



THE FOOD DEALER

MARCH/APRIL - A MAGAZINE FOR THE MICHIGAN GROCERY AND BEVERAGE INDUSTRY • 1988



Inside:

- "Home-Grown" Michigan Products
- Member Profile — "Ted's Market"
- News From The MLCC

Also:

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

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Executive Director's Report

Joseph D. Sarafa
Executive Director
Associated Food Dealers

The first quarter of 1988 has been a very busy one for your association and for our industry. Below is a brief recap of the many newsworthy items that took place:

1. AFD and several of its members went to Marco Island, Florida for its first outstate convention in many, many years. From dinners to meetings, to volleyball, everyone had a great time. For AFD, this outstate convention was productive, successful and just the beginning of better things to come.

2. AFD made a big move in January. Literally! Our offices are now located on the north side of 10 Mile Road between Southfield and Evergreen. These offices are more conveniently located for our members and more attractive in keeping with AFD's new image.

3. In February, AFD had its 72nd Annual Trade Dinner at Penna's in Sterling Heights. This sold out event was enjoyed by all who attended. A special thanks to Coca-Cola, Borden's, Absopure and Kar-Nuts for making this evening a smash hit. Congratulations to Louis Stephen and his Trade Dinner Committee for a job well done.

4. AFD also announced its liquor liability program. Offered through North Pointe Insurance, the price and coverage are both excellent. Over 700 members have already taken advantage of this tremendous program. But AFD continues to lead the fight against forced liquor liability insurance. We will continue to stand up for your rights. Watch for details!

5. The new year also brought a new regular column to our AFD newsletter. Called Legislative News, this column will keep you updated on what's happening in Lansing and where your association stands on those issues critical

to our business. Don't miss this important column in every AFD Business Briefs issue.



6. Double couponing was a hot issue in February of 1988. AFD appeared on every major channel several times and correctly predicted that all major chains would drop double couponing in the coming

weeks.

7. The Associated Food Dealers became the official newsletter of the Detroit Association of Grocery Manufacturers Representatives (DAGMR). This move was made to strengthen the relationship between our two fine organizations. We look forward to having DAGMR aboard.

"The first quarter of 1988 has been a very busy one."

8. AFD added a coupon consultant in March to better serve our members. With his help we hope to reduce your chargebacks on all properly redeemed coupons.

9. Tom Welch of Hollywood Supermarkets was unanimously selected by the Board of Directors to fill an unexpired term. Welcome aboard Tom!

Now is the time to tell you about some upcoming events too.

1. Our Trade Show is scheduled for April 20, 1988 at the Fairlane Manor in

Dearborn. This selling incentive show is going to be a real winner for both the retailer and the exhibitor. With a 'Las Vegas' theme, great prizes, a reception following the show and the opportunity to save money, nobody should miss this event.

2. On June 2-5 the Greater Detroit Chamber of Commerce will hold its Annual Legislative Conference on Mackinac Island. AFD is sponsoring the June 2nd reception and many of our members will be in attendance. Please join us. For further information call AFD offices at 557-9600.

3. On May 3rd AFD will hold its open house. All members and non-members are invited for cocktails, hors d'oeuvres and a tour of our new facilities. We look forward to welcoming you then.

4. On August 15th is the Annual AFD Golf Outing at Links of Pinewood. The proceeds of this always fun event goes to support our scholarship fund. Through the efforts of last years golf outing, AFD was able to give seven \$500 scholarships in 1988.

5. The 1989 Trade Dinner has already been planned. The date is Friday, January 27th with a Mardi Gras theme. It will be held at Penna's for the second year in a row. The spectacular entertainment includes fortune tellers, caricaturists, a live four piece band and 'The Great Pretenders'. You won't want to miss this event. Mark it on your calendars now!

6. And last, but not least, Mike George, the Outstate Convention Chairman, has already announced plans for 1989. Seven days and seven nights at the glorious Princess Hotel in Acapulco Mexico. Transportation, lodging, meals, events and guaranteed weather all included. Only a limited number of seats are available, so please reserve early for this February 1989 event.

7. And finally, as you can see by this magazine we have added a new section called Member Profile. If any of you would like to be featured in this section, AFD would love to hear from you. Just drop us a line and we'll do the rest.

I look forward to the day when I can meet and speak to each member of AFD personally. I hope you attend some or all of the many events coming up in the next year so that I may have that opportunity.

Sell more of these guys.



Earn more of these guys.



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



Michigan Lottery
supports education.

