



THE FOOD DEALER

September/October • A Magazine for the Michigan Grocery and Beverage Industry • 1987

Bottled Water ...

Consumers are turning off the taps and heading to the store for their drinking water

Story on page 10

Photo by Henneiz Swiss Natural Mineral Water



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ABOUT THE COVER — The cover photo was provided by The Swiss American Trading Corporation of Orlando, Florida — the exclusive United States importer and distributor of Hennie's Mineral Water. The Michigan broker for Hennie's is Van Dusen, Hall, Stevens & Welch of Detroit, MI (313) 567-3865; Larry Snider, President.

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Executive Director's Report

Joseph D. Sarafa
Executive Director
Associated Food Dealers

The Strength of the Wolf is in the P.A.C.

I borrowed this catchy phrase and made one very important change...from "Pack" to "P.A.C." That's right - P.A.C. - Political Action Committee! The strength of the Associated Food Dealers of Michigan is in the P.A.C. I can't say it's enough. That's why last month's issue of Busi-

ness Brief focused on AFD's PAC. That's why we raised funds for our PAC with a Night at the Races a few weeks ago. That's why you see an article in this magazine from Jim Karoub, our Lansing lobbyist.

This must be AFD's #1 priority. This is AFD's #1 priority! There is no

choice. We must be involved in the political process. We must be able to communicate our views to the State lawmakers. The voice of the Food and Beverage Industry must be heard; but we must also face facts. The more dollars, the louder the voice. It's a way of life in Lansing.

So to get the "bucks" that our new PAC needs, we've hired Steve Linder, a real professional. He brings to us a vast background of successful fund raising and we're delighted to have him aboard.

Now it's time to support my words with action. As a store owner myself, I know how important it is that each one of us give. So it was an easy decision for my wife and I to reallocate money out of our budget for a cause we both believe is so necessary and crucial to the success of our industry. We hope you will do the same. Just fill in the form at the bottom of this page and send it to AFD with your personal check as soon as possible. Every bit helps. Your contribution will make a difference. Together we can have a positive impact in Lansing and a positive impact on our bottom line.

TO: Associated Food Dealers P.A.C.
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IT'S

- It's Wednesday, not Tuesday
- It's April, not October
- It's the 20th, not the 13th
- It's a Spring Show, not a Fall Show

It's Been Changed!

What's **It's?**

AFD's All NEW INCENTIVE
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"Deals For Dollars"



Joe Sarafa (right) with Bruce Kirk, immediately after presenting the very first check to the Muscular Dystrophy Association on Channel 2's Labor Day Telethon. Two checks totalling \$12,000 were presented on behalf of 7-UP, the Associated Food Dealers of Michigan, and all the retail grocers who participated in the cannister program.



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Why So Many Associations?

So Everyone May Prosper!

Do you know how many Associations, Councils, Federations, Coalitions, ect. there are in Michigan? About 10,000! and the National number of these voluntary groups is even more staggering over 500,000!

When you consider these awesome figures, the first question that comes to mind is - why? Why does this vast army of volunteers give their checks - their "dues money" - to belong - to join? Why do "I" belong to the Associated Food Dealers of Michigan the Chamber of Commerce National Grocery Association, etc?

Well, we all do it - belong to groups and associations for only one reason: to help industry or that area, become economically sound - to help it prosper to help it grow. If the Food and Beverage Industry prospers I prosper. If the area grows I grow! It's as simple as that. I want to make a buck, or save a buck, and the best way to do it is to join forces with others who feel the same way. Those who see the importance of coming together for profit and economic growth. That is the bottom line that is why there is an AFD, a Chamber of Commerce, a Grocery As-

sociation, etc., It's free enterprise at work that says "Profit is not a dirty word."



Chairman's Report

by Tom Simaan, Chairman
Associated Food Dealers

necessary to help the Retailer make a buck.

The second part of the Industry we'll call "Suppliers"

The manufacturers, distributors, etc. - the ones who make available to the Retailer, all of the products that are sold to the consuming public. As the Retailer prospers, he buys more, which in turn makes a buck for the Suppliers.

The third part of the Industry are the "Services"

This broad group covers everything from hand bills, PR, and scanners, to refrigeration units, insurance, and contractors: and, retailers can "buy" all of these services if they are profitable!

So...each part of the Industry - large, small, speciality, or general - has a role to play in helping the Point of Sale Retailer to make a buck - and - AFD's role is to be the glue that brings this mix together and unite it in a working partnership for Profit. That's why there are so many Associations and Chambers and why "I" and the thousands of others like me gladly pay our dues. It's our investment for the success of our own business..

But - if AFD - you and I - are going to help ourselves and our Industry move into the 21st Century, how in the world do we do it? How do we take an Industry, made up of so many components - its unique mix and get it to work together?

The answer? Break it down into its three major parts and let them work toward only one objective PROFIT. For example, the first major part of our Industry is the Retailer. he is the one who created the dollars that flows through the economic funnel. The Point of Sale the Bow of the Boat the Lead! As the Retailer succeeds, as the Retailer profits, so do all of the other parts. So the #1 objective - the #1 goal - the primary thrust is to do whatever is

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Pacific Ocean Pop Company

Diversity in Products + Quality Service = Success

The question of why a very successful beer distributor would want to enter the fiercely competitive soft drink industry has been asked over and over. That is exactly what Livonia based Action Distributing Company, Inc., did in March, 1985. As a subsidiary of Action Distributing, Pacific Ocean Pop Company has made an impact in the Metro Detroit soft drink market since their start 2 1/2 years ago.

Tom Celani, President and Chief Executive Officer of Action Distributing and Pacific Ocean Pop, states the reason for Pacific Ocean Pop's conception is that he felt "that there was a need for another distribution system in the Metro Detroit area. The basic reason for starting Pacific Ocean Pop, was because, "there wasn't enough room on the beer trucks for the products and there wasn't enough time for the drivers to spend on marketing new soft drink products. We felt it had to be a separate company with new, young minds that would have to sell these new products". That is why the company went to search for young talent out of the soft drink industry. This is when Jim Shephard, Sales Manager, entered the picture.

Coming from a background of being a District Manager for Pepsi-Cola, and a Business Development Manager for the Vernor's Company, Jim brought the qualities of experience and youthful aggressiveness necessary for Pacific Ocean Pop's future success in the soft drink industry. Jim states the reason for coming to Pacific Ocean pop was "for the opportunity and challenge associated with starting a new company in an extremely competitive market". Shephard never regrets his decision to

MANUFACTURER'S CORNER



Tom Celani, president.

work for Pacific Ocean Pop, under the direction of Celani, which have given him all the needed tools to facilitate the continued growth of Pacific Ocean Pop. Jim states that a major factor in the success of Pacific Ocean Pop, "has been the willingness of the retailers to give their customers a choice in an alternative soft drink".

Paul Collins, not only was Pacific Ocean Pop's first hire, but has been very instrumental in the training and development of all of Pacific Ocean Pop's staff, which has now grown to 50 employees. One of the utmost objectives of Pacific Ocean Pop is to offer the trade the most consistent, credible service we can offer. According to Paul, "it has been a most rewarding and

challenging opportunity to be part of a new company and see it grow from it's infancy to it's current status in the Metro Detroit market". Paul looks forward to the future challenge of seeing the continued growth and development of Pacific Ocean Pop.

