

Associated Food Dealers

# THE FOOD DEALER

JANUARY/FEBRUARY • A MAGAZINE FOR THE MICHIGAN GROCERY AND BEVERAGE INDUSTRY • 1988

*Carefree*  
C U I S I N E

*Comes in Cans*



## *Inside:*

- Manufacturers Promote Canned Food Month
- 1988 — A Critical Legislative Year
- Latest Trends in Meat Marketing

## *Also:*

- Michigan Wine Steward
- News from DAGMAR
- Ask The Lottery
- And Much More

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# THE FOOD DEALER

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## Executive Director's Report

Joseph D. Sarafa  
Executive Director  
Associated Food Dealers

**1988** — a new year — a new office — a new group of Officers and Directors — and a new set of goals and objectives on which to build our New AFD.

As the baton is passed from one administration to another, from Tom Simaan to Sam Yono, it is done with a great sense of pride, accomplishment, satisfaction and with a sense of awareness of what we still must do for our industry, our association and for YOU our members.

In 1987, Tom Simaan and his team were our "architects". They drew the plans on which to build a new AFD. They selected the building site on which the new AFD would be built and they selected the contractors who would do the construction. Tom and his team did a great job, and thanks to them, our Committeemen and Task Force Members, and staff, construction is ready to start.

Sam Yono is our new "job foreman/superintendent", who, with his team of builders, will clear the land and lay the foundation on which the new AFD will stand.

This strong, new structure will feature two major dimensions. One will be our legislative and political representation and involvement to act for, and on behalf of, our members and for our industry. The other will be our membership services program that will offer those programs and activities that better serve our member investors. This will enable each to increase their profitability, enhance the image of AFD and our industry, bring together every segment of our industry, and seek the input and involvement of all of our members so that our voice will truly be that of the industry.

The "building" plans have been ap-

proved — building schedule finalized — contractors set — and the "ground breaking" has started. Our 1987

Shareholders Report illustrated our program. Our November Legislative Update confirms our commitment — and our Membership Development Committee demonstrated our creed — that our "members

come first"

So it has begun! The site is cleared and the foundation has been laid, the walls are being set in place, the roof is being readied, and the power is set to be turned on. When the switch is pulled and the new AFD is illuminated for all to see, it will confirm that "yes" there is a new AFD.

THE NEW  
**AFD**

## LETTERS TO THE DIRECTOR

Mr. Joe Sarafa  
Executive Director  
Associated Food Dealers of Mich.

Dear Joe:

I take this opportunity to express appreciation to the Associated Food Dealers and the Chaldean Youth Foundation for the 100 turkeys and the soft drinks which were provided for needy families for Thanksgiving.

The sensitivity to the less fortunate of our community is but another indication of the many contributions which are being made to the citizens of Detroit by both the Associated Food Dealers

and the Chaldean Youth Foundation, and both organizations are to be highly commended.

Please express my appreciation to each merchant, and also let them know that I stand ready to assist them in any way they feel I may be able to do so.

Again, thanks so much for everything and have a blessed Christmas.

John W. Peoples  
Councilman, City of Detroit

Dear Mr. Sarafa:

I was delighted to learn that the Associated Food Dealers of Michigan has donated \$2,000 to the Black Music Scholarship Fund, and I would like to take a moment to express my gratitude for this generous gesture. As a long-time member of the Senate Appropriations Subcommittee on Education, I have always placed a very high priority on education and the arts. Your contribution is truly a testament to the Associated Food Dealers of Michigan and this fine organization's dedication to helping others.

It is important to recognize those who are doing so much to contribute to the future success of our society through education. It is always an occasion of great joy for me to have the opportunity to thank them for their philanthropy. It is true that an organization is only as zealous as its leaders, and the fact that the AFD of Michigan is the oldest and largest trade association in our state speaks eloquently of the leadership it has had over the years.

"The Great law of culture is: Let each become all that he was created capable of being." — *Thomas Carlyle*

I join with your dear family, your colleagues, and our entire community in thanking you and the AFD for this wonderful scholarship donation. Please do not hesitate to call on me whenever I may be of service.

Warmly,  
Senator Jackie Vaughn III  
Associate President Pro Tempore  
The Michigan Senate

Year after year, The Associated Food Dealers of Michigan works diligently to expand the honor of an honorable profession.

Sincere best wishes to the new Officers and Directors



*Louis J. Stephen*

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## Chairman's Report

Sam Yono  
Associated Food Dealers

**F**or the first time in many years, the State Legislature adjourned in December without passing any bills adversely affecting the food and beverage industry. These results are due in large part to the tremendous work done by Jim Karoub, Mike Ranville and their associates who are our lobbyists in Lansing. But much of this could not have been accomplished without an active involved network of AFD members who contacted their representatives and contributed to our PAC in support of AFD positions.

In addition, AFD's growing stature

in the legislature has served as a deterrent for those who want to introduce legislation that would have a negative

## Our Lobbying Efforts Pay Off

impact on the food and beverage industry. This type of political presence is most advantageous to AFD, but is lost when the effort is not sustained. Therefore, those of you who weren't involved and are not AFD members, should do

one thing now — join! Do your fair share and join with the many AFD members who are doing theirs. Without your effort, all of us will be paying a great deal more to conduct our businesses in the State of Michigan.

Our thanks goes out to those of you who took the time to be involved in the legislative system in 1987 by telephoning, by writing and by seeing your legislators. These types of actions are an absolute must for any association's legislative program to work. It is due to the efforts of those involved people that we don't have more problems.

And speaking of involved people, it is with great pleasure that I announce the appointment of our 1988 Political Action Committee officers: Jerry Yono, President; Nabby Yono, Vice President; Mark Karmo, Secretary; Joe Sarafa, Treasurer; Richard George, Chairman of Fund Raising; Mel Larsen, Chairman of Candidate and Issues Selection.

Gentlemen, thank you very much for agreeing to serve on this most important committee. You have my support and I will urge our members to do the same.

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## ASK THE LOTTERY

By Bruce McComb  
Deputy Commissioner, Michigan Bureau of Lottery



**Question:** What do I do if my terminal goes down?

**Answer:** The Bureau of State Lottery presently has approximately 3,900 agent locations with on-line lottery terminals. The terminal performs several functions. It prints wagers, validates winning tickets, and provides the agent with accurate business reports. The Bureau has experienced very few problems with the terminals that are now being used by the agents; however, occasionally some downtime does exist.

There are basically three causes for a terminal to malfunction. One is a mechanical problem with the terminal itself, second is a problem with phone lines, and third is improper operation of the terminal by the agent. 97% of the downtime is a result of phone line problems, 2% is due to mechanical problems with the terminal or optical

mark reader, and 1% is due to improper operation of the terminal.

The terminal is connected at all times to the Bureau's central computer via dedicated telephone lines. We are continually working with the various telephone companies throughout Michigan attempting to improve service to agents.

Whenever a mechanical problem occurs, the agent should telephone the Bureau's Hotline at 1-800-432-3669 for assistance. Hotline operators are on duty to assist agents seven days a week from 6 a.m. to 11 p.m. They should be called if a problem exists with the terminal or optical mark reader.

