lansing, Michigan 48909

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Specialty Food Brokers

Van Dusen, Hall, Stevens & Welch tries to meet Detroit's needs for specialty food items

Detroit is ready for specialty food items. Chefs, restaurateurs, deli and gourmet food store operators as well as food writers and media journalists have seen a tremendous increase in demand for such items as game meat, pate, and smoked fish. Until recently, however, no broker has offered distributors to such establishments a comprehensive plan for marketing specialty food items to both the retail and food service parts of the industry in Michigan. Van Dusen, Hall, Stevens and Welch recently expanded to fill that role by entering the retail market for specialty foods.

"For too long New York and California have set food trends while Detroit and the rest of the midwest went blindly along," says Larry Snider president of this unique brokerage company. Mr. Snider, a lifetime Detroit resident and booster, feels that Detroit has several key factors going for it that will help it become the specialty food capital of the midwest. He cites the economic expansion of both the downtown area of the city, its riverfront and Harbortown; the revitalization effort of the city, especially the Cobo Hall expansion spearheaded by Mayor Coleman Young; Detroit's ethnic diversity which shows up in its many different food tastes and offerings; Detroit's excellent transportation system; and Detroit's vital local chef's organization (the Michigan Chef's de Cuisine) that is bringing international culinary fame to Detroit.

Van Dusen, Hall, Stevens and Welch started with the food service segment of the industry. Mr. Snider has had eleven years of sales and management experience in a variety of food service companies in Michigan. Because of the interest of a number of chefs in specialty foods and the friendships he had built with them over the years it was natural to start with the finer white table cloth



Henniez Swiss Mineral Water is just one of the many specialty products distributed in the Detroit area by Van Dusen, Hall, Stevens & Welch

restaurants, hotels and country clubs. Some specialty food products had been available by dealing with a variety of specialty food companies and importers located in New York, California or Chicago but Van Dusen, Hall, Stevens and Welch wanted local suppliers to stock and sell such specialty food items. The brokerage company's original customer base was local distributors that serviced the chefs and buyers that had been going to the New York, California and Chicago companies.

Very quickly it became obvious to the management team at Van Dusen, Hall, Stevens and Welch that the retail segment of the industry was really on the move. The chefs in the finer restaurants, hotels and country clubs had done their part to introduce Michigan consumers to specialty foods but the stores rebounding from years of competition from the restaurant industry

were clearly the cutting edge of the market. "Several of the brokerage company's distributors sold to the retail market and we wanted to supply them with the quality products that their customers required so we expanded into a full service specialty food brokerage company," says Mr. Snider.

"We did some market research at home and some study in the east and west coast and came up with a mix of products that would appeal to the consumers in Michigan. As is usually the case, new products are often introduced on both coasts and somewhat later in the midwest. We wanted to shorten that delay time. It was necessary to adapt as we went along because what works in Southfield or Ann Arbor does not necessarily go over well in Kalamazoo or Traverse City," says Mr. Snider. Because they are big on Michigan made products Van Dusen, Hall, Stevens and Welch added a few of those products to our product line. "We are continually searching for the best Michigan specialty food products to offer to our customers," says Mr. Snider. The brokerage company quickly found that they were in the business of imported gourmet candy, natural water from Switzerland, frozen gourmet cakes and sorbet as well as game meat, salamis, and pate. "We had to add staff to service this growing segment of our business. We are working with some of the finest distributors in the business and we are confident of our growth in Michigan."

Making Michigan a specialty food market involves a lot of work. Mr. Snider oversees both relations with the suppliers (scattered throughout the United States, Europe and Canada) and the distributors. He spends a lot of his

(Continued on Page 18)



A MAGAZINE FOR THE BEVERAGE INDUSTRY IN MICHIGAN

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time on the telephone with them when he is not out riding with a sales representative from one of the Van Dusen, Hall, Stevens and Welch's distributor customers somewhere in Michigan. In addition, there is time spent checking out various restaurants, delis, gourmet retail stores, and country clubs that may or may not carry his specialty products as well as keeping in touch with the many chefs he has become friends with over the years. "This is where our company gets a pulse of the food industry in Michigan," says Mr. Snider.

Larry Snider's formula for success in specialty foods is quality, packaging (a key factor in retail sales), and pricing. His goal is to make Detroit the specialty capital of the midwest and to have Michigan properly recognized for its cuisine.

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Liquor Liability ...

(Continued from Page 6)

"It's a kind of odd situation for me," said Ramey. "I walk into any store in the state and I don't need a gun or a mask. All I need to do is deliver a liquor liability insurance policy and I can make a haul."

Schoonmaker said the statute didn't define "reasonable." It's an issue that will be defined, in part, through the hearing process, he said. "In general, at similar hearings (on other issues), if several companies were competing and were financially sound, we found it reasonable." The main test in defining reasonable, he said, "wasn't how hard a burden it was — although the commissioner was sensitive to this — but whether it was priced fairly to cover expected losses. Even if it's priced high, if that's what it takes to provide, then companies, or a pool or somebody has to charge that."

