

THE FOOD DEALER

JULY/AUGUST • A MAGAZINE FOR THE MICHIGAN GROCERY AND BEVERAGE INDUSTRY • 1988

How Does Your Deli Rate?



Inside:

- How Does Your Deli Rate?
- Member Profile — Shoppers Market
- The Drought of '88

Also:

- Liquor Control Commission News
- News from DAGMR
- Ask The Lottery
- And Much More

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THE FOOD DEALER

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Chairman's Report

Sam Yono
Associated Food Dealers

As this is written, the calendar has turned - it is now July - and half of 1988 is behind us. Wow!! It seems like it was just a few days ago that we were planning our Trade Dinner, moving into our new offices in Southfield, and that I would be assuming the Chairmanship of a new and revitalized Associated Food Dealers of Michigan. But enough of reminiscing. We'll save that for our 1988 Shareholders Report. Instead, this is the time to look ahead, to climb the mountain that gives us a view from the top and to see what lies ahead for AFD, for you and me.

TAKE A LOOK

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Unlike a few years ago when our vision was clouded, today, the skies are clear and we can see the road ahead without obstruction. We can focus on a schedule of activities that involve our members, solidifies our base of progressive growth, and reconfirms our role as leaders of our industry.

And, what do we see? What lies ahead?

1 Next month - our Annual Scholarship Golf Outing - when hundreds of our members will come together to enjoy, to recognize, and to support our Scholarship Program that nourishes the seeds for the future growth of our young people.

2 In a few days, your Officers and Directors will be secluded away for 3 days in a Future Planning Think Tank that will bring our Industry into the 21st Century.

3 Our new Membership Development Committee will finalize and produce our new Membership Benefit Packet that will, for the first time, tell the story of AFD and give us a data base of our membership that will enable us to better serve.

4 Plans for our 1989 Trade Show are set and within 30 days we will be contacting our Supplier Members for their participation. This will be an on-going effort until April 18, when it again will be 'Show Time 1989' style!

5 Our Finance Committee continues to monitor our finances and our budget, as we honor the trust that has been given us - that of being financially prudent and financially sound.

6 Our Political Action Committee - PAC - will be finalizing their \$50,000 fund raising raffle, with the awarding of \$25,000 in cash prizes on August 15th. Then, Phase II - the financial support of candidates for the State Legislature in the fall General Election.

7 We are planning a new 'Educational Thrust' for our members that will result in a series of working seminars starting as early as this September, but, more to come later on this new dimension.

8 Also, in the Fall we will be announcing our Nominating Committee for 1989 Board members and officers, followed by an election. So, plans have already started on this important function.

9 We will be adding a new Staff Person on August 1st, responsible for the expansion of our Membership Services. He will be spending full time in the presence of members and non-members strengthening our bond of service and bringing a new dimension of personal contact to our constituency.

10 Early Fall, we will be finalizing plans for our Out-State Convention as we offer to our membership a 'Get-Away Convention in Winter' to a delightful, warm paradise. This will be a fun week and work week, so plan your vacation with AFD.

11 And, finally, we will be working on and announcing the premiere program of 1988 and 1989. Our Annual Trade Dinner will be held on January 27, 1988 at Penna's of Sterling Heights.

So, we will be busy. We have our game plan. We are committed to all of this, plus our legislative involvement, with Karoub and Associates in Lansing, our efforts to help our members who are having problems with the WIC people and our joint sponsorship for the Muscular Dystrophy drive in August.

PAC = YOU



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**Our POLITICAL ACTION COMMITTEE needs your financial support NOW!!
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**Thank you for your support
Jerry Yono,
Chairman, AFD-PAC**

From the Michigan Liquor Control Commission

by Daniel L. Sparks
Michigan Liquor Control Commission



Some months back we wrote in this column about the financial responsibility requirement and tried to explain how the system would work. Now that the license renewal period for 1988-89 is behind us we need to talk about an issue related specifically to liquor liability insurance — cancellation notices.

The financial responsibility law requires that before canceling a liquor liability insurance policy an insurance company must give the Liquor Control Commission at least 30 days advance notice. What this means is that if a policy expires on May 1, the insurance

company must notify the Liquor Control Commission before April 1 if the policy is going to be canceled. The problem that this causes for licensees, insurance companies, and the Liquor Control Commission is that in most cases policy holders do not renew their policies until a few days before the old policy expires. Consider the following example. Your insurance policy is due to expire on May 1. You intend to renew your policy and you receive the policy renewal papers from your insurance company. As with other insurance, sometime during the last part of April you complete the insurance

renewal forms and send in your payment so that your policy will be renewed for the next policy period.

Where the problem comes up is that in most cases the insurance company cannot be sure you intend to renew your policy until they receive your renewal papers and payment. Because of this, the insurance companies are in a position of having to send the Liquor Control Commission a cancellation notice sometime before April 1, so that if you do not renew your policy they will be able to cancel it on May 1 when it expires. What this means is that sooner or later the Liquor Control Commission will be receiving a cancellation notice on almost every licensee's policy.

Because the law requires licensees to have insurance or otherwise comply with the financial responsibility requirement, when the Liquor Control Commission receives an insurance cancellation notice we must take action to see that the insurance policy is renewed or replaced or that the licensee ceases to sell alcoholic beverages when the policy expires. Therefore, when we receive a cancellation notice we send the licensee a letter explaining that we have received a cancellation notice and that if the licensee does not provide either an adequate insurance policy or other acceptable proof of financial responsibility before the current policy expires, the liquor license will be suspended.

If you receive such a letter from the Liquor Control Commission (and it appears almost all licensees will) it does not mean your license is going to be suspended. If you renew your insurance, obtain another insurance policy or otherwise comply with the financial responsibility requirement before your existing policy expires, your license will not be suspended. However, be sure to follow up with your insurance agent or insurance company to be sure your insurance renewal can be processed by the insurance company and the proof of insurance form sent to the Liquor Control Commission before the date your current policy expires. Otherwise, your license must be suspended until valid proof of insurance is submitted to the Liquor Commission.

If you have any questions for the Liquor Control Commission about insurance or the financial responsibility requirement in general, call either Maggie Droste at (517) 322-7737 or Sue Laidig at (517) 322-1244.