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



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# Carefree C U I S I N E *Comes in Cans*

## Canned Foods Industry Seeks to Improve Image of its Products

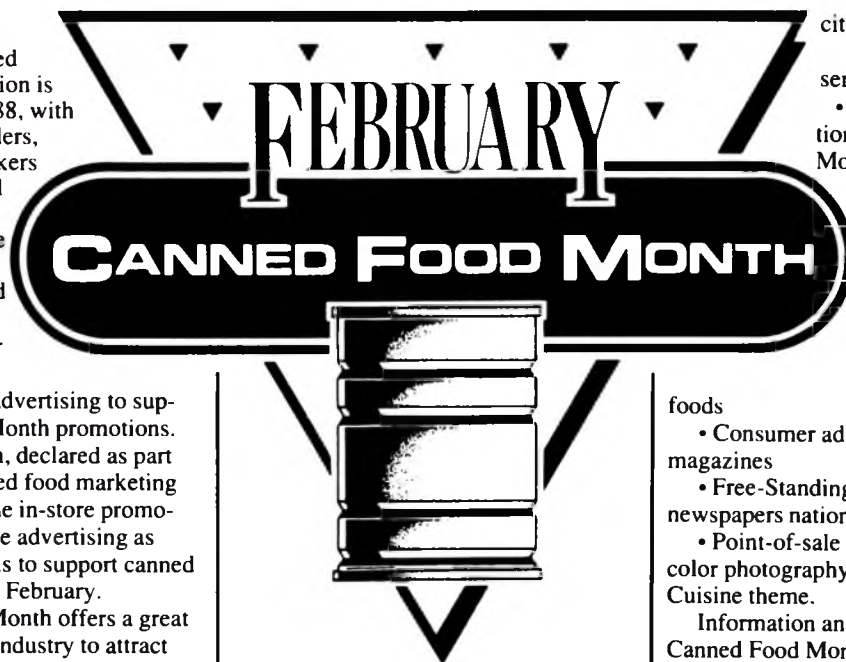


industry-wide Canned Food Month promotion is set for February, 1988, with manufacturers, retailers, wholesalers and brokers nationwide expected to participate in programs to promote canned products.

The Canned Food Information Council (CFIC) has plans for national public relations activities and advertising to support Canned Food Month promotions. Canned Food Month, declared as part of the national canned food marketing program, will include in-store promotions and cooperative advertising as well as supplier deals to support canned product sales during February.

"Canned Food Month offers a great opportunity for the industry to attract consumer attention to the convenience and nutrition benefits of canned foods, while selling product and encouraging its use. The industry benefits from greater exposure for canned foods and the consumer benefits from increased knowledge of a viable and important convenience product," said John Porter, Vice President of Dole Packaged Foods and chairman of the

*February Is Canned Food Month*



Canned Food Marketing Committee.

In addition to contacting major industry associations, retailers, wholesalers and suppliers about participating, the CFIC plans to support Canned Food Month with the following activities during February:

- Special advertising/editorial section in Woman's Day magazine
- Spokesperson media tours to major

cities

- Radio news release series on canned foods
- Governor proclamations of Canned Food Month

- Deliveries of Canned Food Month gifts to radio dee-jays in major cities

- Newspaper color feature sections on canned

foods

- Consumer advertising in national magazines
- Free-Standing-Insert in newspapers nationwide
- Point-of-sale materials featuring color photography with the Carefree Cuisine theme.

Information and sales materials on Canned Food Month can be obtained by contacting the Canned Food Information Council, 500 N. Michigan Avenue, Chicago, IL 60611, (312) 836-7279.

(Continued on Page 10)



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# Convenience Lures Consumers to Canned Foods

**C**onsumers today are looking for convenience, and canned food is playing a major role in that trend. More than 1,500 foods are available in cans, allowing quick, creative cooking straight from the cupboard. Canned foods can be stored up to two years without refrigeration and are available in reduced-calorie and low-sodium varieties. Convenience and selection, plus new processes that improve flavor and texture, make canned foods a great option for busy cooks.

Convenience in this case is not at the expense of nutrition. A 1987 study by the Food Marketing Institute shows the top three concerns of grocery shoppers are the salt content, vitamin/mineral content and sugar content of their food. These concerns are easily addressed with canned products. Most manufacturers have reduced significant-



ly the salt added to their regular products in the last five years. There also are canned vegetables, soups and specialties with no salt added and reduced sugar that are stocked next to regular brands in most supermarkets. Nutrition studies by the National Food Processors Association (NFPA) and the Institute of Food Technologists show canned foods to be comparable to fresh and frozen foods when prepared for the table.

"Canned foods make an important nutritional contribution to many people's diets," says Betty Peterkin, Associate Administrator of the Human Nutrition Information Service at the U.S. Department of Agriculture. "Canned foods are almost always more convenient than fresh and frozen foods, although I don't believe that fresh foods should be eliminated entirely," she adds.

Here are some of the newer items in the canned foods category:

- Dozens of canned foods are available in low-sodium or no-salt-added varieties.

- Nutritional and sodium labeling is found on most canned foods including juices, fruits, vegetables, meats, soups and specialty products. A study by the NFPA found that more than 60 percent of canned products now feature sodium information on labels, more than double that of four years ago.

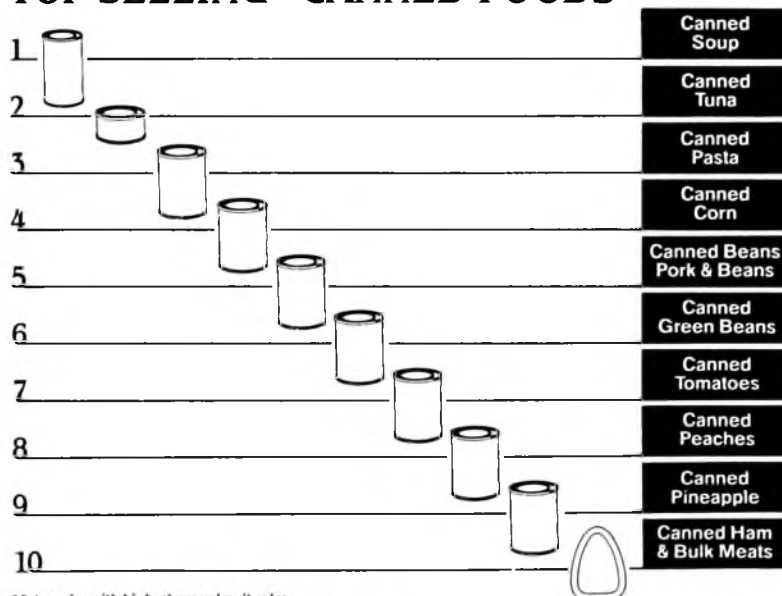
- Canned fruits packed in fruit juice or light syrup usually are lower in calories than fruit in heavy syrups. Labels will indicate the type of syrup.

- Some brands of canned green vegetables, including peas, spinach and green beans, are specially processed to retain their bright green color. Veri-green (TM) processing uses a special coating on the can's interior that protects the chlorophyll content of the food. Vegetables canned by the Veri-green (TM) process show its logo on the label.

- Juices packed in single-serving cans are very convenient. Look for low-salt varieties and juice from concentrate. Read labels carefully to differentiate between fruit drinks and fruit juices.

- Single-serving cans of vegetables, fruits, main dishes and sandwich items

## TOP SELLING\* CANNED FOODS



\*Categories with highest annual unit sales  
Source: Selling Areas-Marketing, Inc. (SAMI) July, 1986

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## Aggressive Marketing Credited With Increased Sales

**T**he July issue of a leading food industry publication credits the national canned food marketing program with increasing category sales in 1986. According to the Supermarket Sales Manual issue of *Progressive Grocer* magazine, "an aggressive industry advertising and promotional campaign has helped put canned fruit back on track with consumers."

The magazine attributes a 4.3 percent increase in canned fruit sales in 1986 to the canned food marketing program, which began in 1984. The 1986 increase is in addition to a 2.6 percent gain the previous year. Canned fish sales also rose in 1986, up nearly 4 percent from 1985, when sales rose at a similar rate over the previous year. Canned meats experienced slight growth last year as well, largely due to the popularity of ethnic foods and growth in traditional canned meat segments such as chili, stew and hash.