Sarafa urged the commission to recognize the impact mandatory insurance would have on small businesses in Michigan.

"I know what I would do if I were in your shoes. I would do what is fair and equitable. I would do what's best for Michigan, Michiganders, and small businesses in Michigan. I would determine that liquor liability insurance is neither reasonably available nor available at a reasonable premium. I hope you will do the same."

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Industry News . . .

IFMA Releases Supermarket Deli Handbook

The International Foodservice Manufacturers Association (IFMA) has just released a new publication covering the Supermarket Deli segment. The book, entitled "Foodservice Opportunity Markets: The Supermarket Deli," is the first in a series of publications on new foodservice opportunity markets. The reference is designed to give a complete overview of the supermarket deli segment as well as information on how to contact the top supermarket and grocery chains.

"The Supermarket Deli" is specifically designed for foodservice manufacturers,

distributors and brokers who service or are interested in the deli market as well as for supermarket chains and convenience stores who are interested in capitalizing on this new opportunity segment. Major sections include: Introduction — including definitions of various types of delis and a profile of the deli shopper. Size of the Deli Segment — including scope of the market, regional penetration, 1987 sales and purchase volumes, growth trends, P & L comparisons, and service deli sales mix. Understanding the Deli Department — including evolving patterns, lay-out and equipment, deli menu or food items by region and services offered, pricing and staffing. Variations on Deli Operations — covering

deli, in-store bakery combinations, salad bars, commissaries and purchasing of fresh and frozen prepared foods, holidays and special events, in-store seating and catering functions. How the deli Department Buys — with information on who makes the decision and deli purchasing practices versus other segments. Merchandising Needs and Opportunities — what chain retailers want from manufacturers. Summary, Trends and Outlook — with an overview of operator needs and supplier opportunities.

In addition to the basic information and data, the book contains A Directory To the Leading Supermarket and Grocery Chains including: rank, estimated sales volume, address, telephone and the name of the purchasing contact.

The Supermarket Deli handbook is available to IFMA members for \$95.00 for the first copy, \$50.00 per copy for additional copies and to non-members for \$195.00 per copy. For more information on ordering "Foodservice Opportunity Markets: The Supermarket Deli," contact IFMA at 321 North Clark, Suite 2900, Chicago, Illinois 60610 or telephone (312) 644-8989.

IFMA is a major trade association comprised of over 475 of the world's largest food, equipment and supply manufacturers in the foodservice industry. Additionally, related marketing service organizations, foodservice trade publications, distributors and brokers are IFMA members, serving the nation's over \$200 billion market for food away from home, third largest industry in the U.S. IFMA is the only broad-based, total industry trade association fulfilling the educational, governmental, marketing research and customer relations needs of its members.

Edison promotes "Light Touch" program

Southeastern Michigan is a little brighter this month as Detroit Edison marks the first anniversary of a program which encourages businesses to illuminate their building exteriors.

The "Light Touch" program, introduced in September 1986, offers a \$100 cash incentive for each new 1,000 watts of floodlighting controlled by a photocell. Building owners also receive \$50 for every new 1,000 watts of lighting operated by a timer for more than six hours each night. Many light-fixture manufacturers are cooperating with Detroit Edison by offering incentives on their floodlighting products.

"The Program is designed to lower the initial costs of improving a building's security and appearance with lighting," said Mark A. Switala, Detroit Edison lighting engineer. "With the incentives, the lighting many building owners would like to install is more affordable."

With winter on the way, Switala explained, it's a good time to consider adding outdoor lighting.

"It's getting darker earlier each day," he said, "so having a well-lighted building is even more important."

Switala said floodlighting helps increase the visibility of companies and organizations by drawing attention to their buildings at night. At the same time, he explained, floodlighting enhances the security and safety of the structures, lighting the way for employees and visitors.

A wide variety of businesses and institutions throughout Detroit Edison's Southeastern Michigan service area have taken advantage of the program.

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New Products/Promotions

Campbell introduces new shelf management program

Campbell Soup Company has announced the development and introduction of the SoupMax Shelf Management Program, a new consumer-oriented design for the soup section of the supermarket.

The program was developed following a series of comprehensive studies that were conducted to better understand and more effectively meet today's consumer shopping needs. The studies provided an accurate profile of today's supermarket shopper. Trade research showed that supermarket managers and executives want to more effectively utilize shelf space.

After the initial concept was developed, studies were broadened to include a series of in-store tests.

The SoupMax Program divides the condensed soup section into different segments by usage group — beef, chicken, cooking, specialty, and vegetable — as well as separate sections for ready-to-serve and dry soups. Signs, marked by different colors and illustrations, are placed at the top of the shelf to identify the clusters and make shopping easier for consumers.

In-store test results were positive: an 11 percent increase in total soup category sales was achieved. Sales in the condensed soup segment increased 17 percent.