The diversity of Pacific ocean Pop's product line is evident by the ever-changing desires of today's consumer, as evidenced by the addition of Original New York Seltzer into their product line. Since becoming a distributor of Original New York Seltzer in February, 1987, Pacific Ocean Pop has risen to be the No. 1 distributor in the country.

Though Pacific Ocean Pop has numerous requests to handle various products, quality is our No. 1 objective. When the possibility of adding a new item to our product line is presented to us, the first question we ask, "is there a need to be filled"? It is a waste of time for us and the retailer to present an item that doesn't fulfill a consumer need or void in the marketplace.

Dick Rose, Vice President of Action Distributing and Pacific Ocean Pop, states that, "the facilities of Action Distributing have been very instrumental in facilitating the growth and development of Pacific Ocean Pop". The convenience of a complete reclamation area, and the most updated and complete truck maintenance program, including our own truck wash, service center, and capabilities to do bumping, painting, and decaling on location, allows Pacific Ocean Pop to present the best image of the company's products and services.

Pacific Ocean Pop looks to the future, in the Metro Detroit market, with very optimistic goals in consumer product needs and quality service.

Turning off the tap

Consumers are heading to the supermarket to buy their drinking water

An increasingly health-conscious consumer and continued concern about the contamination of ground water supplies are expected to triple the demand for bottled waters over the next three to five years. Sparkling waters, mineral waters, soda waters — all have caught the fancy of American consumers and have created a demand for what was once a super-market oddity.

Bottled waters of various types have been available for centuries, but it took France's Perrier to break-open the mass market in the 1970s. Now there are more than 400 bottled water brands available to consumers, and many more are expected to emerge as beverage companies eye a steadily growing market. The U.S. Food and Drug Ad-

ministration defines bottled water as "water that is sealed in bottles or other containers and intended for human consumption." It can range from common tap water put in bottles to carefully controlled natural mineral water drawn from underground springs. Enter also the seltzers and other sparkling flavored waters that are also taking a large share of the market.

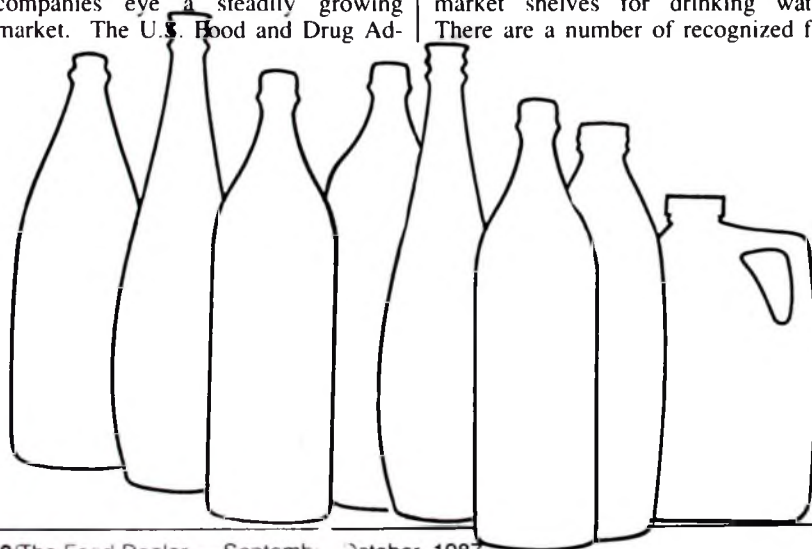
Bottled water sales in the U.S. are expected to reach a phenomenal \$1.6 billion this year, and could go as high as \$5 billion by 1990. The International Bottled Water Association projects a steady 15 percent annual growth rate.

Why are consumers turning off the tap and heading for their local supermarket shelves for drinking water? There are a number of recognized fac-

tors behind the bottled water mania, not the least of which is concern over groundwater contamination. A recent Harris poll reported that 84 percent of all Americans believe their water supply is polluted.

Industry marketers also point to the preference of health-conscious consumers for non-alcoholic beverages. While Europeans primarily consider Perrier a mixer to be consumed with alcoholic beverages, Americans prefer it straight or on the rocks with a slice of lime. Perrier and other sparkling waters are perceived as healthful alternatives to cocktails and have, according to some studies, replaced the "three-martini" lunch.

Likewise, consumers are also looking for beverages with little or no sugar, salt or caffeine. The wide variety of bottled waters, using various descriptions, has caused considerable confusion over just what each product contains. The Food and Drug Administration, for example, defines a "seltzer" as an "unsweetened carbonated beverage." However, most of the seltzer-type waters available today are really sweetened, carbonated waters. Anheuser-Busch's Zeltzer Seltzer, for example, contains fructose corn syrup and weighs in at 120 calories. Original New York Seltzer lists its ingredients as "purified carbonated water, high fructose corn syrup, natural ... flavor, citric



acid and ascorbic acid. Less than 15MG sodium per 6fl oz. serving."

Soho Natural Soda, which has complained that Anheuser-Busch's Zeltzer Seltzer label is too close in design to its own, claims its product is pasteurized and contains no artificial ingredients, preservatives, salt or caffeine.

Even "mineral waters" can provide a mixed bag of ingredients. Mineral water is water which is drawn from an underground source which contains dissolved solids or trace minerals. In order to be marketed as a mineral water, the product must contain a minimum of 500 milligrams per liter of total dissolved solids. That standard is set by the U.S. Food and Drug Administration. The minerals must be naturally occurring and no changes may be made to the mineral content. Sparkling mineral waters contain carbon dioxide, which may be present naturally or may be added later. Some spring waters are carbonated and usually have a higher mineral content than other bottled waters. Sparkling waters labeled "naturally sparkling" contain natural carbon dioxide.

The amounts of minerals in mineral water will vary according to the source of the water and its geographical location. Thus one mineral water can have a far greater mineral contents than another, yet both can be labeled "mineral waters." Most mineral waters, however, do not list their mineral contents on the label. A-B's A'Sante Mineral Water, for example, describes its contents as follows: "This naturally created mineral water contains: Mineral Water, natural (root beer) essence. Carbonation added. Total dissolved solids 650 mg/l. VERY LOW SODIUM. 15 mg. per 6 oz. serving." Minerals you could expect to find in a "mineral water" would be calcium, magnesium, iron, potassium, sodium, chlorides, and zinc.

Other waters claim just to be "pure." Their boast is not of what is in the water, but what is not, including lead, mercury, sulfates, nitrates and arsenic.

Mount Simon Glacier Pure Sparkling Water, which claims to be water created by glaciers over 12,000 years ago, lists its ingredients as simply: "Pure carbonated water." Mount Simon says its

(Continued on Next Page)

Pacific Ocean Pop

Company, Inc.

*Thanks the AFD and its Members
for Playing a Major Role in the Growth
of our Family of Products*



For More Information, Call:

Pacific Ocean Pop Company

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(313) 591-2560

The Different Types of Bottled Waters

The bottled water category includes many types of water products with varying characteristics. There is one common characteristic, however. All bottled water comes from approved sources, whether it is from an artesian well or municipal water supply. Labels on the bottles indicate the type of water and the processes used in bottling it.