The canned food marketing program, supported by annual voluntary contributions by canners, can makers and steel suppliers, seeks to correct misconceptions and alert consumers to the benefits of canned foods. "Our goal is to educate consumers about canned products and communicate the value they offer to today's convenience-minded consumers," said John Porter, Vice President of Dole Packaged Foods and Chairman of the Canned Food Marketing Committee.

The marketing campaign, which combines public relations and advertising, focuses on attractive presentation of canned foods with emphasis on fast and easy recipes. The Canned Food Information Council's color cookbook, *Carefree Cuisine*, full of "surprisingly sophisticated recipes" using canned foods, is distributed free through publicity. The 1987-88 marketing effort also includes consumer print advertising, a canning plant tour and informational materials for consumer food editors, media tours to major cities by a



**"...people have a tendency to think the can is old-fashioned."**

CFIC spokesperson, and an industry-wide trade promotion, Canned Food Month.

Now in its fourth year, the marketing effort is making a difference, says *Progressive Grocer*. "We started the campaign because people have a tendency to think the can is old-fashioned," said Roger Coleman, Vice President of the National Food Processors Association, one of the associations sponsoring the effort. "But if the can were invented today, everyone would be saying it is wonderful."

The *Progressive Grocer* review of supermarket sales also indicated that soup, much of which is canned, posted a 2.7 percent increase in 1986 and canned vegetable sales in 1986 were relatively flat after modest gains over the past two years.

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## CANNED FACTS

**T**he goodness and nutrition of canned foods are making a comeback with consumers! Canned food sales in 1986 were up for the second year in a row thanks to consumers' interest in the convenience and nutrition of canned products. Canned foods bring the bounty of the nation's harvest conveniently to your customers' table year-round.

Many of us remember eating canned foods as children, but advancements in recent years have improved the quality and technology of canning. Did you know:

- There are 700 canning plants across the country that pack 17 billion cans of food each year.

- Canned foods account for 12 percent of grocery sales nationwide.

- Over 1,500 varieties of foods — from abalone and artichoke hearts to zucchini — are available in cans.

- Canned foods retain their high quality and nutrition for many months, even years, without refrigeration.

- More than 40 different varieties of beans, 75 kinds of juices, 130 vegetable products and mixtures and 100 different kinds of soups and stews are available in cans.

- Some of the more unusual foods found in cans include lupini beans and elderberry and guanabana juice.

- Almost 90 percent of tomatoes and 95 percent of all beets harvested in the United States are made into canned products.

- Fruits and vegetables are picked at the peak of ripeness and in about three hours are sealed into a can.

People who once thought canned foods contain additives and preservatives are learning differently. The heat sterilization of the canning process preserves food without additives or preservatives and the can protects its contents from contamination.

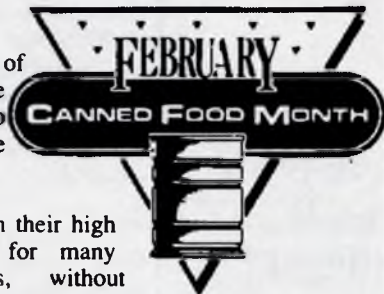
### Consumers Like Convenience of Canned Foods

(Continued from Page 10)

like canned chicken, tuna and ham are available.

- Canned meats, seafoods and poultry items are perfect for making salads and sandwiches.

Also, a note to the calorie conscious — canned vegetables and fruits often have similar calorie counts to their fresh or frozen counterparts, so they fit conveniently into a calorie-reduction diet.



## Michigan Wine Steward

Answers to the most asked questions about Michigan wines.



By Joe Borello

**Q:** How well do Michigan wines age?  
*T.O., Three Oaks*

**A:** For the most part, Michigan wines are ready to drink within a year after harvest and best consumed within three to four years. Varieties like Chancellor, Chardonnay, Seyval and late harvest Vignoles, however, have aged nicely through five or six years. There is currently an increase in the use of barrel aging by many wineries and this will definitely add to the longevity of well-made premium wines.

**Q:** Does Michigan grow any wine grapes other than the French/American hybrid varieties?  
*G.M., Grandville*

**A:** Yes. I assume you're referring to the more well-known varieties called Vitis Vinifera commonly grown in Europe and California. The most recognized, and to date the most successful variety is Riesling. This grape seems to adjust to Michigan's cool climate quite well, and many growers are expanding their plantings of this popular wine grape with sights on producing some fine Michigan wines to rival their world counterparts. Other traditional wine grape varieties increasingly found in Michigan vineyards are: Pinot Noir (considered exceptional for sparkling wine), Merlot, Chardonnay and Gewurtztraminer. Every year finds additional experimental vineyard plantings throughout the state with more and more success.

**Q:** I recently purchased a bottle of white Michigan wine with the word "Reserve" on the label. What does that mean?

*M.Y., Clare*

**A:** "Reserve" means some of the wine's original juice was held in "reserve" to be added after fermentation to sweeten the wine. In many cooler wine regions, such as Michigan and Northern Europe, the grapes may evolve to maturity before a high sugar level is reached. Consequently, because of lower natural sugar and alcohol content, wines produced in Michigan could often legally qualify as light or low calorie. To sweeten premium wine, fermentation is either stopped early at the desired residual sugar level or naturally sweet juice of that particular grape is added. These wines are labeled Reserve or Demi-sec and are usually made in the style of the semi-dry wines of Germany.

## From the Michigan Liquor Control Commission

by Daniel L. Sparks  
Michigan Liquor Control Commission



**S**ome of the questions most frequently asked of the Liquor Control Commission concern the role which local units of government play in the licensing process when the license involved is an SDD or SDM license.

First, when the Commission receives a request for a new SDD or SDM license, or for a transfer of a license, the Commission notifies both the police department and the city where the store is located. This is done because under the Liquor Control Act and the Commission's rules both the local police and the city are required to take part in the investigation process. The police are required to investigate the parties who will hold the license, to notify the Commission whether or not the location where the license will be located meets zoning requirements and to give the Commission their opinion as to whether or not the license should be approved.

The letter which the Commission sends to the city asks that the city notify the Commission within 15 days if the business location does not meet code, zoning or health requirements. Thus, if the Commission receives no answer from the city it is assumed the location is in compliance.

What causes confusion among those applying for licenses is the fact that every city and township has set up its own system for processing license applications. Because there are so many different systems, it is impossible to make generalizations that apply in all cases. For instance, even though for SDD and SDM licenses the Liquor Control Act does not require the city council or township board to approve license applications, there are many cities and townships where every license application is reviewed at a council or board meeting.

Frequently, the person applying for


the license is either invited or required to attend the meeting and may even be called upon to testify and answer questions.

Similarly, the investigation conducted by the police agency varies greatly from place to place. In some cities the police conduct a detailed investigation of all parties who will be involved in the licensed business. This may include such things as checking into an applicant's personal background, requiring verification of the source of all money to be used to set up or purchase the business and checking into whether an applicant who is or has

been licensed at another location has had liquor violations.

Also, several cities and townships have begun charging fees to conduct liquor license investigations. Normally these fees are non-refundable, even if it turns out the license is not approved.

I hope this brief description of the role of the local unit of government makes two points. First, the process that a license applicant goes through at the local level varies greatly and is a process over which the Liquor Control Commission has absolutely no control. More importantly from the license applicant's standpoint, it may take a considerable amount of time to complete the investigation at the local level. Because the Liquor Control Commission cannot make a decision on a license application until the police report is received, a long investigation procedure by the police or a city frequently adds a significant amount of time to the license processing period.



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# 1988

## A Critical Legislative Year

By Robert O. Aders, President, Food Marketing Institute

The year 1988 will be crucial, legislatively, for the food distribution industry. It will be the time when the current Congress votes on a large number of issues with major impact on both retailers and wholesalers.