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Director's Report



Executive Director's Report

Joseph D. Sarafa
Executive Director
Associated Food Dealers

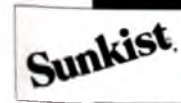
The Power of Positive Thinking

I would like to share with you a poem that's been around for a long time. It has to do with The Power Of Positive Thinking. I have been able to use it successfully in my own business. It has proved to be a valuable tool in the growth of the Associated Food Dealers of Michigan and I'm convinced it will be very beneficial for your personal and business use too. Please share it with your employees. Read and Enjoy!

We believe that... We can if we think we can!

*If you think you are beaten,
you are;
If you think that you dare not,
you don't
If you'd like to win, but think
you can't
It's almost certain you won't.*

*If you think you'll lose, you've
lost
For out in the world you'll
find
Success begins with a fellow's
will —
It's all in the state of mind.
If you think you are
outclassed, you are;
You've got to think high to
rise;
You've got to be sure of
yourself before
You can ever win the prize.
Life's battles don't always go
To the stronger or faster man;
But sooner or later the man
who wins
Is the man who thinks he
CAN!*



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The Drought of '88

Nation's Drought Could Lead to Higher Food Prices

The drought gripping much of the nation's cropland has caused apprehension over the possibility of food price increases and renewed inflation. If the drought continues, food prices will rise, but the increases are likely to be moderate according to U.S. Department of Agriculture (USDA) Assistant Secretary for Economics Ewen M. Wilson. It appears that crop shortages will not raise food prices enough to have a major effect on consumer budgets. Inflation seems likely to be about 4-1/2 percent this year. Unlike other agricultural disasters, the effects of poor grain harvests are

cushioned by stockpiles and make a relatively slow progression through the processing and distribution chain.

USDA has estimated that the drought would raise the retail price of food by an extra one percent this year. The farm sector represents only about two percent of the gross national product. Even if the drought persists, there is little reason to fear a return to the high inflation rates of the late 1970s and early 1980s. In a USDA Background, it was predicted that the food category of the Consumer Price Index (CPI) will climb by three to five percent during the second half of 1988 and the

first half of 1989, up from the range of two to four percent that was predicted before the onset of dry weather.

Fruits and vegetable prices will be largely unaffected, because of diverse production areas and irrigation. Soybeans and wheat will be affected, but the farm price of these commodities accounts for a relatively small share of the retail value of their products. Record high global supplies of vegetable oils will moderate the price impact on cooking and salad oils. The most seriously affected crops such as oats and durum wheat will have a retail impact, but products made from these crops represent only a small component of the CPI. Cattle prices have declined reflecting distress sales, because pastures are drying up and the cost of feeding corn and soybeans to animals has soared. The price of hogs is also under downward pressure. According to the USDA news release, red-meat and poultry supplies were already at record levels, and 'the short-term impact of the drought will be to add to these supplies.'

The Department of Agriculture has taken action to alleviate the distress of cattle and dairy products by approving emergency haying on land idled under the acreage conservation reserve commodity program for a 30-day period. Also, affected counties have been approved for participation in the Emergency Feed Program. Assistant Secretary Wilson noted, 'The immediate problem is not one of food shortage or food price inflation, except in certain specific instances, but rather the problem is one of responding in a compassionate way to the losses faced by American farmers.'

Recently in the press, Sen. Patrick Leahy (D-VT), chairman of the Senate Agriculture Committee issued a veiled warning to food processors and retailers against using the drought as a reason to raise prices; he warned that Congress would watch the situation. In a friendly and productive meeting with Sen. Leahy's key staff members last week, FMI was assured that his remarks were not directed at retailers. Sen. Leahy has requested a General Accounting Office (GAO) study of the impact of the drought on prices. FMI provided Sen. Leahy with information to illustrate the relationship between farm and retail prices.

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you can
depend on us.**



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Shopper's Market

Modernized Stores with Original Services

by Laurence Raab

Although Warren customers have known of Shopper's Market for 15 years, the recently opened replacement store is quite a change for the future.

The traits of excellent service and fresh merchandise still hold true, but a description of "the store of the 1990's" is clearly evident in the newly constructed store with mauve colored brick, complimented by bright red canopies, and the store's newly designed logo.

Inside there's brightly colored neon lights for each section of the store, mirrored ceilings over the deli department and check-out lanes, and a shinny, patterned-tiled floor.

Everything looks clean, orderly, and planned for efficiency. There are nine aisles of well-stocked merchandise, and ten check-out registers to ring up customers.

Owner of Shopper's Market, Emmett Dehna, has two other stores as well, and says he is pleased he could provide his loyal customers with the new luxury market.

"I promised my customers four years ago I would give them a new store to expand our selection and I'm pleased they like our innovative atmosphere," says Dehna.

Dehna, 38, has been working in the supermarket business since he was nine when he bagged groceries and put returnables away in his father's market. At 21 he bought a store in Detroit and ran it for two years. He then bought the market in Warren, which he named Shopper's Market, two years later.

Over the years the philosophy of his stores have always focused on the customer. "The customer is always right — even though he may be wrong. It's my job and employees' to satisfy customers to the fullest," says Dehna. "The number one job in this business is customer service; without it you're out



Emmett Dehna, owner of Shoppers Markets

of business."

According to Dehna, his associates suggested that the modern style was more appropriate for shoppers in Bloomfield Hills or California and would not be accepted as well in blue collar Warren.

But Dehna says he knew Warren shoppers would like the modern store, "because they don't expect it in Warren and there aren't 20 like it — so the customers appreciate it even more."

The original store had 10,000 square feet and was recently torn down after the newer store, directly behind it, was erected with 27,000 square feet of space.

The new Shopper's Market has added a deli counter, hot food and soups, and has expanded frozen foods, grocery sections, dairy, and cold pop and beer areas from the original store. Shopper's Market will also soon add a salad department.

The two other stores, one that recently opened and one that has been open for two years, were old Chatham stores that Dehna bought. One store has already been modernized, and the other will be in two months.

According to Dehna, when the store located on 10 Mile and Van Dyke opened, it surpassed the break even mark after only the first five days of operation. He attributes this success to the reputation he built at the original Shopper's Market.

"All three stores are within a five mile radius and allow customers of Warren, Centerline and other surrounding areas easy access to stock their shelves and refrigerators with Shopper's Market's fresh produce, meat, and staple groceries. We also try to carry as much variety as possible," says Dehna.

But Dehna keeps the market's merchandise to food products only. "We don't have tires, clothes, or plants like Meijer's Thrifty Acres. We are a super-market and that's what we carry — with as much variety as possible," says Dehna. Dehna also provides carry-out for his customers, which he knows brings them back.