Interviews with the trade produced equally positive findings:



- 100 percent felt SoupMax made it easier for consumers to shop.

- 100 percent rated the classification system as "ideal."

- 80 percent thought Soup-Max better than the old shelf management system.

"SoupMax allows for fast selection, giving consumers more time to spend in other key areas of the store," explained Donald E. Goerke, category general manager of

condensed soups for
Campbell Soup Company.

"The program also makes stocking and reordering easier and, because it is more convenient for consumers to shop the section, it increases impulse buying, he said. "In addition, sales and profits are increased, and more room is provided for category growth and flexibility in accommodating new items."

[illegible]

Matilda Bay is here

Miller Brewing Company is beginning a phased national roll-out of its Matilda Bay Wine Cooler. When the roll-out is complete, Matilda Bay will be the only major non-carbonated wine cooler available throughout the United States.



Matilda Bay Wine Cooler
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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
Koeplinger Bakeries, Inc.	967-2020
S & M Biscuit Distributing	893-4747
Stella D'Orto Biscuits	893-4747
Veni-Best Baking Company	398-6830
Wonder Bread	963-2330

BANKS:

Comerica, Inc.	222-3898
Madison National Bank	548-2900

BEVERAGES:

Adolph Coors Company	661-2262
Anheuser-Busch, Inc.	354-1860
Bellino Quality Beverages, Inc.	946-6300

City Marketing	871-0937
Coca-Cola Bottlers of Detroit	897-5000
Don Lee Distributors	584-7100
E.J. Wierman 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 Hollenbech Dist.	469-0441
Harvey Ewald	527-1654
Hiram Walker, Inc.	626-0575
House of Seagram	262-1375
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 Seller	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
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	329-8282
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
Arlana 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
Pleister Company	591-1900
Sahakian, Salm & Gordon	968-4800
Stark & Company	851-5700
United Salvage Company	772-8970
VanDusen, Hall, Stevens, Inc.	567-3865

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

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

CONSULTANTS:

Bellanca, Beattie, DeLisle	882-1100
Kindred Corporation	625-7212
National Exposition Services	865-1000

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	375-1721
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:

Eppo Foods, Inc.	875-4040
Brehm Broaster Sales	567-8200
Capitol Poultry	(517)427-5858

Linwood Egg Company	524-9550
Mendelson Egg Company	541-4060
McInerney-Miller Brothers	833-4800
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	886-1005

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

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
Groeb Farms	(517)467-7609
Home Style Foods, Inc.	874-3250
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
Stehouwer Frozen Foods	(616)453-2471
Tony Packo Food Co	(419)691-1953
Tony's Pizza Service	(517)224-9311

MEAT PRODUCERS/PACKERS:

Bob Evans Farms	422-8000
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
Kowalski Sausage Company	873-8200
LKL Packing, Inc.	833-1590
Maxwell Foods, Inc.	923-9000
Midwest Butcher & Deli Supply	332-5650
Naser International Wholesale	464-7053

National Chile Company	365-5611
Oscar Mayer & Company	464-9400
Osten Meats	963-9660
Potok packing Company	893-4228
R.E. Smith, Inc.	894-4369
Ray Weeks & Sons Company	727-3535
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

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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/WJOL-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
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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	541-7870
Metro Snacks	525-4000
Variety Nut & Dale Company	268-4900
W.C. Thompson & Sons	(519)676-5411
Western Snacks	427-2333
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
Marketplace Services	557-4500
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
Bunzl-Detroit	334-5900
Central Alarm Signal, Inc.	864-8900
Combo Commercial Equip't	(517)783-2395
DCI Food Equipment	369-1666
Gardell Company	567-5515
Kasco Atlantic Service Co	(800)631-7650
MMI Distributing	582-4400
Market Mechanical Services	546-6840
Michigan Bakery Supply Co	571-3300
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
Bernea 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
Pellerito Foods	831-3344
Philip Olender & Company	921-3310
Rainbow Ethnic & Specialty Foods	646-0611
Raskin Foods	759-3113
Scol Lad Foods, Inc.	(419)228-3141
Sherwood Food Dist	366-3100
State Wholesale Grocers	567-7654
Zehnder's of Frankenmuth	(517)652-9925

ASSOCIATES:

Amano America, Inc.	279-3515
American Synergetics, Inc.	427-4444
Cliff Scepansky 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

Sell more of these guys.



Earn more of these guys.



You don't have to rely on luck to make the lottery pay off. In fact, all you have to do is ask. Just by asking your customers if they'd like to buy a lottery ticket, you're bound to sell more tickets. And, in turn, you'll make more money. It's that simple. And if you'd like to encourage your clerks to sell more tickets, you could offer some incentives... like a free dinner to the clerk with the highest sales. Or you could start a quota system, where clerks who meet it get a share of the commissions. Plus, it always helps to display instant tickets right where the customer can see — and buy them. So if you'd like to get more out of the Michigan Lottery — it's yours for the asking.



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