Chairman's Report



Chairman's Report

Sam Yono
Associated Food Dealers

1988 is a key election year! Radio, TV, and newspapers are reporting on polls, candidates, debates, endorsements, caucuses; and this is only April. Wait until August, when the flood of charges and counter-charges begins to flow and doesn't stop until Tuesday, November 8th, Election Day.

While the major coverages will relate to the Presidential and Congressional races, we don't want to overlook that which is happening in our own back yard — our own State Legislature. The entire House is up for re-election, and friends, this is where it's at — this is where it starts — at home!

Recognizing this fundamental, your Associated Food Dealers has set up its own PAC (Political Action Committee). This is a separate operation from AFD, with its own officers, membership, and logo. AFD took this bold step because our own Food and Beverage Industry has never before come together to work together in the political arena. We have never had a strong political voice, a strong unified position, or a financial commitment to help those candidates and legislators that help us. As a matter of fact, many of us don't even know the political district we live in, and many are not even registered to vote. So we sit around and criticize, condemn and blame the other guy because we never really had anyone pushing us, anyone telling us what to do, anyone giving us the chance to change. But now we do! It's called PAC! Our Political Action Committee gives us the opportunity to build a strong financial base for candidate support. A chance to participate. A chance to learn. A chance to be involved!

So, here is the game plan:

- Our PAC is approved and operational.
- By contributing to the PAC with your personal check or money order,

you become a member (no cash or corporate contributions).

- PAC will issue a statement as to

"Get Out and VOTE!"

whom they will support for the House races in Lansing.

- They will make contributions to these candidates in the name of the PAC members. No more individual checks to candidates for you to write.

- They will represent you and I, with

and to the candidates, and they will follow up for you and I, on issues and legislation.

And who are you and I? The PAC! And who is the PAC? You and I! So, when you are asked to contribute to the PAC, when someone asks you to participate, don't delay, ACT! You can't wait for someone else to do it —that's being a 'hitch hiker' Remember, to stay in business, you have to get into politics.

Now...the first step is to be sure that you are registered to vote. If you're not, just go to your nearest office of the Secretary of State (where you got your drivers license) and complete the simple form. Then, in about six weeks, you will get your registration and you will be ready to share in the democratic process. Next, join the PAC by making a contribution. Follow their announcements as to the candidates they are supporting and then on Tuesday morning, November 8th, get up and get out and VOTE! It will make you feel great because now you have earned it by casting your ballot.

ASK THE LOTTERY

By Bruce McComb
Deputy Commissioner, Michigan Bureau of Lottery

Question: What are the features of the new Daily 3 and Daily 4 Easy Pick?

Answer: Now, players have the option of purchasing Daily 3 and Daily 4 Easy Pick wagers. Many players like computer selection for Super Lotto; now they can do the same for the Daily Games. At this time, there is no bet slip available for these wagers.

On February 24, 1988, the Bureau sent instructions to all on-line agents. Remember to place a copy of these instructions near the terminal for quick reference. Players can still place wagers straight, 2-way, and boxed. Tickets can be purchased any day of the week, but there is no Sunday drawing.

Players can use the same numbers for up to six consecutive drawings.

Use this new feature to increase sales. Ask your customers, "Would you like to try a Daily 3 or Daily 4 Easy Pick today?"

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

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



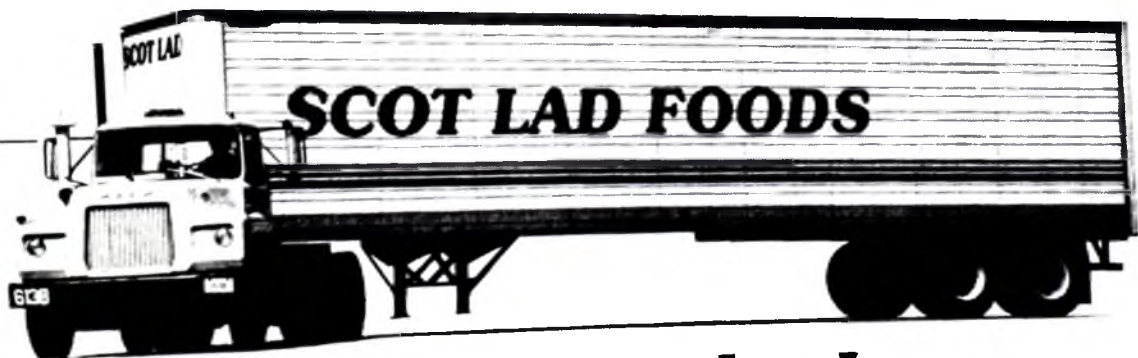
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Yes Michigan

Grown in Michigan Home-Grown Products Abound



You may be surprised to find many of the products on your shelves are grown right here in Michigan. Here is just a partial list of products that you can boast were "grown in Michigan."