"I first started carry-out service in 1979, when someone at a gas station suggested it to me and I thought the idea was so good I called the store from the gas station and told my manager to begin it," says Dehna. "Carry-out has always been popular up North, but here in Detroit too many stores are worried about getting as much cash as quickly as possible and pushing the customer out the door."

Dehna, who runs the operation of all three of his stores, basically takes charge of customer service, store conditions, reviews ads, and deals with employee problems. His managers do the ordering, stocking, and bookkeeping.

As Dehna walks down the aisles he speaks to mostly everyone, whether they're new customers or have known him for years. He also rallies with his cashiers to keep lines to a minimum. "I can't stand lines. Their time is money, so I like my cashiers to keep the lines down," says Dehna. Emmett also spends so much time with his managers he says "they know exactly what I'd do in any given situation."

His employees consist of high school students, college kids, and women providing a supplemental income to

Member Profile

their households.

"Many employees are my personal friends," says Dehna, "and their attitude is very important to the business."

Dehna has been a member of the AFD since 1974, and believes it is a great organization —especially for the independent store owner.

"The AFD lobbies for the small independent store owner, provides insurance and attorneys, and answers any questions I might have in legal matters. They also provide me with discounts on my liquor insurance," says Dehna.

Dehna says he also has been involved with the community in providing them with anything they need or ask for.

"I've donated to seniors, churches, walk-a-thons, the Warren Beautification Committee, and local high schools. I've never turned anyone away," says Dehna.

Dehna puts out a bi-weekly circular to approximately 110,000 people, and offers double coupons of up to 99 cents, but says his best advertisement is word of mouth.

Dehna loves his business. He likes the employees, enjoys the customers,



Shoppers Market in Warren combines modern conveniences with old fashioned values.

and is pleased his businesses are doing as well as they are.

"I am always trying to improve my stores. In this business you have to have the attitude that you'll never reach perfection, but that you keep trying to obtain it," says Dehna.

Shopper's Market has three loca-

tions. The newest store is at 22800 Van Dyke, Warren; the other two stores are at 14350 E. 9 Mile Road, Warren; and 22500 Van Dyke, Centerline. Hours are 8 a.m. to 10 p.m. Monday - Saturday, and Sunday from 8 a.m. to 9 p.m.

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Scholarship Winners

Eight deserving students receive AFD Scholarships

Associated Food Dealers Of Michigan is proud to announce the winners of the 1988-89 Scholarship Winners who will receive awards of \$500 each. Leonard Buccellato, Carl Buccellato, Jodi Brown, Anthony Wecker, Mark Binelli, Christopher Cahill, Christopher Peltz, and Kathleen Danyo will be honored at the Annual Scholarship Golf dinner on August 15. The competition is open to sons and daughters of employees, or employees of AFD members.

To ensure complete impartiality in the selection of the winners, Scholarship Program Administrators, Inc., directed by Dr. Nyles Ayers, administers the program. This committee evaluates the applicants' high school records, college grades (if any), test scores, extracurricular activities and recommendations.

AFD congratulates each of the recipients and wishes them every success with their future endeavors.

Leonard Buccellato

Leonard Buccellato is sharing the top honors of his class with his twin, Carl; they both have a 4.0 GPA. Leonard is enrolled at the University of Michigan, Ann Arbor as a sophomore, majoring in chemical engineering. He graduated in 1987 from Chippewa Valley High School in Mt. Clemens where he played football, was involved in SADD (Students Against Drunk Driving), and was also a class officer. His eligibility for the AFD Scholarship is based on his father's employment at Ernie's Party Store in St. Clair Shores.



Carl Buccellato



Carl Buccellato is attending the University of Michigan in Ann Arbor, where he is a sophomore and carrying a 4.0 GPA in chemical engineering. He is involved in sports and other extracurricular activities. While he was attending Chippewa Valley High School in Mt. Clemens, he was involved in SADD (Students Against Drunk Driving), was a class officer, and was a football player. His eligibility for the AFD Scholarship is based on his father's employment at Ernie's Party Store in St. Clair Shores.

Christopher Cahill



Christopher Cahill was an outstanding student at Farmington High School in Farmington where he received a Time Magazine Writing Award, was on the Honor Roll, and was an active member of the National Honor Society. In addition, he was Captain of the basketball team and Captain of the tennis team. Christopher will be attending Western Michigan University in Kalamazoo where he will major in Business. In addition to his active high school life, he worked at Discount Pop and Beer.

Jodi Brown



Jodi Brown is an excellent student and graduated from Lansing Eastern High School in 1988 with several honors. She received several Academic Letters and played basketball. Jodi will attend Michigan State University and will major in English. Her eligibility is based on her own part-time employment at Burger King in Lansing.

Scholarship Winners

Anthony Wecker

Anthony Wecker ranked eighth in his class at Almont High School in Almont. He was a member of the National Honor Society, listed in Who's Who, and received several Scholastic Medals. Anthony was very active in track and was voted the Most Valuable Player in his golf league. He will attend Oakland University in Rochester this Fall. Anthony's eligibility is based on his own part-time employment at Romeo Burger King.



Christopher Peltz

Christopher Peltz graduated from Bishop Gallagher High School in Harper Woods, fourth in his class. In addition to being on the Honor Roll, he received a Spanish Award and a Chemistry Award. He was on the Math Team, and was a member of the Octagon Club. When he goes to the University of Michigan in Ann Arbor in the Fall, his major will be in computer engineering. Chris' eligibility is based on his father's employment at Vegas Food Center in Harper Woods.



Mark Binelli



Mark Binelli is an outstanding student who ranked first in his graduating class of 1988 at Notre Dame High School in Harper Woods. He was listed on the Honor Roll, received Achievement Awards in French and Journalism, and was Editor-in-Chief of the School Newspaper. When Mark starts to college this fall at the University of Michigan, he will major in English and Journalism. His eligibility is based on his father's employment at DCI Food Equipment in Detroit.

Kathleen Danyo



Kathleen Danyo ranked first in her 1986 graduating class at Riverview Community High School in Riverview. Since she has been attending the University of Michigan at Dearborn, she has received several honors and is a member of the Kappa Gamma Beta Sorority. Her eligibility is based on her mother's employment at MMI Distributing.