Since Congress operates in two-year sessions, the pattern follows that most legislation is introduced during the first year, and comes to vote during the second. Thus in 1987, we've had an avalanche of bills put into the hopper, with most now awaiting final disposition. We have reason to be very concerned with what happens to these bills in 1988, not only because much of this legislation impacting our industry is poorly conceived, but also because outside forces may affect the outcome.

As the end of a Congressional session grows closer, pressure to pass legislation intensifies. If a bill is not acted upon during the two years, it is lost, and must be reintroduced in subsequent Congresses in order to be considered. Proponents pull out all the stops to avoid this happening. It is during this rush toward adjournment that bad legislation is sometimes enacted, simply because those who might otherwise question it or oppose it, yield to pressure to dispose of the matter and get on the next item of business. This becomes a particularly difficult time to get a Senator or Congressman's attention. It means that we, in the food industry, make our concerns known to them early in the game.

Here are some of the major issues contained in legislation before the Congress, and how our "people intensive

business" would be adversely affected.

(1) Mandated Health Care Benefits. The bills involved are S. 1265 (Senate) and H.R. 2508 (House). The legislation mandates that all employers provide all employees working a minimum of 17-1/2 hours a week with a specified level

of health insurance. The coverage must include hospital care, physician care, diagnostic tests, prenatal and well-baby care, and catastrophic coverage.

Employers must pay 80% of the premium, and the entire premium for employees making \$4.19 an hour (indexed for inflation) or less.

The long-range implications of this legislation are enormous. What is being proposed is a complete shifting of the legal responsibility for the nation's health care to employers. As an example of its impact, the bill would add an estimated 20 percent to the cost of full-time minimum wage workers; and 44 percent to the cost of a 20 hour-a-week minimum wage worker.

FMI strongly rejects the suggestion that employers be substituted for the federal government as the provider of mandatory health insurance. The voluntary private benefits system has been extremely successful in providing for the vast majority of Americans, but a mandatory program would change all that. Employer-sponsored voluntary programs are by far the largest source of health insurance coverage today in the U.S. These programs are tailored to the needs of a company's employees. To have the government now mandate the type of coverage that must be provided would not only result in insurance programs in many instances not relevant to the type of employee covered, but

would also preclude employers from arranging the type of coverage most suitable for their employees. For example, a grocery store with many young, part-time employees would have to have the same mandatory coverage as a steel mill with highly-paid, long term workers.

(2) Mandated Family and Medical Leave Bills H.R. 925 and S. 249. These bills require all employers with 15 or more employees to grant 18 weeks of unpaid leave within any two-year period to all employees to care for newborn, newly adopted and sick children and to care for a sick parent; grant 26 weeks of unpaid disability leave to all employees within any one year period; guarantee re-employment at the same or equivalent position; and continue health benefits for the employees on leave. The leave would have to be offered to all employees on the job over three months.

FMI believes that parental and disability leave are benefits that should be tailored by employers to individual circumstances, not made mandatory through government edict. Mandated benefits do not result in an increased benefits "pie." They simply mean that one special interest has dictated one part of everyone's compensation package. As a result, other benefits — equally or more desirable to many employees — would have to be eliminated or reduced.

(3) Minimum Wage Increase-Legislation introduced by Senator Ted Kennedy and Representative Augustus Hawkins (S. 1837 and H.R. 1834) would increase the current minimum wage to \$4.65 an hour over a three-year period and then index the wage to provide for yearly increases.

FMI strongly opposes the increase in the minimum wage because even proponents of the bill concede that it would mean loss of many entry-level jobs. And we know from experience the ratcheting effect of minimum wage increases.

Those pushing these bills base their projections on the wage needs of a head of a family of four, working full time. This is a misleading description of the typical minimum wage earner. About 40% of all minimum wage earners are teen-agers, and over 60% are under age 24. Nearly two-thirds of minimum wage earners are part-time employees. The minimum wage is clearly an entry-level wage.

Robert O.  
Aders  
President  
FMI





## News From DAGMR

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



**H**earty congratulations are in order for everyone involved in the Operation Food Basket in 1987, especially Bert Cohen and Clayton Middleton. Operation Food Basket had its best year ever, collecting over \$329,000 in food items that were distributed by The Salvation Army. Our thanks to all our members and friends for their generous donations and here's to an even greater year in 1988.

For this our second column about DAGMAR, I thought I'd take the opportunity to introduce one of our DAGMAR members...Mark Meade, District Manager of Hormel. Mark is a graduate of the University of California at Santa Barbara, and has been with Hormel for 17 years. During his tenure with Hormel, Mark has lived in Los Angeles, San Francisco, Minneapolis, St. Louis plus he has traveled to 53 countries for Hormel International. His foreign travel has been extensive in the Orient, South America, Central America, Australia and the Middle East. Mark lives in Rochester with his wife and two children.

Here are some merchandising ideas that could be used by member dealers based on Mark's travel and experience in the food industry.

Food shopping is something that every family has to do but it does not have to be boring. Some food chains are making shopping really exciting.

Two of the most exciting food chains in Mark's experience are Byerlys in Minneapolis and Deirberg's in St. Louis. Both chains feature carpeted aisles, polished apples and such things as instore cooking schools. These stores not only have bakeries but they have both French and American bakeries. In addition they each have on-staff dietitians to help customers plan menus.

When Deirberg's begins to stock a new item, it is always featured at a special end aisle display specifically set aside for new items. Each new item has

a tag telling the shopper where the product can be found within the store. To a customer, nothing is as frustrating as seeing an item advertised and not be able to find it in the store... and it probably is there. This is an excellent way to let your customer know you care and you want to make their shopping not only easier but you are also furnishing information about new products on the market. This same marketing approach is used in record stores as well as book stores very successfully. With the new item display the stores as well as the principals (through advertising) share informing the customer the item is available.

Going to the grocery store is like

going to the doctor; the customer wants something but many times he or she does not know what it is. The store that makes the suggestion stands a better chance of increased sales.

An example...the number one consuming market for Spam is Guam where stores sell Spam next to peas and the two products together are used in a popular local dish.

Many stores go into short term promotions of putting whole menus of suggested items together, but most do not do them on a consistent basis. With some forward planning a display area can promote seasonal and/or whole menu suggestions, with different items featured weekly. Mix low margin with high margin items for greater profits.

Many times grocers judge products as being seasonal. Mark says that Hormel sells as much chili in August as they do in January.

Look to your manufacturer representatives for ideas on merchandising. We're all in this together.

**ELECTRIC**

**ELECTRIC HEAT IS SO PRECISE, IT'LL EVEN CONTROL YOUR TEMPER.**

Electric cooking units give exact temperature control. Time after time. Without variation. Without aggravation. Human error is practically eliminated because electric cooking is so automatic. Your end result is consistently high-quality products without wasting the system's energy. Or yours. From broilers to fryers, it's wise to *electricize*.

**Detroit Edison**

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ASSOCIATED  
**72nd ANNUAL**  
**PENNA'S**  
FRIDAY, FEBRUARY 19, 1993  
**"WINE AND DINNER"**

**RECEPTION**

6:00 - 8:00 p.m.

*"Billy Rose Trio"*

Sponsored by  
COCA-COLA BOTTLERS OF DETROIT



**DINNER**

8:00 - 9:30 p.m.

*"Dessert Bar"*

Sponsored by  
BORDEN, INC.

*Table Wines by*  
MONSIEUR HENRI WINES LTD.

*Nuts by*  
KAR NUT PRODUCTS

**PROGRAM**

9:30 - 10:00 p.m.

- Introductions
- Presentations
- AFD Up-Date

**MID NIGHT DRAWING**

*Must be present to win*

- Trip for 2 to Chicago & the Drake Hotel
- VCR
- 35mm Camera

Prizes Sponsored by BORDEN, INC.