Apples

Michigan ranks second in the nation in apple production, and in 1985 apple farmers harvested one billion, one hundred million pounds of apples, valued at seventy five million dollars. Paula Reds, a Michigan variety developed about fifteen years ago, continue to gain in popularity.

Asparagus

Michigan asparagus is one of the first crops to appear in the spring. The harvest season is rather short, beginning late in April and continuing through June.

Our state has an advantage in the market with snap harvesting, which allows more Michigan asparagus to be harvested.

This year's crop value is more than thirteen million dollars. Our production is third largest in the nation, with approximately 23 million pounds harvested annually from about 20,000 acres.

Beef

In 1985 our beef farmers sold an estimated 529,000 head of cattle and calves, totaling more than 493,950,000 pounds and worth more than \$230,022,000.

Veal production has been operating as an industry in Michigan only since 1972. Today Michigan is third in the nation, with an annual yield estimated at 45,000 calves.

Blueberries

In 1985, according to the Michigan Blueberry Growers Association, 50,200,000 pounds of blueberries were harvested at a value of \$31.9 million, maintaining Michigan's rank as number one.

Cabbage

Our state usually ranks eleventh in cabbage production, with an average crop value of at least three million dollars.

An average of 2,900 acres of commercial fields are cultivated every year. Farmers harvest an estimated 46,400,000 pounds for fresh market and processing annually.

Cauliflower

When much of our Michigan fresh vegetable harvest is starting to taper off, cauliflower is just getting ready for market. Harvest begins about August 1 and continues to November.

Cherries

Michigan is one of the highest ranking cherry producing states in the world. Our own Traverse City is known as the "Cherry Capital of the World."

Nearly 80 percent of the nation's red tart cherries are grown in Michigan, and the state ranks second in sweet cherries.

The growing season is short — early July through mid-August. Fresh cherries represent a small share of the market. At least 95 percent of Michigan's cherries are processed.

Chicken

Around 6,800,000 Michigan chickens, valued at \$5.4 million, were marketed in 1985. One-fifth of these were broilers. Laying hens, which make up 80 percent of our state's flocks, are marketed after their usefulness as egg layers has ended.



Cucumbers

Michigan, the number one state in pickling cucumber production, is estimated to have harvested 268,800,000 pounds on 25,000 planted acres. The value of this year's crop is more than \$21.2 million.

Annually, fresh-market cucumbers total nearly 23,800,000 pounds, with a market value of more than \$3.3 million. Michigan usually ranks ninth among the 50 states.

Eggs

Egg production is Michigan's leading poultry enterprise, and is valued at \$59,255,000. In 1985, 1,693,000,000 eggs were produced. The average number of layers was 6,807,000.

Michigan eggs are quality graded in accordance with federal and state laws. Grade AA, Extra Fancy and Grade A have thick whites and firm yolks which are excellent for frying and poaching. Grade B eggs have less thick whites and yolks, and are good for general cooking and baking.

Grapes

Michigan, with about 12,676 acres of commercial vineyards, is in fourth place among grape producing states.

Cool spring breezes from the Great Lakes help grapes resist premature budding, while moderate evening temperatures through fall furnish enough time for grapes to vine-ripen before the killing frosts arrive.

Harvest begins in August, peaking in September and early October.

Almost 90 percent of Michigan's grapes are Concord, used to make jams, jellies, preserves, and grape juice. Other varieties are used for wines and fresh-market sales.

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Yes Michigan

Honey

An estimated 106,000 Michigan bee colonies produce about 5,000,000 pounds of honey valued at \$2.7 million each year. Depending on the weather, our state is usually seventh among the 50 states in honey production.

Bees contribute in another important way to the Michigan economy. They serve as pollinators for millions of dollars worth of fruit and seed crops, in addition to producing nearly 75,000 pounds of beeswax worth an estimated \$100,000.

Milk

Michigan ranks sixth in the nation in milk production.

More than 394,000 cows on 9,000 dairy operations set another record with an average production per cow of 14,132 pounds of milk.

Mushrooms

Our state's mushroom crop is the third largest in the nation, with more than 19.5 million pounds of mushrooms harvested in 1985. Total value was \$16.3 million, grown in 4.5 million square feet of bedding space.