THE HONOR ROLL

The following compaines have been added to the

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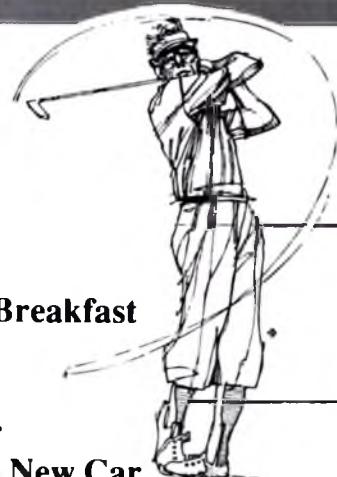
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Moday, August 15

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\$50 p/p Evening Only

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7:45 a.m. to 9:30 p.m.**

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Walled Lake**

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ASK THE LOTTERY



By Nancy Horton
Director of Licensing

Question:

I've been a lottery agent for a number of years and have not been able to obtain an on-line terminal. Recently, a popular, small chain drug store opened down the street from me and received a terminal almost immediately. Why were they assigned a terminal instead of me?

Park Place Deli

Answer:

Each applicant for a terminal is given careful consideration within the guidelines of the Lottery Rules which stipulate the procedure to be followed. In 1986 and 1987, the Bureau completed an extensive expansion of terminals throughout the state. These terminals were assigned to the applicants in each market who had the highest instant game sales during the three most recently completed instant games at the time of the evaluation.

Since this major expansion, we have adopted a wait and see approach regarding any further major additions to the terminal network. We are monitoring sales to determine if any further increase is needed.

The Lottery Rules do have a special provision which allows the lottery commissioner to place a limited number of terminals if it can be established that they would benefit the community economically. To be considered for one of these terminals, a letter must be sent to the lottery commissioner indicating that you are applying for a terminal under the economic development provisions of the Lottery Rules. You must be specific and demonstrate how a terminal in your store would benefit the community.

It is possible for newly opened stores to obtain terminals under this method if they can demonstrate that their location, store facilities, and management's commitment to the lottery would make a major contribution to the community. Terminals placed under this provision are very limited in number with placement done at the discretion of the Bureau which reserves the right to assign all terminals.

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

Associated Food Dealers
18470 W. 10 Mile Road
Southfield, MI 48075

The Food Dealer — July/August, 1988/15

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How Does Your Deli Rate?

Stores Tailor their Delis to Meet Needs of their Clientele

Two Case Studies

By Susan Weihmiller

E & L Meats Specializes in the Unusual

At E & L Meats in Detroit, owner Ben Fienman has what could be called an "organ and parts" counter. Fresh pig's feet, beef kidneys and tongue, tripas (cow intestines), and whole heads of veal and pig are on display. Of course, the usual variety of meats and cheeses are also offered, but E & L meats seems to concentrate on the unusual.

This is not your average deli. It's a mini-market, restaurant, and deli all in one little red and white building nestled in a predominantly Mexican neighborhood. And owner Ben Fienman knows how to cater to his neighbors.

The long shelves on the wall are

Continued on next page



The deli counter of E & L Meats in Detroit (above) features such unusual items as pigs' feet, beef kidneys, tongue and tripas (cow intestines), while the Hollywood Market in Troy (left) concentrates on seafood delicacies such as mako shark, swordfish, catfish, and giant sea scallops.

TAKE YOUR CHOICE:

THE
CONVENTIONAL STEAM
TABLE
AND EXPECT TO LOSE
MONEY ON FOOD
WASTE EVERY DAY.

OR THE
HALO HEAT COMPLETE COOK,
HOLD AND SERVE SYSTEM THAT
INCREASES YOUR PROFITS BY
VIRTUALLY ELIMINATING
THROWAWAYS.



CASH IN ON THE COMPLETE HALO HEAT HOT DELI SYSTEM THAT PAYS YOU BACK IN PROFITS.

Put a Halo Heat cook, hold and serve system by Alto-Shaam in your supermarket and you are putting more into your bottom line. Halo Heat is a controlled, uniform heat source that gently cooks, holds and surrounds food for better appearance, taste and longer holding life. Foods cooked in an Alto-Shaam oven retain their natural juices, flavor and nutritional content. Transfer the food to a Halo Heat hot deli case, now available with the new European design, and this same gentle heat source maintains food at peak quality and freshness throughout the day. With the complete Halo Heat Hot Deli System you eliminate much of the water often associated with conventional equipment, and this consistent quality will keep your customers coming back for more.

Halo Heat pays you back in savings too. Because low temperature cooking helps foods retain their natural juices, meats shrink an average of only 10% compared with 25% or more in conventional equipment. That's an additional yield of 15 pounds of meat for every 100 pounds

cooked and that means extra money in your pocket. Because the unique Halo Heat concept requires only $\frac{1}{3}$ to $\frac{1}{2}$ the energy of conventional equipment, you'll save on energy costs too. With the Halo Heat low temperature cooking process, the bulk of your cooking can be done at night when you can take advantage of lower off peak electrical rates. And the Halo Heat System does most of the work for you, so you save on labor too. This means more profit for every item sold, and a staff to do more selling and less cooking.

Halo Heat also saves you space too. Our modular design deli equipment utilizes as little as 9.7 square feet of operating space. Our extensive line of modular equipment gives you the opportunity to stack the specific units you need in pairs or install them under display cases, saving you precious floor space. And in most cases, our easy to install, energy saving Halo Heat systems eliminate the need for outside venting and oven hoods. This saves you money on installation costs as well as fire insurance.



HALO HEAT HEATS UP ADDED PROFITS, WHILE OTHERS COOK IT AWAY.



Theirs, cooked in a standard oven to 165° internal temperature, then held in a steam table for 4 hours.

Ours, cooked in Halo Heat to 165° internal temperature, then held in Halo Heat for 5 hours.



Theirs, cooked in a standard oven to 150° internal temperature, then held in a steam table for 6 hours.

Ours, cooked in Halo Heat to 150° internal temperature, then held in Halo Heat for 14 hours.



Theirs, cooked in a standard oven to 150° internal temperature, then held in a steam table for 6 hours.

Ours, cooked in Halo Heat to 150° internal temperature, then held in Halo Heat for 14 hours.



Theirs, cooked in a standard oven to 165° internal temperature, then held in a steam table for 4 hours.

Ours, cooked in Halo Heat to 165° internal temperature, then held in Halo Heat for 12 hours.



HALO HEAT TRAINING CENTER

LEARN HOW TO TURN HOT FOODS INTO HIGH PROFITS...