Following is a list of the various bottled waters available on the market today:

- **Drinking Water (Processed Water)** — This is bottled water that comes from a government-approved source and is filtered or treated in some manner before bottling. The water can come from a tap, a well, a lake and so on.
- **Natural Water** — Water that is obtained from protected underground sources — springs or wells — without processing can be called "natural."
- **Spring Water** — Water from a deep underground source that flows naturally to the surface is called spring water. If the water remains unprocessed, it may also be called "natural."
- **Mineral Water** — Mineral water is water drawn from an underground source which contains dissolved

solids or trace minerals. It contains a minimum of 500 mg per liter of total undissolved solids. The minerals are naturally occurring; no changes may be made to the mineral contents.

- **Sparkling Water** — Sparkling water is carbonated by dissolving carbon dioxide gas. The gas can occur naturally in water below the surface or can be added later.
- **Distilled Water** — Distilled water has been boiled and then the steam recondensed into "pure" water, containing no solid matter and no sodium. It has a flat, unpleasant taste and is usually not used for drinking.
- **Seltzer** — Seltzer is generally tap water that has been filtered and then artificially carbonated. It contains no added minerals or salts. Seltzers are usually flavored and have fructose added for sweetness.
- **Club Soda** — Club soda is filtered tap water that is commercially carbonated and to which manufacturers have added a distinctive mix of minerals and other ingredients. Most club sodas are high in sodium.

Bottled Waters ...

(Continued from Page 11)

water comes from the Mount Simon-Hinckley-Fond Du Lac aquifer, "considered by geologists to be one of the deepest and well-protected sources in the United States." The company claims its water has not been exposed to the surface for 12,000 years — "thousands of years before man began to concoct nature-threatening chemicals."

The reported curative powers of mineral waters, of course, go back centuries. San Pelligrino, which markets San Pelligrino Sparkling Natural Mineral Water, claims to have been visited by Leonardo De Vinci, one of many famous individuals said to have visited San Pelligrino to experience the "magical powers" of the waters which flowed from beneath the Italian Alps. Most other mineral waters can boast of similar legends.

Just as waters differ in what they do or do not contain, so also do they vary in taste. In fact, California is seeing the emergence of "water bars," where consumers seeking unique tastes in their water can sample numerous different varieties. Though usually mild, most water does have a particular odor. This odor, and subsequently the taste, can differ due to a variety of factors, such as storage, the level of carbonation, minerals present, temperature and added flavorings. Depending on the minerals in it, water may smell slightly sweet, salty or acidity. If natural fruit essences such as lime or lemon are added, they should complement the water. Distilled water, in which all minerals have been removed, may taste flat. Mineral-laden European favorite Vichy Celestins tastes soapy or salty.

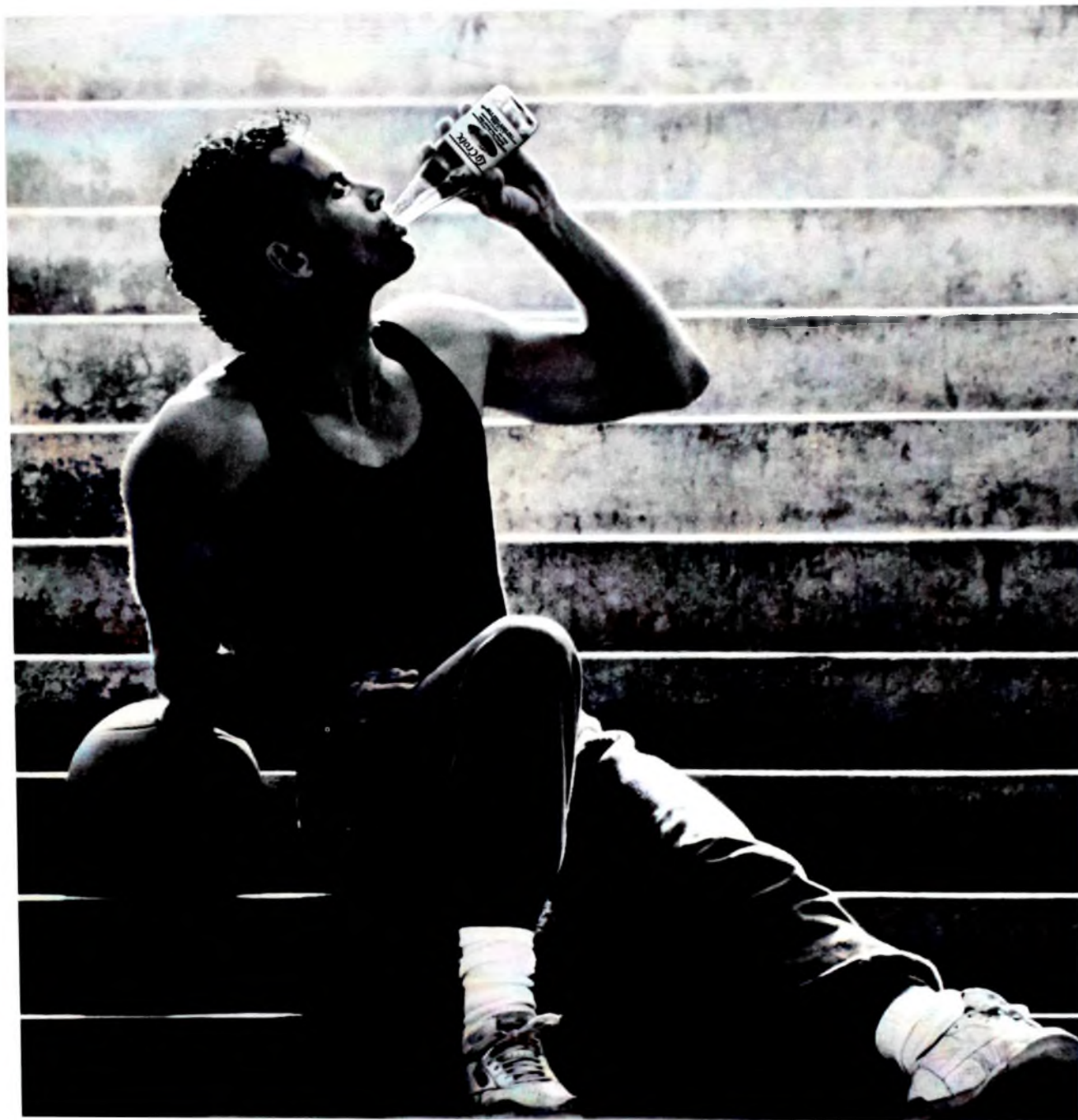
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Chiarelli's Market

Masters Customer and Community Relations

Chiarelli's Market, known as the oldest grocery store in Lincoln Park, recently celebrated its 62nd anniversary in grand style by doing what they do best — exhibiting their immense loyalty and concern for their customers and community.

Owners Frank and Albert Chiarelli, who have been running the market since joining their father in 1957, celebrated with a sale on top-selling brand-name items and also distributed anniversary gifts to customers who brought in coupons from local newspapers.