**TRADE DINNER  
COMMITTEE**

Art Robbie  
Fran Munaco  
Firyal Yono  
Lamia Arcori  
Louis Stephen  
Mark Karmo  
Virginia Viviano  
Bernie Karmo



DEALERS'  
MADE DINNER  
TERLING  
Y 12, 1988  
IR VALENTINE"



SHOWTIME

10:00 - 11:30 p.m.

Rod Coden Show

ROD CODEN SHOW  
A Comic Act "Extraordinaire"

JOEY VAN  
World Re-Known Comic  
Impressionist



Joey Van

Sponsored by  
**KAR-NUT  
PRODUCTS**

DANCING

11:30 - 12:30 p.m.

Featuring the  
"Percussionists"

CARICATURERS

*Julius Farago*  
and  
*Lindsey Press*  
(Throughout the Evening)

Centerpieces and Bottled Water  
provided by  
**ABSOPURE WATER CO.**

ADIEU

12:30 p.m.





## Industry Happenings

### Faygo Elects New President

National Beverage Co. recently announced the election of Stanley M. Sheridan as President of Faygo Beverages, Inc., its Detroit-based soft drink subsidiary.

"Faygo's aggressive management team further strengthens our growth strategy through regional share dynamics," said Nick A. Caporella, Chairman and Chief Executive Officer of National Beverage Corp.

"Faygo and Red Pop are Michigan traditions," said Sheridan. "Our customers are loyal to us and we to them," he continued.

Faygo Beverages, acquired by National Beverage earlier this year, bottles and distributes 32 flavors throughout Michigan and 31 other states. The Company, founded in 1907 by two immigrant brothers, first distributed Faygo from a horse-drawn wagon traveling the streets of Detroit.

National Beverage Corp., a private-

ly-held Florida-based holding company, owns and bottles Faygo Beverages, Shasta Beverages, Spree All Natural Beverage and private label brands in its 12 bottling facilities throughout the United States. Its unique distribution network provides the company with the only national warehouse delivery system within the soft drink beverage industry.

### What's In Store For You

Takeout food is "hot". Deli drive-thru service. Microwave mania. Grazing. More emphasis on employee training. Experienced foodservice chefs in deli kitchens. More upscale foods. Spreadable butter. DPP space management.

These dairy-deli-bakery operation and consumer lifestyle trends and many, many more have been compiled and developed for you in IDDA's latest trends publication called, What's In Store.

Think of how many times a week you need to source dairy-deli-bakery

information in a hurry. If you don't already have a copy, "What's In Store" would be a good resource for you to have at your fingertips.

In this annual trends analysis, IDDA staff have compiled current department and product growth trends for dairy, deli, bakery and cheese center retail departments and have highlighted "what's in store" for these departments in the future.

What's In Store also summarizes some of the major consumer lifestyle trends that are driving our marketplace, for instance, convenience foods, an aging population, better educated consumers, soaring ethnic food sales, smaller households, the health and fitness craze, etc. In addition, the report covers food distribution trends, product management, equipment and packaging trends.

If you'd like to order, What's In Store, send your check to IDDA, P. O. Box 5528, Dept. PR, Madison, WI 53705. IDDA members can purchase the report for \$50, and nonmembers, \$150.

### Franco To Do Public Relations For Zehnders of Frankenmuth

Anthony M. Franco, Inc. has been named public relations counsel for Zehnders of Frankenmuth, Inc. The venerable Michigan corporation includes the well-known Zehnders of Frankenmuth restaurant, Zehnder Food Products and Frankenmuth Golf & Country Club.

The Franco agency, Michigan's largest public relations firm and the 14th largest independent public relations firm in the country, will counsel on internal and external communications and will be involved in marketing communications for the growing Zehnder Food Products division.

Zehnders of Frankenmuth restaurant has a 125-year reputation for good food and warm hospitality. In recent years Zehnder Food Products, Frankenmuth Farms and Zehnders brands have become available at retail outlets throughout the region. In 1984, Zehnders purchased the Frankenmuth Golf & Country Club with its popular nine-hole golf course. Since that time, Zehnders has made nearly \$1 million in improvements to the facilities.

### Do You Accommodate The Elderly?

As time continues, the number of elderly shoppers visiting your store will continue to increase. Currently people 65 and over account for 11 percent of the American population and that number is steadily rising. One grocery store trying to aid the elderly is the Great Scott Supermarket in Evansville, Indiana. They have recently added wheelchair/grocery carts to help make shopping easier for the elderly people bound to wheelchairs.

Recently FMI has come out with a book entitled "Aging: Everybody's Doing It" which addresses the subject of how grocers can assist in making the shopping experience a little easier for the older members of our society. A few of the topics mentioned that grocers and their employees should be on the lookout for are the handicaps that come with growing old, such as, deteriorating eyesight, hearing-loss, strength and agility. We come to take many of these things for granted in

life, but sooner or later we will be one of the elderly.

Cashiers can help by reading off each item's individual price along with the final total at the checkout counter because the elderly may have a difficult time reading the price on the cash register. Cashiers should also be patient when it comes to the elderly counting out money at the checkout counter.

Another service you may offer is to package meat in smaller quantities for those older persons that are not able to use the standard amounts. Considerate employees should also be ready to aid the elderly with shelf items they cannot reach or find and with separating shopping carts and unloading groceries. All of these items will help you accommodate one of the fastest growing consumer groups in America.

*Reprinted from Grocers Register June 1987 (Indiana Retail Grocers Association)*

# THE WORLD'S MARKETPLACE

"Why in the world  
should you attend  
the 1988  
FMI Convention?"

"It's the best place  
in the world  
to look beyond  
the day-to-day and  
glimpse business  
opportunities  
that lie ahead."



## PLAN NOW TO TAKE A LOOK AT THE FUTURE!

Whether your "world" covers a neighborhood, city, or region the FMI Convention is the marketplace for new ideas, opportunities, and information to make *your* business prosper. It's the industry's "idea machine", fueled by over 1,000 exhibiting companies showcasing the full range of products, services, and equipment for the supermarket.

The FMI Convention keeps getting bigger and its unique "show-within-a-show" format keeps making it better! Whether your responsibilities lie in grocery, general merchandise/HBA, perishables, equipment, or in-store services you'll find exhibits—as well as a full complement of operational workshops—tailor made just for you. All educational workshops focus on the

"how to's" of successful merchandising, management, operations, and advertising and are designed to help propel profits to new heights!

If you've attended the FMI Convention, you know it's a working show that also includes a good measure of fun and entertainment. If you've never attended, this is the year to explore what has become the marketplace for supermarkets from around the globe—and around the corner—the FMI Annual Convention.

Set your sights on Chicago!

Find out more about all the FMI 1988 Convention has to offer by returning this coupon or calling FMI today! (202) 452-8444.



Attend the  
Food Marketing  
Institute's  
1988 Supermarket  
Industry Convention  
May 8-11,  
McCormick Place  
Chicago

### THE WORLD'S MARKETPLACE

TO: MARY OLSEN  
FMI CONVENTION SERVICES DEPT.  
1750 K STREET, N.W., WASHINGTON, D.C. 20006

Please send me information and a registration form for the 1988 FMI Supermarket Industry Convention, May 8-11, as soon as it is available.

Name \_\_\_\_\_ Title \_\_\_\_\_

Organization \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

## *Latest Trend in Meat Marketing*

# Branded, Case-Ready Red Meats Now Appearing in Grocers' Meat Display Cases

**A**fter a decade of flat red meat consumption and brand marketing lessons from poultry companies, processors of beef, pork, lamb and veal are now marketing brands of their own.