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

Our Hot Deli Seminars are offered by our worldwide distributor network in their own Halo Heat Training Centers to provide you with professional insight into establishing a hot food deli. They include creating high profit margins with minimal increase in overhead, utilizing existing employees to run your deli, maintaining quality control and good product consistency, and increasing

customer awareness and acceptance. Our seminars cover all areas of achieving deli success, including food preparation, employee scheduling, profit planning, equipment needs, deli case setup and teardown. And as an added benefit to your future profits, we will participate in the planning of an extensive hot food menu.

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

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HALO HEAT COOK/HOLD/SERVE SYSTEMS BY ALTO-SHAAM



How Does Your Deli Rate?

stacked with several brands of salsa, hot sauce, chili peppers, tortillas, their own brands of fajita seasoning, spice mix, and bags of pinto beans and long grain rice sold by the pound. They even have Mexican pastries.

Avocados and mangos, along with other fresh fruit and vegetables have their own reserved space in the store, and pre-packaged potato salad, pasta salad, and tahitian fruit salad are made daily for carry-outs.

The best and most profitable part of the store may be the kitchen, where they make fresh-daily lunch specials. Stuffed pork chops in a light cream sauce, stuffed green peppers in a rich tomato sauce, and slow-cooked barbacoa (steer neck) served over a flour tortilla are only a few items on the daily-changing menu.

Fienman says it's not unusual for the kitchen to dish out 500 lunches in one day. "We can go through 100 stuffed pork chops in an hour," he says. After the lunch rush is over, the neighborhood people pile in for an early supper, keeping a steady flow of customers throughout the day.

Every day features a different ethnic theme. Saturday is Italian day with several pasta dishes, and Sunday is Mexican day when the specialty is calf heads, which have been slow-cooked for 12 hours the previous night.

Prices for the hot meals are surprisingly low, with the average being about \$3.50. The food is kept hot with the Halo Heat System by Alto-Sham, which provides lighting above the food, and an electrical system below.

E & L Meats is located at 6000 W. Vernor in Detroit. The hours are Monday through Saturday 8:30 a.m. to 5:30 p.m., and Sunday 9:00 a.m. to 2:00 p.m. Fienman purchased his hot food system through MMI Distributors in Dearborn.

Hollywood Market Has Large Seafood Fare

If the Hollywood Market in Troy wanted to change its name it could be called the Seafood and Salad Market. A deli case, as long as the large market itself, features fresh mako shark, pickerel, giant sea scallops, orange roughy, swordfish, catfish, and smelt, and that's just the beginning.

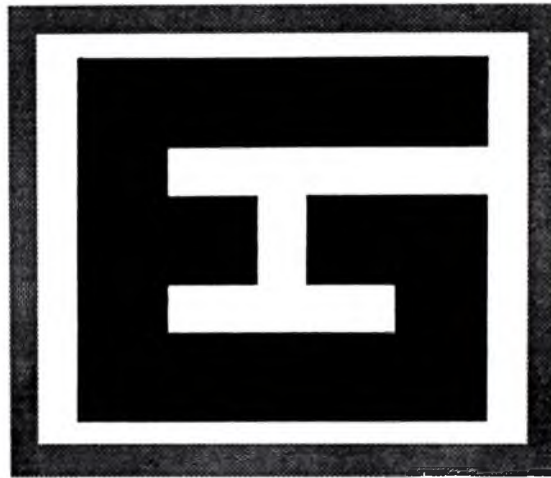
Pineapple and ham pasta salad, vegetable shrimp salad, ham and cheese pasta salad, spinach pie, and potato knish are only a few of the carry-out specialties this full-service market offers. There's also a huge salad bar for customers to make their own take-home salads.

Just about any kind of meat you're looking for is at the Hollywood Market. All cuts of beef, chicken, veal, even turkey kabobs and stuffed pork chops

are available.

Hours are Monday through Friday 9 a.m. - 9 p.m., Saturday 8 a.m. - 9 p.m., and Sunday 9 a.m. - 6 p.m. The Hollywood Market in Troy is located at 2670 W. Maple.

Equipment was purchased through Midwest Butcher & Deli Supply in Pontiac.



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Dairy News

Dairy Industry to be Honored at State Fair

The unified industry-wide spirit that made the premiere Dairy Day a success at last year's Michigan State Fair has had a year to grow and is coming back bigger than before.

In recognition of the industry's prominence in the state's economy, Gov. James Blanchard has proclaimed Saturday, August 27 Dairy Day. The entire day at the Fair will showcase dairy cows, dairy farmers, dairy products, dairy food processors and dis-

tributors, as well as dairy equipment companies.

Back from last years Dairy Day are:

- **Celebrity Milking Contest:** A humbling experience for many of the good-natured Detroit-area celebrities who try to coax real milk from real cows. A check from the Michigan dairy industry will be presented in the contestants' names to the Michigan State Fair, earmarked for

improvements to Fair facilities.

- **Barnyard Theatre:** A "Cows on Camera" video tracking milk's route from cow to consumer.

- **Milk a Cow:** Fairgoers get a chance to try their hands at what is becoming a vanishing art.

- **Cheese Raffle:** Two one-pound rolls of cheddar cheese will be given away each hour to fairgoers.

- **Elsie The (Robotic) Cow:** Making her debut is a life-sized, life-like remote-operated replica of the popular character that has come to represent the dairy industry.

- **Cheese While You Watch:** A demonstration of modern cheese-making by Dr. John Partridge of Michigan State University.

Other activities include bluegrass musicians, a magic show and the "Bottomless Cup of Chocolate Milk." Dairy Day activities will continue all day in and around the Dairy Barn.

The State Fair runs from noon Friday, August 26, through Monday, September 5 (Labor Day). Established in 1849, the Fair in Detroit was the nation's first state fair.

Dairying is the top-ranking segment of Michigan's No. 2 industry, agriculture. Besides providing an abundant supply of wholesome milk products, Michigan's \$35 million dairy industry is a source of thousands of jobs statewide.

1989 AFD Trade Show Set for April, 1989

It's official. The successful AFD trade show will return next year to the luxurious Fairlane Manor in Dearborn with another outstanding business exposition.

The 1989 expo, to be held April 18, 1989, will use the theme "Parade of Products." The AFD trade show is an across the board review of the entire industry with profit as the underlying motivator — profit for both the retailer and supplier.

All aspects of our industry are represented in a fun atmosphere, designed for people to mingle for profit and prizes. It's the business highlight of the year and draws people together from all aspects of the industry.