According to an article in the News-Herald Newspapers, the Chiarelli family has always been involved in the operation of the quaint store, located at 2210 Fort Park. In fact, there has been a Chiarelli in the market every day the store has been open, except for two — the day of co-founder Ercole Chiarelli's funeral and the wedding of Albert's daughter, Lori.

"It's been a good 62 years," Frank said. "We've enjoyed it. We've flourished despite all the obstacles."

Chiarelli's Market made it through the depression, a couple fires and the closure of Fort Park Road for a resurfacing project. In addition, the company has outlasted competition from larger stores in their area.

Chiarelli's Market, continues the News-Herald article, has changed dramatically over the years, but still carries the same credo passed down from Ercole Chiarelli, who opened the market in June 1925 with Romeo "Shorty" Leone: "Give the customers what they want at prices within their budget."

"We stress quality," Frank Chiarelli said. "We go out of the way to provide quality products and services."

Quality meats have been the hallmark of Chiarelli's over the years.



Albert (left) and Frank Chiarelli stand outside their Lincoln Park market, which celebrated its 62nd anniversary last month.

Besides standard meats, the market offers homemade Italian, Polish and Hungarian sausage, freezer meats (cut, wrapped and frozen to the customer's specifications), specialty cuts and party trays.

There is also an excellent selection of fresh fruit, poultry, vegetables, dairy products and baked goods. In addition, the market sells beer, wine and liquor.

While the two co-founders were the only employees needed in 1925, the current market has 44 workers, including many from the Chiarelli family. All employees are encouraged to not only provide a service, but also to make cus-

tomers welcome and comfortable.

When one visits Chiarelli's Market, the atmosphere of camaraderie between workers and customers is amazing. In fact, third-generation families shop there.

With a truly sincere desire to meet the customer's needs, this AFD member has indeed mastered the art of customer and community relations. The Associated Food Dealers of Michigan offers its warmest congratulations to Chiarelli's Market — a true leader in our industry.



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Karoub Associates

Working On A Foundation For... AFD's New Political Presence

On September 22, the Michigan Legislature returned to Lansing from their annual summer recess. One of the first items of business addressing nearly \$188 million in Gubernatorial vetoes, transmitted shortly after adjournment on June 30. While the budget cuts will serve as a focus, the larger question involves an examination of the entire state fiscal policy.

Throughout the summer AFD and Karoub Associates worked closely to develop a foundation on which to base AFD's new political presence. That effort is designed to establish AFD as the foremost retailing voice in the state. Success, however, is based on three factors: professional staff, grass roots involvement and a healthy political action committee.

Professional Staff.

The summer meetings provided ample evidence of AFD's commitment to provide additional member benefits via an increased political presence. The staff, Joe Sarafa and Dick Hackendahl in particular, quickly established the legislative program as a priority and spent long hours cataloging member locations with legislative districts. Other meetings were held involving key volunteer members to discuss the legislative program. That group will eventually represent the political nucleus of the association.

This new professionalism and dedication when combined with the twenty years of experience and exper-

tise of Karoub Associates will be a pivotal factor in implementing the AFD legislative agenda in Lansing. We are



James Karoub, Pres.
Karoub Associates

proud to be part of AFD and the rejuvenation.

Grass Roots

A quality staff, however, is of little use without some form of personal involvement and commitment by members with legislators. A legislator's effectiveness is based on an ability to translate constituent concerns into concrete action. Far too often legislators are required to vote "blind" on an issue with little or no constituent input. Nothing is more frustrating than to en-

counter a viable argument after a vote.

Establishing and maintaining strong channels of communication is important to both legislator and constituent. Legislators rely heavily on advice they receive from key individuals in their districts. AFD members must strive to become the retailing expert for their respective representatives in Lansing.

Relationships with legislators don't just happen: they are developed carefully and then nurtured. Gather together some AFD members who live or work in the same districts as you and invite your legislator to your store. Let that lawmaker see up close our problems. Take the first step to establish a dialogue. Nothing is more important to a legislator than a constituent concern.

Political Action Committee

We are continually asking legislators to be sensitive to our needs, to fight our battles in committees and on the floor of each House. In turn, we must recognize that legislators have needs too, notably financing their campaigns. A strong, healthy political action committee is vital to participation in the legislative process. AFD's political interests are best served by totally independent legislators. We only ask for the opportunity to present an argument to a legislator before a vote is cast. A strong Political Action Committee ensures that independence.

Activity during the months ahead promises to be hectic. Working closely we can make them productive as well.

Dram Shop Update

by Daniel L. Sparks
Director, Executive Services
Michigan Liquor Control Commission

Some of the changes made by the Legislature when it recently revised Michigan's Dram Shop law may have very serious implications for all retail liquor license holders. These changes to the law require that beginning April 1, 1988, the Liquor Control Commission cannot issue or renew a retail license unless the licensee can prove to the Commission that he or she has the financial ability to pay at least \$50,000 as a Dram Shop judgement. The new law is also very specific in that there are only certain types of proof that the Commission is allowed to accept. These are a liquor liability insurance policy of at least \$50,000, a bond of at least \$50,000 or membership in a group self-insurance pool. As an alternative, a licensee may submit to the Commission cash or certain other securities in the amount of \$50,000. If cash or securities are used to prove financial ability, the Commission must hold the money or securities as long as the business is licensed. What all of this means to your business is that beginning April 1, 1988, you cannot sell any kind of alcoholic beverages unless you can provide proof that you meet the \$50,000 requirement.

There is one exception which the Legislature has provided. Under the new law the Liquor Control Commission can waive the \$50,000 requirement if the Michigan Insurance Commissioner makes a finding that either liquor liability insurance is not "reasonably available" or that insurance is not available at a "reasonable premium". What this means is that the Liquor Control Commission may not have to enforce the \$50,000 requirement of the Insurance Commissioner is convinced that most licensees cannot get insurance or that the price of the insurance that is available is too high. A Public Hearing will be held to obtain information from

licensees, insurance companies, and other interested parties concerning both the availability and affordability of insurance. Because the Liquor Control Commission realizes how important this decision by the Insurance Commissioner will be to all retail licensees, we plan to notify all licensees of the date, time, and place where the Insurance Bureau will hold the hearing so that any one who wishes to do so may attend to give testimony on the insurance requirement. The meeting is scheduled for October 26, 1987, 9:30am in Lansing. Every retailer should make an effort to be there. Call AFD if you need more information.

One other point should be mentioned. Even if it turns out that the Insurance Commissioner finds that insurance is not available now, or is not available at a reasonable cost, that finding could change at a later date. That is, if more companies begin selling liquor liability insurance or the price of the insurance goes down, the Insurance Commissioner could change his finding. What this suggests is that even if the \$50,000 requirement does not go into effect on April 1, 1988, it appears likely to happen soon.

We realize that there are many unanswered questions at present and we will do our best to inform all licensees of developments as they occur. At this time, the main point is to be aware of the \$50,000 requirement and to keep informed as the process moves along. If it happens that the \$50,000 requirement does go into effect, the Liquor Control Commission will notify all licensees and sometime before April 1, 1988 will provide to all retail licensees detailed information regarding the system that will be used to verify that every licensed business complies with the law.