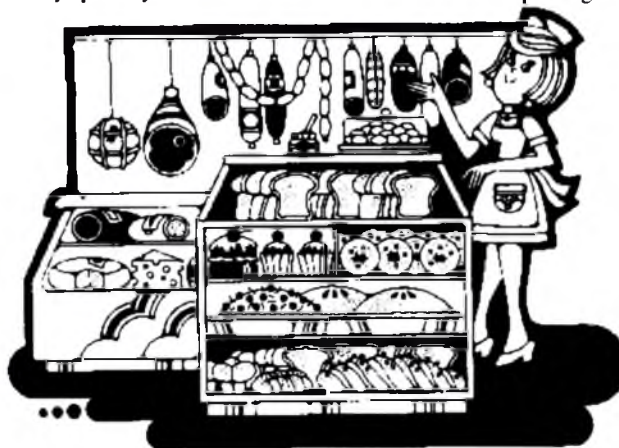
The new brands were developed to boost meat consumption and are based on consumer research. The 1985 National Consumer Retail Beef Study showed that consumers regard closely trimmed beef and other red meats as high value products with great taste. Red meat processors are now delivering the leanness, flavor and tenderness consumers said they desired in meat products. Most branded products feature external fat cover of one-quarter inch or less and many are boneless, providing consumers with only edible protein in the cuts they purchase.

Historically, chicken has had a longer shelf life than red meats in conventional packaging — plastic overwrap on a styrofoam tray — which enabled earlier central packaging and shipment of poultry brands. The surge of branded, fresh meat products was prompted by breakthroughs in vacuum packaging, film wraps and packaging systems that extend shelf life and maintain high quality, thus making portion-cutting and packaging of red meats at the packer level possible. This packer level processing produces "case-ready" meats — meats ready to be displayed in a supermarket meat case with no further cutting, trimming or packaging necessary.

The convenience, quality and shelf life of branded meats lead many in the industry to believe this is only the

beginning. Dr. Dale Huffman, a professor of meat and animal science at Auburn University, predicts, "We'll see a dramatic expansion in branded beef, pork and lamb programs in the future."

Bill Parker, a vice president with The Kroger Company, said, "Longer shelf life and convenience are the big advantages of vacuum-packaged, case-ready meats. The consumer can take



the products home, put it in the refrigerator, cook it on a moment's notice or wait until next week. It's ready when they are. There is no buy-freeze-thaw routine necessary."

Another advantage Parker sees for consumers is that quality control and sanitation are better from processor to consumer. "These products are packaged in the controlled environment of the packing plant while USDA inspectors watch, so the risk of contamination is greatly reduced."

"Within 10 years, I predict that 60-70 percent of all beef sold in the United States will wear a brand name," said Herb Meischen, vice president of marketing for Excel Corporation, which currently markets case-ready, fresh,

vacuum-packaged, USDA Choice Beef.

The oxygen-free environment of vacuum packaging prolongs freshness, but also causes fresh meats to assume a slightly deeper color than consumers expect. A few minutes after the airtight packages are opened, the meat assumes the familiar color consumers recognize.

Excel's boneless, branded-beef cuts are freshness dated and have a 30-day shelf life so they will remain fresh without freezing for at least seven days after consumer purchase, Meischen said. The products are now marketed in 14 states.

Marketers of other fresh-beef brands conventionally wrap the products they offer. Those offering branded beef include: Coleman Natural Beef, Saguache, Co; Certified Angus Beef — available regionally from participating members of the American Angus Association; Certified Limousin Beef, Spokane, WA; Dakota Lean Beef, Winner, SD; Harris Ranch Beef, Selma, CA; Larsen Beef, Harlan, IA; Phantom Canyon Beef, Ft. Collins, CO; Smoky Mountain Farm Beef, Knoxville, TN and XL Bar Beef — produced by members of Idaho's Maverick Ranch Association.

Monfort of Colorado and Swift reportedly are preparing entries into the branded-beef market, and a group of Chianina cattle producers has developed "Key-Lite" beef that will soon be test marketed in Texas.

Leading the case-ready, branded, fresh-pork push are Wilson Foods Corp., Byran Foods, Swift, Geo. A.



Hormel & Co. and John Morrell & Co. Wilson developed a patented injection process for its "Tender Cuts" pork products that not only preserves freshness, but maintains color for 14 days in carbon dioxide-flushed, shrink-wrapped packages, said Wilson's David R. Almond. The meat also is more tender and harder to damage by overcooking.

Hormel recently completed market testing of "Boneless Fresh Pork" and the company is planning regional introductions of the boneless, vacuum-packaged pork line later this year. The pork cuts Hormel is marketing offer consumers an 18-day shelf life and complete microwaveability, according to Kurt Mueller, fresh pork products manager for the Austin, MN, processor.

Hormel is not alone in the vacuum-packaged, fresh pork arena. Swift is marketing a "Swift Premium" line of boneless, vacuum-packaged subprimals. Bryan Foods, a West Point, MS, packer owned by Sara Lee Corp., is promoting "Butcher Fresh" pork loins in the Atlanta area. Farmstead Foods of

Albert Lea, MN, also has introduced a vacuum-packaged netted loin roast in a limited market area.

John Morrell offers case-ready products in two forms: vacuum-packed "Table Trim" boneless, subprimal cuts and "Lean and Easy Tray Pack Boneless Pork," which consists of gas-flushed oxygen-free master packs containing a variety of overwrapped pork cuts. Inside the shrink-wrapped master pack, the products have a 14-day shelf life. Once removed from the master pack, the overwrapped pork cuts have another three or four days of shelf life. Morrell says the "Table Trim" line has a 22-day shelf life.

Morrell also markets a line of shrink-wrapped fresh lamb products, and Farmstead Foods offers vacuum-packaged, boneless lamb shoulders, legs and ribs. Development of fresh, case-ready lamb cuts has not progressed as far as in beef or pork, but with test marketings of vacuum-packaged lamb by Monfort of Colorado the market is expected to gain momentum in the near future.

Provimi Veal Corp., Brookfield, WI, is the leader in supplying the nation's needs for vacuum-wrapped fresh veal.

National Meat Month, a consumer education and sales promotion campaign, is sponsored by the American Meat Institute and seven other meat and agricultural groups. The project has grown from National Meat Week, first launched in 1984, to a month of special programs supported by supermarkets, meat companies, state and

national meat and retail organizations and community groups.

AMI, a national trade association, represents all segments of the meat packing and processing industry. Headquartered in Washington, D.C., the Institute conducts economic and scientific research, sponsors a variety of educational programs and provides consumer, public and government relations services on behalf of the meat industry.

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# The Retail Grocer and Food Inspection

By E.C. Heffron, D.V.M.  
Director, Food Division  
Michigan Department of Agriculture

Certain businesses carry great responsibilities to the community and as a consequence are often community role models. The retail grocery business is an ideal example of this type of business. Not only does it distribute food to maintain the survival and health of the community residents, but it can be a stabilizing community institution often reflecting the quality of life of that community. The retail grocer is a local employer whose leadership and example directly help mold the community words and

terms such as "hard working people, honest, pulse of community, and needed and important."

Michigan has long held that the quality of life is correctly related to a safe, high quality food supply. For this reason it formulated state laws concerning food safety early after the formation of the state and was the pivotal force behind the establishment of both a federal pure meat law and a federal food purity law in 1906.

We as a regulator and you as a retail grocer have many common concerns and goals. Many grocers will only see an MDA representative on the occasion of a visit to the store to check standards for sanitation, food wholesomeness and safety, accurate weights, counts or measures, labeling, and general food handling practices. Others of you will have conferred with different MDA representatives to learn of the acceptability of a proposed practice or procedure, information on keeping quality of foods, refrigeration equipment, etc. We are pleased to be available in all of these occasions when it will mean the opportunity of having a safer, wholesome, food supply available. The department attempts to have a balance of training and experience among its staff to be able to understand not just the

regulators perspective but in general your perspective in our relationship with your business.