Companies interested in exhibiting in next year's show can obtain more information by calling the AFD office at (313) 557-9600.

We can increase your profits!

Detroit Popcorn Company

Equipment, Supplies and Accessories Catalog

FOR YOUR FREE 1988 CATALOG, CALL, WRITE OR VISIT THE PROFESSIONALS! DETROIT POPCORN COMPANY 12065 TELEGRAPH DETROIT, MICHIGAN 48239 (313) 531-9200 MONDAY-FRIDAY 8:30 - 5:00 SATURDAY 8:30 - 3:00

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Deli Salad Acrylic Display Risers (Patent Pending)

Make your display case a "Show Case" with our new Acrylic Display Risers. These new display risers add a new upbeat look to your deli case. Your salads, shaved meats, and bakery items will be highlighted by our upscale acrylic step-up display risers. They will put new display emphasis on your food, providing better visibility appearance.

● 3 Step Style: (30" X 24")
all steps 24" X 10"
Code# ASUS2430

The Double Deli Shelf (Patent Pending)



Size: 47" X 12" X 12"

(Fits Most Deli Cases)

- 1.) Anodized Aluminum Shelving
 - 2.) Acrylic Plexiglas Sides & Feet
 - 3.) Aluminum Moulding on Shelving for Price Tags
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- **Tips, Taxes, and Transfers**
- **Seminars and Meeting**
- **And much, much more!**

Mike George, Chairman of the AFD Out-State Convention Committee,
cordially invites you to register now and attend this most important event.
Just call (313) 557-9600.

New Products/Promotions

Archway Purchases Swanson Cookie Co.

Archway Cookies, Inc., has announced the purchase of Swanson's Cookie Company, Inc., in Battle Creek, a licensee bakery of Archway Cookies serving the entire state of Michigan.

Overall supervision at the Battle Creek facility, which has become a regional bakery for Archway Cookies, Inc., is now under the direction of Thomas Seddon, General Manager of the Archway Cookies, Inc., bakery in Ashland, Ohio.

Production, sales and distribution for Michigan markets will continue from the Battle Creek bakery, though corporate officials expect the regional bakery will eventually be increasing the number of cookie varieties produced at the plant and distributed throughout the state.

Retiring after more than 50 years at Swanson's is the co-founder of Archway, Mrs. Ruth Swanson Venn. She, along with Harold Swanson, founded the company in 1936 when it

was known as Swanson's Cookie Company (the corporate trade name was later changed to Archway). Upon the death of Harold Swanson in 1954, Mrs. Venn became

president of the Swanson's bakery, a position she has held until May of this year.

With the addition of the Swanson bakery, Archway Cookies, Inc. now has bakeries in Battle Creek; Ashland, Ohio; and

Boone, Iowa; serving a total of 38 states. The other 12 states in the United States and Canada are served by licensed Archway bakeries.



Thomas Seddon,
General Manager,
Archway Cookies

Pfeister to Represent Kaukauna Cheese

The Pfeister Company, headquartered in Livonia, Michigan recently announced that effective June 1, 1988, they have been appointed to represent Kaukauna Cheese for the State of Michigan and Toledo, Ohio Marketing Areas for the Retail and Food Service Trades.

Kaukauna processes cold pack cheese cups, nacho cheese sauces, processed loaves, imported cheeses, Mexican salsa, and natural cheeses.

Larry Danna, Senior Vice-President and Perishable Department Manager, will serve as Pfeister's Senior In-House Product Manager.

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BIG CHIEF SUGAR PRESENTS THE

FOUR POUNDER!

IT HAS PRICE APPEAL



IT'S READY FOR DELIVERY NOW!

A PRODUCT OF
MONITOR SUGAR CO.
BAY CITY, MICHIGAN 48706



ASSOCIATED FOOD DEALERS OF MICHIGAN

HOTLINE



(313) 557-9600

**THESE ARE SOME OF THE REASONS WHY OVER 1000
RETAILERS HAVE JOINED AFD IN 1988**

New Products/Promotions

Coors Plans Labor Day Promotion

Rev up your end of the season summer sales and cruise into fall with big sales and profits this Labor Day with the Coors Classics Sweepstakes promotion.

Classic Sweepstakes: Coors will offer 6 grand prize classic cars - a 1957 Chevy, 1965 GTO, 1965 Ford Mustang, 1959 Cadillac, 1957 T-Bird and a 1955 Chevy. Plus other classic prizes including '60's leather jackets, wayfarer sunglasses and classic audio cassettes.

Media: Heavy flights of network and spot TV featuring a customized classics commercial will be on air August 15-September 5. Specially themed radio spots and national print ads will also run during this classic Labor Day promotion.

High Impact POS: Traffic stopping display POS will feature the Coors Classic Sweepstakes grand prize. Support items include header cards, price cards, sweepstakes entry pads, mini display piece and a Coors classic hits cassette

self liquidator.

Original Classics Cassette Offer: A rockin' little money maker, Coors is offering a colorful shelf-contained display unit for Coors classic audio cassette featuring top name original hits from the 60s. Earn extra profits with this eye catching display of classic tunes right at the check out counter or at the Coors Beer display.

Packaging: New Coors packaging will be on the shelves for Labor Day. Contemporary new graphics will increase consumer sales and will be shown in all media and POS.

Cruisin' Dates: Target dates for promotion execution are August 21-September 5, 1988.

This Labor Day push the profit pedal to the floor and shift into high promotional gear with the Coors Classics Sweepstakes promotion. **PLAN YOUR COORS, COORS LIGHT AND EXTRA GOLD FEATURE NOW!**

KOLD-DRAFT OF DETROIT, INC.

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Call us for the name of your nearest dealer

THE GOOD FOOD COOKIE
archway

Archway Cookies are good food, made with wholesome ingredients.
As you know, good food means good profits. Your DSD Archway representative will be talking to you soon about the many Archway Good Food Cookie profit opportunities!

Your Holiday Shopping Begins In October!

**THE
BEVERAGE JOURNAL
HOLIDAY
SHOW**

1 9 8 8

**SUNDAY • MONDAY
OCTOBER 2 AND 3, 1988**

**WHO'S
INVITED?**

Over 20,000 Michigan licensees and their managers will receive free tickets to The Beverage Journal Holiday Show. Tickets will be distributed through The Beverage Journal, direct mail, and direct contact by distributor salesmen.