ASK THE LOTTERY

By Bruce McComb
Deputy Commissioner
Michigan Bureau of Lottery

Question: In today's competitive market, what can I do to increase my lottery sales?

Answer: The players must be aware that you sell lottery tickets. Agents are provided with promotional materials to alert customers that you sell lottery products. Door decals, posters, and danglers are available to you. Prominently display them at or near your sales area. Also, exterior signs will increase your lottery traffic.

Have your clerks ask for the sale. Many customers buy tickets on impulse.

Make sure you sell instant tickets throughout the game. If you run out of tickets before the end of the game, go to your lottery bank and get more. Each day you are out of tickets, you lose commissions.

The bureau runs special promotions periodically to help stimulate sales. Be sure to participate in these promotions. Extensive advertising on TV, radio, and in newspapers informs the buying public of these promotions. Also, agents can run their own special promotions such as second chance drawings, buy so many tickets - get one free, etc.

Develop a reputation for lottery service. Adequately staff your ticket sales area so the players do not have to wait an excessive period of time. By redeeming all winning tickets, the agents increase their traffic and their redemption commissions.

If you have any questions about the lottery, please send them to:

Associated Food Dealers
125 W. 8 Mile Road
Detroit, MI 48203

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.



Michigan Lottery
supports education.

Night At The Track

Kicks Off PAC



The first fund raiser for the new Political Action Committee of AFD was a fun night and a successful night. Everyone enjoyed a great dinner, Alan Saroki won a color TV set and Ed Derbab won a 5" portable TV set, and some others won at the track and some didn't. But, the main thing was that they all contributed to our new PAC Fund for use in up-coming elections to help get candidates elected who will be sympathetic to our Industry's needs.

It should be noted that the #1 goal agreed to by a special Task Force, the Executive Committee, and the Board of Directors was political action - political involvement - and legislative input.

The Night at the Track was our answer to that demand and AFD will continue in its new commitment to become a political leader.



The Seltzer Phenomenon

Original New York Seltzer
Opens Bottling Facility in
Michigan

The January/February edition of *The Executive* magazine states that "one man had the vision to fill an open niche in a highly competitive consumer field, develop a superior product, conceive and implement an extraordinary distribution and marketing program which translated into a thriving \$100-million company in less than two years."

This man is Alan Miller, Co-founder and Chairman of the Original New York Seltzer Company and recipient of the 1986 Executive of the Year award.

According to *The Executive* magazine, "...Original New York Seltzer was founded in 1982 by Alan Miller, chairman, and his son, Randy, president, who was 17 years old at the time. The two men believed that the craze for natural soft drinks had led to a gap in the market between syrupy sodas and bland mineral waters. They guessed that a



Arch Matsos, Original New York Seltzer's marketing representative for Michigan, conducted his first tasting at the Good Time Party Store in Northville.



Allen Miller, co-founder and Chairman of The Original New York Seltzer Co., was recently named Executive of the Year for 1986 by The Executive Magazine.

product which could fill the gap would have an enormous profit potential. They were right."

In fact, in the glass-bottled beverage market, the top profit makers are Coca-Cola, Pepsi and the Original New York Seltzer Company. From 1984 to 1986, Original New York Seltzer's sales increased by eightyfold. This type of growth is best described as phenomenal.

The person responsible for bringing Original New York Seltzer to Michigan is Arch Matsos.

Matsos, a former professional football player, discovered Original New York Seltzer at an ice cream parlor in southern California. He was so impressed by the product's quality that he convinced Alan Miller to let him set up a distribution system in the midwest.

In the beginning, Matsos conducted several tastings in Michigan party stores and restaurants. His first stop was the Good-Time Party Store, owned by Jim Roth, in Northville. Matsos allowed customers to sample the raspberry flavor and the results were 13 and a half cases sold in less than 3 hours. The results were just as impressive at Mr. Joe's Bar and Grill in Southfield.

Today, Arch Matsos oversees 24 Michigan distributors and his Original New York Seltzer is far and away the hottest selling seltzer (and perhaps beverage) in Michigan. The Pacific Ocean Pop Company, which is a division of Action Distributing, is the master distributor for Wayne, Oakland, Macomb Monroe and Washtenaw counties and is the top distributor of Original New York Seltzer in the country.

(Continued)

In fact, the product is now bottled at the Brooks Beverages plant in Holland, Michigan. This facility created numerous new jobs and produces 40,000 cases of Original New York Seltzer a week for the Michigan market. Much of this success is due to the efforts of Arch Matsos and the hard work of the beer distributors who took on the product.

According to The Executive magazine, "it (Original New York Seltzer)

pioneered a new method of marketing soft drinks, a method that taps into the strong distribution networks of independent beer distributors. The results: rapidly increasing market penetration for Original New York Seltzer as well as an excellent cash flow, since major beer distributors carry receivables whereas grocery store payments typically can take 30 or more days."

In addition to an innovative distribution system, the product boasts no caffeine, no artificial flavors and no artificial colors. According to the 45-year-old Miller, the product is "put through a 12-filter process called cold sterilization where every single micro organism is filtered out so by the time the product gets into the bottle it's crystal clean."

This fact, according to Matsos, is why Original New York Seltzer is not worried about the numerous other seltzers that have hit the market. "When people compare," says Matsos, "they choose the quality of Original New York Seltzer. Our product has been well received by consumers of all ages and Original New York Seltzer has earned its high level of brand loyalty."

What will this innovative company do for an encore? The answer is

in the packaging.



The new 12-oz. "plastic can" should prove popular with Michigan consumers.

Consumers in the Detroit area now have a new package to consider when they reach for a soft drink --- a see-through plastic can.

Made by Petainer Development Company, of Atlanta, Georgia, the eye-catching plastic container is being introduced in the United States by (guess who) the Original New York Seltzer Company.

Essentially the same size and shape of the familiar 12-oz. metal can, the plastic counterpart is made of PET

plastic, the material widely used to make 1-liter and 2-liter soda bottles.