The majority of retail grocers conduct a good business dealing in good merchandise. This is vital because in the food industry poor merchandise can result in personal injury, sickness, or even death. In addition, thousands of dollars worth of advertising will not impress a customer who has received a contaminated, spoiled or otherwise sub-standard product. Attractive surroundings and competitive prices will do little to retain a customer who finds rodent droppings or insects on, in or near his or her food. The customer is unquestionably the final determining factor of a successful or unsuccessful business venture. The customer, the public, is in reality the one that sets the standards that you and we strive for.

Food laws are written with the understanding nothing is perfect. There exists no fail safe method for handling food, so criteria are established to provide the greatest assurance that economics and other practicality permits.

Michigan has recently drafted opposed update comminuted (ground) meat amendments to be considered by the legislature this year. This update will attempt to permit labeling of ground beef similar to that produced in a federally inspected plant. Presently Michigan permits no more than 20% fat for ground beef while a federally inspected ground beef can have a maximum of 30% fat. Since a U.S. court opinion supported federally inspected meat product ingredients and labeling need not abide by state requirements, a non-competitive situation has existed where store manufactured ground beef and federally inspected ground beef are offered for sale in the same market.

(Continued on Next Page)

## Edward C. Heffron

Edward Heffron received his undergraduate degree and Doctorate in Veterinary Medicine from Michigan State University. Since then, he has attended Lansing Community College and Wayne State.



Dr. Heffron became associated with the Michigan Department of Agriculture in 1962. Prior to becoming director of the Food Division in 1976, he served as assistant director for six years.

Since 1975, Dr. Heffron has served as advisor to the Governor's Nutrition Commission and the U.S. Congress' Office of Technology Assessment. He has testified before state and federal legislative house and senate committees at various times. Dr. Heffron is the recipient of the following awards: Phi Zeta Honorary Society, Michigan House of Representatives' Resolution of Tribute, MVMA Doctor of Public Relations, and Associated Food Dealers of the Great Lakes Institute of Food Technologists and American Veterinary Medical Association. He has served as president of Central States Association of Food and Drug Officials and the Michigan Association of Weights and Measures Officials and served as chairman of the National Conference on Weights and Measures. He is a past president of the Michigan Veterinary Medical Association and past president of the Association of Food and Drug Officials. He also serves on the Joint Advisory Committee of the National Sanitation Foundation, the founding and executive board of the (International) Food Protection Conference and on the Board of Directors of the Michigan Association of Professions.

Locally, he has served as a member and president on two local school boards and as chairman of the Administration Committee for his church parish. Ed and his wife, Maryellen, have one son and two daughters attending college and a second son, a practicing attorney.

To permit the customer the choice of a less fat content hamburger or ground, it is proposed that the use of "lean (20% fat or less)" or "extra lean (10% fat or less)" be defined. In addition, ground pork could contain 30% or less fat versus the 25% maximum fat now permitted. This should allow a greater variety of primal cuts to be used and cause ground pork to be a viable sale item. Presently little ground pork is offered for sale.

Another concern of retail grocers has to do with processing hamburger or ground beef from a course ground product processed under federal inspection and disclosing a percentage of lean/fat for the product. Unfortunately, this disclosure cannot be relied on as a precise ratio as its legal determination is by vision not a chemical or other more precise means.

Nothing is perfect but with both of our efforts — primarily yours, the grocery industry can continue and increase in its valuable role in the community while providing a satisfying livelihood to each of you.

## Six Michigan Firms Chosen for Hong Kong Market

Six Michigan specialty food companies were recruited by a large Hong Kong department store to promote their products at the grand opening of a second store in Hong Kong, December 9-13, 1987, according to Randy Harmson, Director, Michigan Department of Agriculture's (MDA) World Trade Services Division.

Buying teams from Yoahan Department Store, Hong Kong, met with food product suppliers from the Mid America International Agriculture Trade Council (MIATCO) region in Chicago in June for the purpose of selecting a variety of food products to be featured in the upcoming December promotion.

A delegation of 13 Michigan companies, recruited and organized by MDA's World Trade Services Division, met with Yoahan buyers, of which six were selected to participate in the promotion. The Michigan food companies chosen include: Inari, Ltd. of Mason who produce super soynut products; Morley Candy Company, East Detroit, specializing in chocolates and

candies; Warner Vineyards Inc., Paw Paw, producers of fine wines, champagnes, and juices; Welch Foods, Inc. of Lawton featuring canned, frozen and bottled grape juice products and preserves; Christoff and Sons, Lowell, specializing in salad dressings and sauces; and the Michigan Fruit Cannery of Benton Harbor who feature several specialty fruit products.

The 12-member states comprising the MIATCO region include: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

The World Trade Services Division is responsible for increasing and improving international development opportunities for Michigan products by providing technical assistance and information, sponsoring food and trade missions, coordinating and developing promotional programs; and operating MDA's overseas trade offices in Brussels, Hong Kong, and Africa.

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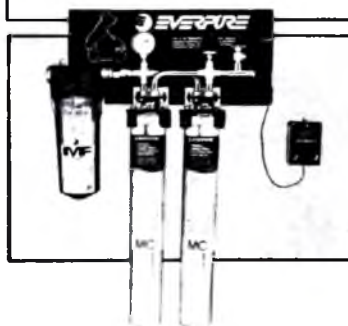


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# Six Guidelines for Success in a Retail Store

**1. CATER to Customers** — Your number one job should be to please customers. Roll out the red carpet for them. They keep you in business. Learn their likes and make them feel you are interested. Give an extra bit of service; people will remember and tell others. Build on existing customers. It is easier to increase their purchases than to draw in new people. Always remember to thank your customers.

**2. BUILD an Image** — A retail or service firm needs steady and solid promotion. Part of building an image is using ads, handbills, radio, and TV spots. Also, use your personality to encourage people to think favorably of your store and its goods.

**3. ENCOURAGE Teamwork** — The satisfaction customers get from trading with you will be only as good as your employees. In teamwork, employees do their jobs without



prompting. Teach them to know: what to do, how to do it, and when to do it.

**4. PLAN Ahead** — Teamwork makes it easy to plan ahead. Employees who can do a variety of jobs save your time and management work. Watch the calendar for special events which need advance preparation. Here's something

merchants often overlook: use the five-day weather forecast as a clue for planning special sales and to determine your needs. Look ahead and estimate your sales and cash flow for the next five years. Make plans for financing your store's growth.

**5. LOOK for Profit Volume** — The name of the game for a store is profit. A big sales volume does not necessarily mean a high profit volume. Profit depends on what is left after you pay your bills. Keep expenses in line, make a list of both fixed and variable expenses. Determine your break-even point (the point at which sales volume and expenses are equal) and use it as a control tool.

**6. PAY Your Civic Rent** — A store's opportunities for expansion are tied up with the growth of the community in which it is located. When a city has a reputation for "being a good place to live," it is more apt to hold residents and attract new ones. You "pay your civic rent" when you take part in local clubs and other organizations that work to build the community. One caution: Take only what you can handle.

## "WHETHER YOU HAVE A SMALL BUSINESS OR A TALL ORDER, CONTEL CAN HELP MEET YOUR BUSINESS MANAGEMENT NEEDS."

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The image displays four magazine covers from Stotz Publications, overlapping each other. The top-left cover is 'MICHIGAN restaurateur', described as 'THE OFFICIAL MAGAZINE OF THE MICHIGAN FOOD SERVICE & HOSPITALITY INDUSTRY'. The top-right cover is 'Michigan Lodging'. The middle-left cover is 'THE FOOD DEALER', published by the 'Associated Food Dealers', dated 'September October', and described as 'A Magazine for the Michigan Grocery and Beverage Industry • 1987'. Its main headline is 'Bottled Water ... Consumers are turning off the taps and heading to the store for their drinking water', with a sub-headline 'Story on page 10' and a photo of a woman holding a water bottle. The bottom-right cover is 'BEVERAGE JOURNAL', described as 'A MAGAZINE FOR THE BEVERAGE INDUSTRY IN MICHIGAN', featuring a map of Michigan and a drink. The background is dark.