Onions

Michigan farmers harvested 253.5 million pounds of onions from 8,400 acres, making Michigan the seventh largest onion producer in the nation. Onions are our state's largest volume fresh-market vegetable crop, valued at \$16,326,000.

The greatest percentage of Michigan's onions, a yellow globe variety, are stored after harvest in September and marketed through the winter and spring.

Peaches

There are many varieties of Michigan peaches, including Glohaven and Cresthaven. The Redhaven is the most planted peach variety and has become the yardstick of the industry. About 49 percent of the 887,000 peach trees in Michigan located on 8,300 acres of land are Redhaven.

Pears

Most of our state's pears go to canners. Fresh Michigan pears are available mid-August through October, with Bartlett's accounting for 87 percent of the total crop. D'Anjou, Comice, and Bosc are a few of the more common varieties also on the fresh market.

***One Farm worker
produces an
average of
107,000 pounds
of food or 53 tons
of finished
product each
year, and creates
jobs for more
than five
non-farm people
who process,
transport and
merchandise the
crops as well as
produce items
farmers need.***

Popcorn

Americans consume more than 33 quarts of popcorn per person each year. Michigan farmers help to meet this growing demand by producing an estimated 24,000,000 pounds of popcorn annually.

Value is normally about \$3,200,000, with an average yield of 3,500 pounds per acre. Michigan is usually in eighth place among popcorn producing states.

Pork

Our state was the first to enact standards for ground pork. This law is enforced by MDA food inspectors who ensure wholesome, sanitary products. Under Michigan's comminuted meat law, ground pork cannot contain more

than 25 percent fat, and no animal by-products or additives are permitted.

Potatoes

The most popular Michigan potato is the Russet Burbank, just right for baking. Other types grown in our state include round white, long white and round red.

One baked potato has fewer calories than one-half cup of cottage cheese! Potatoes are 80 percent water, low in sodium, and virtually fat-free. Leaving skins on is an excellent way to conserve nutrients.

Strawberries

Fresh strawberry sales this year accounted for a large portion of the crop's \$6,300,000 value. The season lasts only three to four weeks but delivers a lot of succulent strawberries.

An estimated 16.3 million pounds of this popular pick-your-own crop were harvested from 2,600 acres, ranking Michigan fifth in the nation.

Tomatoes

In 1985 Michigan farmers harvested 332,640,000 pounds for processing, placing our state third in the nation. Crop value was \$13,306,000.

An additional 32 million pounds of fresh-market tomatoes, worth \$5,504,000 were grown in the same year, to rank our state eleventh nationally.

Wheat

Michigan's specialty is Eastern soft white winter wheat. We lead the nation in production. It is finely granulated and textured, ideal for delicate pastries, and is used by major cereal producers here. Michigan's 13 flour mills are checked regularly by MDA food inspectors who make sure sanitation and construction standards are met. Standards for commercial flours are set by federal law and adopted and enforced by the state.

Wine

If the word "Michigan" is on the label you can be assured that at least 75 percent of the grapes used were grown in our state.

Approximately 12,700 acres of grapes are grown in Michigan, and our state ranks fifth in the nation in wine production.

Protect Your Profits By Preventing Shoplifting

Shoplifting occurs every day in virtually every supermarket in America, costing the food industry billions of dollars each year.

Careful planning and constant vigilance are your best weapons against this common crime. The following recommendations can help guide your storewide effort to prevent shoplifting — and protect your bottom line.

For Management

- Place easily pilfered high-value items behind counters, at the checkstands or in places where they can be observed by store personnel.
- Eliminate cross aisles wherever possible; they're proven "hot spots" for shoplifters.
- Close off unattended checkstands.
- Reserve the right to check packages brought into the store by customers.
- Schedule more employees to be on the sales floor during your busy shopping hours.
- Use one-way and convex mirrors. Place them where they permit full observation of sections of your store.
- Post warning signs. Warn that shoplifters will be prosecuted.

For Checkers

- Check the bottom of shopping carts for merchandise. Remove the bottom items first so they won't be overlooked.
- Handle and lift magazines by the bindings; often a shoplifter will attempt to hide small, flat items inside publications.
- Be suspicious of customers who insist on holding packages in their arms; such packages may conceal pilfered items.
- If you suspect a customer of shoplifting, remain courteous and notify your front-end supervisor or store manager.

For Stock Clerks


- Scan the aisle while you work.
- Offer assistance to customers who appear to be looking for an item they

can't find.