WHEN:

SUNDAY, October 2nd, 1988 4:00 p.m. to 10:00 p.m.
and **MONDAY**, October 3rd, 1988 4:00 p.m. to 10:00 p.m.

WHERE:

FAIRLANE MANOR,
Metro Detroit's finest
conference center.

Grand Prize Drawing

**HILTON HEAD
ISLAND**

- Over 500 fully furnished 1-4 bedroom villas and homes.
- 3 Championship golf courses
- Free tennis at the "Rod Laver Tennis Center"
- 25 Swimming pools
- 3 miles of private beach
- 200 slip marina/fishing/charters
- Canoe our 10 miles of lagoons
- Excellent summer children's program, "The Alligator Club"

**PALMETTO DUNES
RESORT**

Hilton Head's only AAA Four-Diamond, Mobil Four-Star villa accommodations.



Our Grand Prize Drawing is a 7-day stay at the posh Palmetto Dunes Resort on Hilton Head Island, South Carolina. Transportation not included.
To qualify for The Beverage Journal Holiday Show Grand Prize, you must be 21 or over, an owner or manager of a licensed business and register for the drawing on either Sunday or Monday, October 2nd or 3rd at the Beverage Journal Booth.

Zehnders Introduces New Ice Cream Flavor

Since its introduction last October, Zehnder's Gourmet Ice Cream has sold more than 275,000 half-gallons in Michigan, Northern Ohio and Northern Indiana, according to Albert Zehnder, president of Zehnder Food Products and executive vice president of Zehnder's of Frankenmuth.

The full line of Zehnder's Gourmet Ice Cream is available in most major grocery chain stores and many independent stores, as well as at 50 hand-dip ice cream stations around Michigan.

The newest addition to the ice cream line is mocha chunk, described as a "special blend of mocha flavored chocolate ice cream, mixes with chunks of chocolate. The new flavor joins eight existing flavors — Double Vanilla, Butter Pecan, Black Forest Torte, Country Cookies 'n Cream, German Chocolate Cake, Stollen, Cherry Almondine (made with Michigan cherries) and Chocolate Mousse.

Country Fresh Dairy, Grand Rapids, packages Zehnder's Gourmet Ice Cream, and it is distributed by a number of dairies. The ice cream is also available at Zehnder's of Frankenmuth and Edelweiss Restaurant in Frankenmuth.

Killian's Irish Red to Make Michigan Debut Soon

[That's Killian's Red, a unique, truly special, high quality product from the Adolph Coors Company. Killian's is brewed with slow roasted malt which creates the color and provides its rich incredibly smooth taste. Killian's Red is a proven success nationally among discriminating consumers and ranked #1 in the Los Angeles Times 1987 Beer Tasting Survey.

Currently available only in draft, Killian's 6 pack 12 ounce bottle package will be introduced in Michigan September 5, 1988.



Edwin and Marian Zehnder sample the newest flavor of Zehnder's Gourmet Ice Cream

A large advertisement for 'Electricize' by Detroit Edison. At the top, the word 'ELECTRICIZE' is written in a stylized, red, lightning-bolt-like font. Below it, the text 'ELECTRIC COOKING IS LESS OF A MESS. SO YOU DON'T GET TAKEN TO THE CLEANERS.' is written in large, bold, red capital letters. At the bottom left, there is a paragraph of smaller text: 'Flames create soot and smoke that smudge and smear walls, ceilings, work areas and utensils. All of which must be scrubbed and scoured. All of which cost money. All of which you can wash your hands of because electricity cooks clean. So, from steamers to ovens, it's wise to electricize.' To the right of this text, the 'Detroit Edison' logo is displayed, with 'Detroit' in a smaller font above 'Edison' in a larger, bold font. Below the logo, the tagline 'A good part of your life.' is written in a smaller font.

ELECTRICIZE

ELECTRIC COOKING IS LESS OF A MESS. SO YOU DON'T GET TAKEN TO THE CLEANERS.

Flames create soot and smoke that smudge and smear walls, ceilings, work areas and utensils. All of which must be scrubbed and scoured. All of which cost money. All of which you can wash your hands of because electricity cooks clean. So, from steamers to ovens, it's wise to electricize.

Detroit Edison

A good part of your life.

New Products/Promotions

DCW Products announces new products and packaging

Don's Chuck Wagon Products is pleased with the successful reception in the marketplace of their new products and packaging. Surveys have shown that sales have dramatically increased because of consumer awareness. The appetizing packaging has created in-

terest for the first time buyer and kept consumer purchasing at an all time high.

DCW now manufactures a delicious Waffle Cone Mix. This mix not only makes a great cone the consumer can make in their own kitchens, but also

makes a variety of dessert treats. Waffle Cone Mix is a great gift for the holidays.

DCW's new Quiche Mix Series includes: Broccoli, Shrimp, Spinach and the Mystery Quiche. Each has easy to follow, award win-



ning recipes on the back of the package. Baked quiche is a very nutritious meal, and, as with all DCW products, all ingredients are natural.

DCW began with their popular Onion Ring Mix 25 years ago. Keep-



ing up with consumer demand, DCW now has mixes to cover most anything

that's good to eat. All DCW mixes are custom blended with natural grains and spices. DCW takes great pride in their original recipes and has a large consumer following who demand the quality Don's Chuck



Wagon Products provide.

Other Don's Chuck Wagon products include:

Onion Ring Mix, Chicken Batter, Fish & Chips, Seafoof Mix, Golden Mushroom Mix, Fish Mix, All Purpose Batter Mix, Broccoli Quiche Mix, Spinach Quiche



Mix, Mystery Quiche Mix, Shrimp Quiche Mix.

The Olender Group Offers You the Right Bakery Program for Your Supermarket Needs.

Scratch, mix, bake off, thaw and sell.