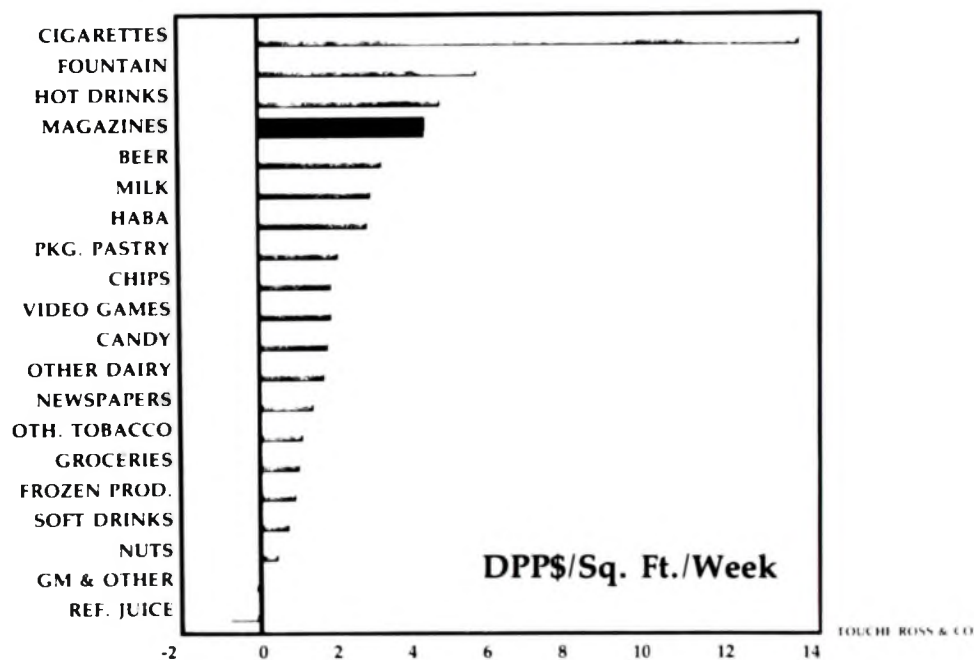
According to Lars Emilson, chief executive of Petainer Development Company, plastic cans have a number of "special appeals and advantages for consumers. The plastic containers' transparency enables consumers to see the level of drink remaining in the can, as well as the color of the product. Also, consumers like the look and feel of the plastic containers," he said. "They are easy to hold, pack, carry, store and drink from."

The Original New York Seltzer Company seems to have cornered a market that soft-drink companies and mineral-water producers had completely overlooked. Although powerful competitors are entering the market, this small family-owned company has the marketing savvy to remain the seltzer front-runner. □



Governor Blanchard's Deputy Chief of State, Nancy Austin-Schwartz, accepts the first case of Original New York Seltzer bottled at the Brooks Beverage Plant in Holland, Michigan from Arch Matsos. Brooks Beverages is currently producing 40,000 cases a week for the Michigan market.

Capitalize On Magazine Profit



Touche Ross & Co., the international consulting and accounting firm, recently completed a landmark study of the Direct Product Profit (DPP)* of twenty major categories in convenience stores and supermarkets.

This research shows magazines to be one of the highest profit categories in convenience stores. That's right! Magazines are Number 4 in DPP dollars pre square of floor space per week.

So if you want to maximize your store's profit performance, call us at (313) 925-7600. We'll send you more information regarding this important research study and help you capitalize on the profit power of magazines.

THE LUDINGTON NEWS COMPANY
1600 East Grand River • Detroit, MI 48211 • (313) 925-7600

* DPP is rapidly becoming the primary method of gauging profitability at retail by using gross margin and other factors such as pricing, stocking and shrink. DPP delivers a far more accurate view of what is truly profitable.

Ludington News and Easter Seals Society of Michigan

Working together to promote the
"Easter Seals Celebrity Cookbook"

Ludington News is presently working on a project to raise funds for the Easter Seals Society of Michigan. This project involves the distribution and media blitz of the Easter Seals Celebrity Cookbook.

The Celebrity Cookbook contains 100 favorite recipes of popular local and national celebrities. Personal favorites such as, "Jimmy Carter's Peanutty Chicken", "Johnny Gruss's Chicken Breasts in Champagne Sauce", "Bob Hope's Chicken Hash" "Richard

Kughn's Buttermilk Pancakes", and many more.

This cookbook is an important tool for the fight against birth defects and many other diseases - not to mention that it is a super cookbook. Your support of this project by advertising it in your circulars, by accepting floor displays, and alerting your store managers to this promotion would be greatly appreciated. A November release on this campaign is planned.

The advertising campaign that is being coordinated, via radio, T.V., and

newspapers, is to emphasize to the customer, the value of this product. Each time a book is purchased, both the purchaser, and Easter Seals are benefitted.

With a cover price of \$12.95, this cookbook will be sold to you under normal book purchasing terms, and of course it's fully returnable. The retailer has an excellent opportunity for added profits during the Holiday Season.

In addition, Easter Seals is the oldest and largest voluntary, direct health agency for disabled people in the United States. In the Metro Detroit area, over 800,000 children and adults received services from Easter Seals. Whether the disability is the result of a stroke, multiple sclerosis, a birth defect, cerebral palsy, or muscular dystrophy, Easter Seals is there to help. To further help the Society, Ludington News will be donating a percentage of the profits from the sale of this book.

It is hoped that AFD members help this become a tremendous success because it is for the greatest gift, the Gift of Life.

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1987 Golf Day & Evening

The largest turn out ever - more winners of door prizes than ever - more dollars towards AFD's Scholarship fund than ever - and the best time ever is how to sum up this year's Golf Day & Evening. One hundred eighty golfers and 220 for dinner, contributed over \$3,500 to the Scholarship Fund.

Mike Simon and Vito Guzzardo, our first Honorary Chairmen, each received an awards emblematic of their service to AFD.

Dean May, B & B Food Brokers won the week-end for two at Tree Tops, Sylvan Lake, in Gaylord, as the highlight of the evening festivities.

And: Acme Food Brokerage
Adolph Coors - Ameri-Con Brokerage -
Anheuser-Busch, Inc. - Archway
Cookies - Blue Cross/Blue Shield - Chi
Chi's - Cibo Importing - City Market-

ing. - Coca-Cola - Detroit Free Press
Detroit News Everfresh Juice - Faro
Vitale & Sons Faygo Frito Lay -
Gadaletto, Ramsby & Assoc. - Hiram
Walker, Inc. - Jay's Foods - Kar-Nut
Kowalski Sausage - London's Farm

Dairy - Marks & Georgens - Mel Larsen
Northland Brokerage - Paddington
Corporation - Paul Inman Assoc. -
Pepsi-Cola - Pfeister Company 7-UP
Bottling - Stacey's Town & Country -
Stroh's Ice Cream - Tappan & Assoc. -
Vic Wertz - all contributed dollars and
products for this great event.

So - to the Committee, the Con-
tributors - the Winners - and the Par-
ticipants **"THANKS!!"**



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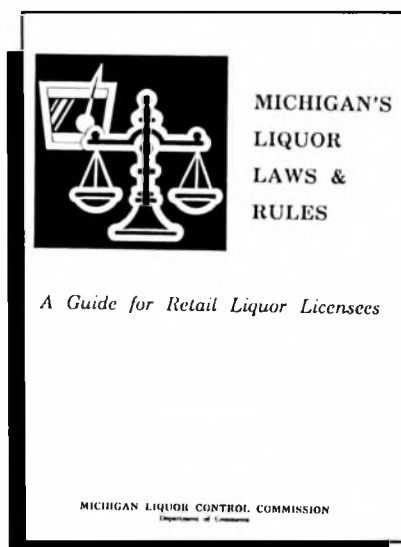
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LCC releases new, informative publications for licensees

A long-awaited new publication for Michigan liquor licensees is now available from the Michigan Liquor Control Commission.

The new publication, entitled "Michigan Liquor Laws & Rules — A Guide for Retail Liquor Licensees," explains a wide range of MLCC regulations and state laws that govern the daily operations of licensed establishments in an easy to read and understand format. The book deals with issues such as sales to minors, intoxicated customers, dram shop liability, drugs, violence, gambling, sexual activity, hours and days of operation, promotions and other areas of licensee concern.