For advertising rates call:

## Stotz Publications

8750 Telegraph Rd., Suite 104  
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## New Products/Promotions

### Del Monte Offers Shopping Spree Sweepstakes

Del Monte USA will offer \$100,000 in prizes including five years of free groceries to the grand prize winner of a consumer promotion.

The Del Monte Shopping Spree is a grocery sweepstakes with more than 100 prizes, ranging from groceries valued at about \$32,500 to 100 second prizes of a grocery shopping spree valued at \$350.

In addition, Del Monte and participating retailers will deliver more than 4,000 checks for \$100 in free groceries to local winners.

To compete in the national sweepstakes, consumers fill in and mail an entry blank from a free standing insert reaching 48 million in circulation that Del Monte will run in Sunday newspapers on January 31, or from take-one pads in their local grocery store. No purchase is necessary. The January 31 free standing insert will also



offer a \$.50 coupon good on any size of Del Monte Fruit Blends.

Television advertising will also support the event during the first half of February.

Del Monte USA is a division of Nabisco Brands, Inc., a subsidiary of RJR Nabisco, Inc. Del Monte USA manufactures and markets food and beverage products under the Del Monte and Hawaiian Punch brands.

### Cadbury Schweppes Acquires Taylor Food

Cadbury Schweppes Inc. (NASDAQ: Cbrysc) has acquired Red Cheek Ltd. and Taylor Food Products Inc. in two separate transactions, the Company announced today. Cash consideration for the purchase of the shares of Taylor Foods is approximately \$18 million with no assumption of debt; cash consideration for Red Cheek Ltd. shares is \$5.3 million and current borrowings are approximately \$17.5 million.

Funding for both acquisitions will be through existing facilities available to Cadbury Schweppes.

Taylor Foods, a subsidiary of American Brands Inc. in the United States prior to the acquisition, markets a range of cocktail mixes under the Mr. & Mrs. "T" brand name. Based in Compton, California, their primary product, Mr & Mrs. "T" Bloody Mary Mix, is the largest selling Bloody Mary mix in the United States.

*(Continued)*



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Please send me information on how I can win a trip to Las Vegas and share in the  
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Name

Address

City

State

Zip

Name of Business

Phone

## New Products/Promotions

(Continued)

Red Cheek Ltd., headquartered in Fleetwood, Pennsylvania, has been owned for the past three years by H.P. Bulmer P.L.C., a U.K.-based food and beverage company.

"Red Cheek joins our Mott's U.S.A. family of brands, bringing its strength in the natural juice category as a complement to Mott's regular (Clear) apple juice, and adding apple press capacity for our growing juice businesses," says Stephen R. Wilson, president of Cadbury Beverages. "Mr. & Mrs. 'T' Bloody Mary Mix is an excellent fit with our line of cocktail mixers currently marketed by Mott's U.S.A., under the Holland House brand name. Mr. & Mrs. 'T' has strong West Coast distribution, as well as a high share of the airline commissary business.

Cadbury Schweppes Inc. is one of the world's largest beverage and confectionary companies with 1987 worldwide sales totaling about \$3 billion.

### Seagram's Island Tropics is newest Seagram Cooler

The Seagram beverage Company, which markets Seagram's Golden Coolers, will add a new flavor to its line, the company has announced. The new product is a proprietary blend of exotic fruit flavors and will be packaged in a dramatic azure-blue label and feature striking tropical fruit graphics on the four-pack carrier.

Seagram's Original Wild Berries, introduced in 1987, and Seagram's Natural peach, introduced in 1986, both enjoyed instant popularity with huge numbers of wine cooler drinkers. They, along with Seagram's Golden Wine Cooler, helped make



Seagram's the best selling coolers in the country.

"Consumer research demonstrates that Seagram's Island Tropics will appeal not only to people who already drink coolers, but will expand the category, as well," said Mark Taxel, executive vice president of marketing for The Seagram Beverage Company. "With this product, we've added another unique flavor to our line, and we anticipate it will enjoy the same high degree of consumer acceptance.

Seagram's Island Tropics will be supported by television advertising and a mail-in coupon worth \$2 off the purchase of two 4-packs in March and April.

### New Supermarket Comes to Detroit's Harbortown

A full-service supermarket — complete with an in-store bakery, a delicatessen, an international cheese island, a floral shop, a gourmet meat shop and a fresh seafood department — recently opened on East Jefferson at the gate to Detroit's new Harbortown development.

Called Harbortown Market and owned by Tom George and Jerry Mansour, the store caters to those who live and work in the city providing all the selections and trappings of a full-service supermarket. Spartan Stores, Inc., is Harbortown's main food supplier.

The 17,000-square foot store is located at the gate to the Harbortown development; accessible to residents of Harbortown, nearby Indian Village, the apartments and condominiums surrounding Jefferson Beach, and commuters who use Jefferson Avenue.

"We believe in Detroit, and feel the Harbortown development is one more step in the city's resurgence," said Tom George. "before commuting to this venture, we studied the area, surrounding communities and plans for development. We feel our market will fill a need for current residents, as well as those who will move down here, into the Harbortown development and adjacent projects."

George and Mansour are not newcomers to Detroit. The pair have owned and operated grocery stores within the city limits continuously for over 20 years.



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AMOS IS STILL A LOUSY COOK.**



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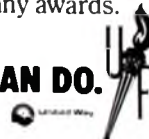
He still can't. But, thanks to you, he's still cooking.

And thanks to you, many other people in the Tri-County area  
are leading their lives the way they did before kidney disease, substance abuse,  
spinal injury or other difficulties interrupted.

You made the difference that kept their lives the same.

Even if that means Amos' cooking won't be winning any awards.

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Bellino Quality Beverages, Inc. 966-6300

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Coca-Cola Bottlers of Detroit 897-5000  
Don Lee Distributors 584-7100  
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Everfresh Juice Company 755-9500  
Fayal Beverages, Inc. 925-1600  
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General Wine & Liquor 353-5040  
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Original New York Seltzer 374-2100  
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R. M. Gilligan, Inc. 557-4484  
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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 239-8282  
Viviano Wine Importers, Inc. 883-1600  
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Wayne Distributing Company 427-4400

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Acorn Oaks Brokerage 967-3701  
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Ariana Food Brokers 567-6011  
Bob Arnold & Associates 646-0576  
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Chuck Batcheller Company 559-2422  
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Penna's of Sterling 978-3880  
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Bellanca, Beattie, DeLisle 882-1100  
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National Exposition Services 865-1000

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Country Fresh, Inc. (616)485-0173  
Home Made Ice Cream (513)396-8700  
Melody Farms Dairy Company 525-4000  
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Row-Bur Distributors 852-2616

## DENTISTS:

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Brehm Broaster Sales 567-8200  
Capitol Poultry (517)427-5858  
Linwood Egg Company 524-9550  
Mendelson Egg Company 541-4060  
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K. A. Tappan & Associates 354-0023  
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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  
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Kar-Nut Products Company 541-7870  
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Professional Floor Maintenance 839-5050  
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Standard Contracting, Inc. 474-6065

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DCI Food Equipment 369-1111  
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Superb Vacuum Cleaners 491-3333

## WAREHOUSES:

Boag Cold Storage Warehouse 964-3333  
Mid-City Warehouse, Inc. 875-0000

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Bernea Food Services, Inc. (616)694-9494  
D. S. M. Food Products, Inc. 491-3333  
Detroit Food Service Company 842-2222  
Empire Wholesale Company 447-8888  
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M & B Distributing Company 893-4444  
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