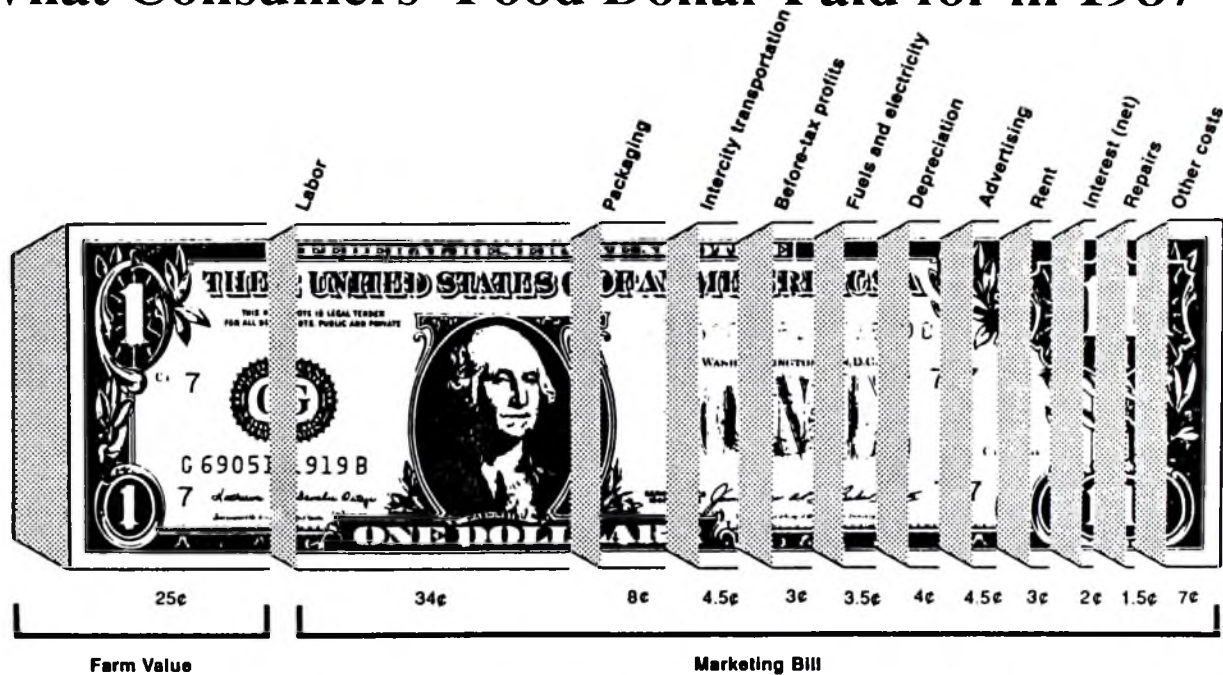
Complete bakery set-ups from mini-bake to full size bakery including exclusive packaging and the choice of quality ingredients.

Visit the **MICHIGAN STATE FAIR GROUNDS** for the **GREATEST BAKERY SHOW ON EARTH!** September 25 and 26.

For more information about bakery set-ups or trade show call Sandra (313) 921-3310.



What Consumers' Food Dollar Paid for in 1987



Includes food at home and away from home. Other costs include property taxes and insurance, accounting and professional services, promotion, bad debts, and many miscellaneous items.

Consumers spent some \$375 billion for foods produced on U.S. farms in 1987, about \$15 billion more than in 1986, according to a new USDA study.

The total includes purchases of farm foods in food stores (about 63% of the total), as well as away from home at eating places. The total does not include the money spent on seafoods and other imported products.

About 25 percent, or \$95 billion, of last year's food spending went back to farmers; the remaining amount — \$280 billion — went to the food industry for handling, processing, and retailing costs.

Two thirds of last year's rise in consumer expenditures for farm foods went to the marketing bill, which rose about \$10 billion. Of the marketing bill, 45% goes to the food industry labor costs. See the "dollar" chart for the breakdown of costs.

Data shown is from "Food Costs — From Farm to Retail," an 8-page summary of the USDA's findings on food costs.

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

A good part of your life.

JERRY LEWIS AND HIS KIDS



MDA National Poster Child Mikey Neufeldt with Jerry Lewis

INVITE YOU

TO HELP OUT AND TO PARTICIPATE IN THIS YEAR'S CAMPAIGN FOR THE
MUSCULAR DYSTROPHY ASSOCIATION

August through Labor Day Week

BY:

1. Taking the canisters that 7-UP will be delivering to each of you — the retailer — and displaying them prominently on your counters.
2. Watch the Jerry Lewis Labor Day Telethon on WJBK, Channel 2.

**AFD — 7UP — CHANNEL 2 — MDA
ARE CO-SPONSORING THIS YEAR'S DRIVE FOR
“JERRY'S KIDS”**

DAGMR

News From

DAGMR

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



The date and place have been set for the Fall DAGMR Golf Outing — it will be on Tuesday, October 4 from 11 a.m. on at Bay Pointe Golf Club in West Bloomfield. The cost is only \$80 and includes lunch, dinner, cocktails, golf, golf cart and, of course, lots of door prizes.

The DAGMR Golf Outing is open to anyone affiliated with the food industry. If you have any items you can donate for door prizes they are most welcome. Contact Ginny Jones at the DAGMR office (559-7337) for tee off times - first come, first served and door prize donations.

Speaking of Ginny Jones — if you have ever had dealings with DAGMR then you probably have met Ginny Jones the DAGMR Corresponding Secretary. Ginny is our own one of a kind "Jill of all trades" She is also our resident archivist who knows or can discuss any person who has been anyone in the food industry for the past forty years.

Ginny came to DAGMR by creating her own position. Her husband Earl Jones, now deceased, was with the Detroit Times, and an active DAGMR member. Earl had held several positions on the DAGMR Board of Directors. In 1950 Ginny, through Earl, helped work out the details of the Annual DAGMR Trade Dinner — ticket confirmations, collecting monies, etc. The Trade Dinner had become too big for the Board Secretary to do adequately.


For three years she made herself so indispensable on the Trade Dinner that the DAGMR Board created the Corresponding Secretary position in 1953 and hired Ginny. That's 35 years of dealing with people in leadership positions in the food industry and annually changing bosses within the DAGMR organization.

Ginny has put her own imprint on DAGMR. She is a take charge person who gets things done. In talking with several DAGMR members, they all describe Ginny as the one person you can go to and get an answer. She has even in cases of dire need been known to make decisions when they are needed, whether they are authorized or not.

Ginny's loyalty to the ideals and goals of DAGMR is unquestioned. As a matter of fact, Ginny once put \$1,000 out of her own personal savings account into DAGMR's treasury to cover the bills when the then current Board found

out there was a lot of fuss. Her sometimes tough exterior is more than offset by a fine sense of humor and a deep concern for those in which she comes in contact.

Ask anyone in DAGMR and they will describe Ginny Jones as DAGMR's unique treasure. If you ever need any advice or can't think of the name of someone in the food industry, give Ginny a call at 559-7337 any business day between 8 a.m. and 12 Noon. She'll probably be able to give you the answer.



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