"Our goal in developing this Guide was to provide an easy-to-use reference for Michigan liquor licensees and their employees," explained MLCC Chairperson Patti Knox. "Therefore, we



have focused only on those laws and rules which traditionally result in most licensee violations.

"Due to the seriousness of the violations, the first subjects covered are those dealing with serving to minors and intoxicated persons, followed by brief information on the Dram Shop liability statutes," she said.

Each section of the book is followed by a question and answer quiz, so the licensee can test his or her knowledge of the rules.

In addition to the booklet, a number of other fact sheets have also been produced. These sheets explain license qualification guidelines for each type of license issued by the Commission, along with application procedures.

The booklet and fact sheets are being distributed free to licensees. Liquor licensees can obtain copies from their state stores, while beer and wine licensees will receive them in the mail. They will also be available at all MLCC offices.

Knox, Warner re-appointed to MLCC board

MLCC Chairwoman Patti Knox and Hearing Commissioner Wallace "Butch" Warner have both been reappointed to the Liquor Control Commission by Gov. Blanchard.

The appointments assure Knox and Warner, both Democrats, spots on the Commission for the next four years.

Knox is the first woman to chair the MLCC. She was first appointed to the Commission in June, 1983. She was elected chairwoman in September of that year following the retirement of then-Chairman Joseph Wisniewski.

Warner was also appointed in 1983, filling the vacancy created by Wisniewski's retirement. Prior joining the Commission, Warner was employed by Michigan Bell and was a union activist for many years with the Communications Workers of America.

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

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 313/792-6355

Can you answer these questions?

(Answers on next page)

1. A young appearing customer produces a Michigan drivers license and two other pieces of ID indicating an age of 22 years. Your employee remembers this customer and believes the age is only 19. Must your employee sell the alcoholic beverages to this young person.
2. You employ a 16-year-old cashier in your party store. Can she ring up alcoholic beverages on the cash register.
3. Can you or an employee serve a drink to a customer who is intoxicated if the drink bought by a friend of the customer who is not drunk?
4. You have a small neighborhood convenience store with licenses to sell beer, wine and liquor. Can you be open on Christmas Day.
5. Your landlord wants you to sign a new lease wherein he receives 5% of the net profits from the business as the annual rent. Is this permitted?

Pepsi & Lem Barney Make... “A World Of Difference”

Next month, Detroit consumers will have the opportunity to join Pepsi-Cola and former Detroit Lions star, Lem Barney, in making “A World of Difference.” For each Pepsi-Cola coupon redeemed from the special home delivered insert, 10 cents will be donated toward the “World of Difference” educational efforts in the Detroit Public Schools.

The Pepsi-Cola insert will allow residents to contribute to a cause benefitting their own community and will inform them of the campaign’s objectives. The “World of Difference” campaign is designed to fight discrimination by highlighting ethnic understanding in Southeast Michigan.

Here are the answers (To the Questions on page 26)

1. No. It is your responsibility and that of your employees to ensure that no one under the age of 21 is sold alcoholic beverages. In the event you or an employee think that a person may be under the age of 21, do not sell alcoholic beverages regardless of ID shown.

2. No. An employee selling alcoholic beverages must be 18 years old. However, the employee can do other jobs.

3. No. A licensee of an employee may not allow an intoxicated person to consume alcoholic beverages, regardless of who buys them.

4. Yes. However, you must not sell any alcoholic beverages.

5. No. Only the licensee may take profits from a business.

Detroit residents are being made aware of the project through WDIV-TV programs, Detroit Free Press articles and teacher training seminars. By educating residents about various ethnic groups, project organizers hope to promote better human understanding among all members of the community. Detroit is the fourth city to date (of 30 planned nationally) in which the project is being implemented.

Lem Barney is representing Pepsi’s co-sponsorship of the project since his credentials as a community advocate are renowned. Affiliated with civic and charitable organizations from Children’s Hospital to the New Detroit Racial and Economic Justice Committee, Lem exemplifies the role individuals can play in making “A World of Difference” in their community. City retailers will be able to demonstrate their support of the project by donating “World of Difference” t-shirts and placing special point-of-sale materials in their stores.

In addition to Pepsi-Cola, sponsors of “A World of Difference” include the Chaldean Federation of America and the Detroit Chapter of the NAACP. Organized by the Anti Defamation League, the project’s list of endorsers includes Governor James Blanchard and Mayor Coleman Young.



NEW PRODUCTS AND SERVICES

What refreshing dessert tastes great, is 100% pure, comes in seven fascinating all-fruit flavors - and has fewer than 100 calories a serving? Gerard's Le Sorbet.

What sets Gerard's Le Sorbet apart from the growing number of imitators are its centuries-old recipe, its exotic flavors and the high quality of its pure ingredients. Fruit, water, and sugar. That's all.

The watchful eye of Gerard Belilty, America's only master sorbetier, sees that each of his fruits is flown fresh from the world's most favorable growing regions. Passion fruit from Brazil. Cassis from Gerard's native France. Raspberries and strawberries from Oregon. Mangos from



Florida. Cantaloupes and lemons from California.

Gerard's Le Sorbet is the ultimate in flavor and refreshment. And it satisfies both kinds of dessert lovers: those who want their taste buds seduced and those who want a treat that's 100% good for you.

It's unbelievably delicious, unmistakably healthy. It has no lactose, no salt, no cholesterol, and absolutely no fat.

America's one-of-a-kind, first-of-its-kind French fruit ice stands up to the toughest test of all: TASTE. For more information about Gerard's Le Sorbet, call or write:

Larry Snider, P.O. Box 07086, Detroit, MI 48207, (313) 567-3865.



Hobart Corporation is introducing a USDA-approved version of its popular 15 pound capacity food cutter, Model 84186U.

The exclusive USDA approval assures a non-degrading finish in the product zone, which makes this versatile cutter/chopper perfect for bulk deli items, stringy BBQ, meat and cheese spreads, fillings, and coarse sauces.

For more information, write Hobart Corporation, Advertising Department, World Headquarters, Troy, Ohio 45374.

Leveraging its heritage in the fruit business, Del Monte USA is entering the fast-growing, single-serve market through a newly developed broker sales organization to sell its Fruit Snacks and Fruit Blends line to new retail outlets.

Eight varieties of Del Monte Fruit Blends in 10-ounce single-serve pouches, will be sold beginning this month to retail trade outlets such as drug stores, convenience stores, mass merchandisers, candy and tobacco distributors in addition to grocery stores.

Explained Ewan Macdonald, president of Del Monte USA, "Del Monte USA has launched a new proposition focusing on immediate consumption products that we believe will not only benefit our company but the trade as well."

"To help ensure success, we've created a new broker sales or-

ganization to represent single-serve products exclusively."

Del Monte Fruit Snacks in 1.1-ounce, single-serve pouches are designed with see-through window packaging that reveals the product inside. Del Monte Fruit Blends are avail-

able in 10-ounce, wide-mouth, Plasti-Shield bottles that are offered individually or in four-packs.

Additionally, a cold box merchandising rack for Fruit Blends is available free to retailers who purchase at least six items.

"With per capita fruit juice consumption up more than 35 percent in the last decade, and fruit-based snacks growing by nearly 35 percent a year, Del Monte is confident that its leadership in the fruit business and the early success of these new products in other forms will transfer to the single-serves," Macdonald said.

He added, "Today, active consumers are conscious of health, nutrition and natural ingredients, and want products they can eat on the move. Our products meet these consumer needs."



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- A statewide network of Blue Cross and Blue Shield offices are ready to serve members.



CAN YOU REALLY AFFORD ANYTHING LESS?



NEW PRODUCTS AND SERVICES

Pepperidge Farm Introduces Two new Decorative Stripe Layer Cakes

Fashion is a concept that applies not only to apparel, but to foods as well. Consumers take pride in serving foods that not only taste good, but look good, too. In this light, Pepperidge Farm introduces two new, highly decorative, striped layer cakes—a dessert no busy homemaker would dare attempt on his or her own.

The Strawberry Stripe Cake is a tantalizing strawberry cake layer nestled between two golden cake layers and strawberry filling. Topped with luscious, natural strawberry-flavored icing and flakes of coconut, it tastes as fabulous as it looks!

The Chocolate-Peanut Butter Stripe Cake is a delicious chocolate cake layer sandwiched between two peanut butter

cake layers and peanut butter filling, topped with creamy chocolate-peanut butter icing. This variety offers con-

sumers one of their all-time favorite taste combinations as well as decorative eye-appeal.

These festive cakes are sure to turn any dessert or snack occasion into a special event. The Strawberry Stripe and Chocolate-Peanut Butter Stripe Cakes have a suggested retail price of \$2.19 per nineteen-ounce package and are available nationwide.



House of Sempe Now Launching Patented Prism Bottle Unique Design Makes Grande Reserve Sempe Perfect Gift

Disappearing Snifter Effect Took Three Years to Perfect

The renowned House of Sempe, Aignan-en-Armagnac, France is now launching a unique, patented Prism bottle containing an extraordinary blend of Grande Reserve armagnacs, in time for the upcoming holiday gift-giving season, it was announced today by Chester Brandes, U.S. Managing Director.

Three years in the making, the Prism bottle was created by one of the foremost designers of perfume bottles in the world, Serge Mansau, in his Studio Exurgue, in Paris. Mansau, who has

created award-winning bottles for Gianni Versace, Oscar de la Renta, Nina Ricci and Claude Montana, found a way to sculpt the bottle shape in such a way that three brandy snifters appear and disappear inside the bottle, depending on which side of the bottle is being viewed, and on whether it is full, half-full or empty.

"We wanted to create something that would excite super premium spirits enthusiasts by capturing the special qualities of elegance, taste, and exclusivity that has made Sempe the world's largest-selling premium armagnac. No other product in the world is available in a container created via this patented design process, and we feel confident that consumers will appreciate

the sleek, luxurious bottle that we are offering - for themselves and as a special gift," Brandes explained.

Armagnac is France's oldest brandy, predating cognac by at least 200 years. Dubbed the "velvet flame," armagnac is single-distilled—unlike cognac, which is distilled twice, thereby allowing more of the flavor and aroma elements to be retained.

Regal Brands, Inc. imports, markets and distributes Sempe Armagnac to the U.S. For more information, contact Michigan Crown Wine & Spirits Brokers in Southfield at (313) 424-8899.

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

BEVERAGES:

Adolph Coors Company	661-2262
Anheuser-Busch, Inc.	354-1860
Bellino Quality Beverages, Inc.	946-6300
City Marketing	871-0937
Coca-Cola Bottlers of Detroit	897-5000
Don Lee Distributors	584-7100
E J. Wiefman 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 Seltzer	374-2100
Pacific Ocean pop Company	591-2560
Pepsi-Cola Bottling Group	362-9110
Powers Distributing, Inc.	682-2010
R M. Gilligan, Inc.	557-4484
Serv-U-Matic Corporation	528-0694
Seven-Up Bottling Company	937-3500
Squirt-Pak	(616)396-0591
Stroh Brewery Company	567-4000
Towne Club Beverages	756-4880
Universal Wine Company	333-4300
Vernors, Inc.	833-8500
Vic Wertz Distributing	293-8282
Viviano Wine Importers, Inc.	883-1600
Warner Vineyards	(616)657-3165
Wayne Distributing Company	427-4400

BROKERS/REPRESENTATIVES:

Acme Food Brokers	968-0300
Acorn Oaks Brokerage	967-3701
Ameri-Con, Inc.	478-8840
American Food Association	478-8910
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
Pfeister Company	591-1900
Sahakian, Salm & Gordon	968-4800
Stark & Company	851-5700
United Salvage Company	772-8970

CANDY & TOBACCO:

Eastern Market Candy/Tobacco	567-4604
Fontana Bros., Inc.	868-8600
Liggett & Myers Tobacco Co	649-1318
Royal Tobacco & Candy Company	892-4747
Wolverine Cigar Company	554-2033

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:

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

FISH & SEAFOOD:

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

FLORISTS:

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

FRESH PRODUCE:

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

ICE PRODUCTS:

Midwest Ice Corporation	868-8800
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IMPORTERS/EXPORTERS:

Julian Importing Company	521-6975
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INSECT CONTROL:

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

INSURANCE/PENSION PLANS:

Blue Cross & Blue Shield	486-2229
Creative Risk Management Corp	792-6355
O 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
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:

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
Potok packing Company	893-4228
R E. Smith, Inc.	894-4369
Ray Weeks & Sons Company	727-3535
Regal Packing Company, Inc.	366-3100
Sheldon's Packing House	(517)834-2218
Smith Meat packing, Inc.	985-5900
Swift-Eckrich	937-2266
Thorn Apple Valley, Inc.	552-0700
Winter Sausage Mfg., Inc.	777-9080
Wolverine Packing Company	568-1900

MEDIA:

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

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 & Date 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
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Earl Keim Realty North	559-1300
Kryszak Enterprises	362-1668
O Riley Realty & Investments	689-8844

SERVICES:

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

SPICES & EXTRACTS:

Rafal Spice Company	259-6373
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STORE SUPPLIES/EQUIPMENT:

AC & S, Inc.	729-2210
Ameri-Pro Systems Corp	(419)693-3276
Belmont Paper & Bag Company	491-6550
Black Jack Iron Works	893-7677
Bunzl Corporation	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
Liberty Paper (Bunzl)	921-3400
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
Berne Food Services, Inc.	(616)694-9478
O S M Food Products, Inc.	491-3333
Detroit Food Service Company	842-2760
Empire Wholesale Company	447-8491
Foodland Distributors	523-2177
Food Marketing Corporation	(219)483-2143
Jerusalem Falafel Mfg	595-8505
Kap's Wholesale Food Services	961-6561
Lipari Foods	469-0131
M & B Distributing Company	893-4228
Metro Grocery, Inc.	871-4000
Northwest Food Co. of Mich	368-2500
Philip Olender & Company	921-3310
Rainbow Ethnic & Specialty Foods	546-0611
Raskin Foods	759-3113
Scot Lad Foods, Inc.	(419)228-3141
State Wholesale Grocers	567-7654
Zehnder's of Frankenmuth	(517)652-9925

ASSOCIATES:

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

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