- Watch anyone who —
Loiters near high-value merchandise.
- Wears baggy or heavy clothing in warm weather.
- Keeps returning to one section of the store.
- Appears to be watching you rather than selecting merchandise.
- Do not attempt to apprehend a shoplifter yourself. Warn your manager and keep the shoplifter in sight at all times.

(From "Controlling Supermarket Shoplifting", an FMI Supermarket Management Guide.)





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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*.

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Wine Steward

Michigan Wine Steward

*Answers to the most
asked questions about
Michigan wines.*



By Joe Borello



Q. Are Michigan wines graded and classified like European wines?

A. No. U.S. and state governments are more interested in "truth in labeling" than entering the marketing arena by grading wine. Federal and State government agents regularly visit wineries to check inventories and wine making procedures to assure they are in the public's interest and safety. A winery will lose its license and/or face stiff penalties if there are violations. All wine labels must first be approved by the U.S. Bureau of Alcohol, Tobacco and Firearms. In Michigan, the Department of Agriculture also tests the wine for proper ingredients before it is made available commercially. All paperwork must be completed, approved and filed on the winery premises for periodic inspections and testing. The quality grading of U.S. wine is left in the hands of the consumer.

Q. I know that Michigan is really growing in the premium table wine business, but I still like some of the old dessert wines Michigan was famous for years ago. Do any of the Michigan wineries still make these?

A. Very definitely, but not in the quantity they used to, since demand has shifted to drier table wines. Warner Vineyards, under their CASK label, offers a variety of sweeter fruit and grape wines. So does St. Julian Winery, although both of these wineries have been making their mark in the "non-alcoholic" sparkling fruit juice market lately. A variety of fruit wines made from peaches, blueberries, apples, pears, cherries and raspberries are also offered by other Michigan wineries including Good Harbor, Fenn Valley, Peterson & Sons, Frontenac and Leelanau Ltd., to mention just a few. Since the demand is not as great as it used to be, the best place to find these wines is right at the winery tasting room.

Q. Does the Michigan wine industry have a research outlet in the State like the University of California, Davis?

A. Research facilities at the University of California, Davis are considered among the best in the world. In fact, many of the world's "new" winemakers have studied at Davis to receive the latest technical training to take back to their "old world" vineyards. Michigan State University's Horticultural Department, lead by Dr. Jack Kelly, has made invaluable contributions to the development of wine grape

hybrids that withstand the demanding Michigan climate and still produce a premium quality wine. The Michigan Grape and Wine Industry Council feels that work being done at Michigan State University, through such pioneers as Dr. Stan Howell, is so valuable that it recently granted funds for the construction of an oenological research center on the MSU campus. Research is continuing and the industry is growing in Michigan, but it has a few more years to go before developing the funds capable of supporting a program as massive as that in California.

Q. Does any Michigan winery make brandy or sherry?

A. Sherry, yes. Brandy, no. Michigan sherries compare favorably to some of the best made in this country, particularly the cream sherries. Cream sherry is sweeter and its nutty flavor makes it a popular after-dinner refreshment. Look to the Michigan sherry labels of Tabor Hill, St. Julian and Warner Vineyards if you enjoy this unique sipping wine. Brandy is a distilled wine product and, as of this date, I do not know of a Michigan winery commercially producing it.

Q. I have been trying Michigan wines and found some I really like. The problem is, a couple of them were sold out and no longer available. If Michigan wines are becoming increasingly popular, why don't they plant more grapes to meet the demand?

A. They are! Unfortunately, you can't rush Mother Nature. It takes a minimum of four years for a vine to produce grapes of winemaking quality. For premium quality wines, the vine must be even older than that. Obviously, farmers are more than a little apprehensive about planting a crop for which they will not begin to realize a return for at least four years, and then there are no guarantees. You can readily see that growing annual crops with yields that can be easily adjusted to meet demand is the frugal approach to farm production. Fortunately, there are individuals who enter the business for the love of wine. Until your favorite wine is back on the shelf (and spring is a major release time) you might enjoy trying other Michigan wines for comparison.

If you have a wine related question or would like a free Michigan "Wine Country" poster and Consumer Wine Facts Booklet, write to:

*The Michigan Grape and Wine Industry Council
P. O. Box 30017*

From the Michigan Liquor Control Commission

by Daniel L. Sparks
Michigan Liquor Control Commission



One area of the liquor licensing process that is sometimes confusing to license applicants concerns fingerprinting. As a part of the licensing investigation, the Commission requires in most cases that all persons who are going to be owners of the business be fingerprinted as part of the police investigation. Exceptions are that we do not require fingerprinting for people who are already licensed at another location or who were licensed within one year of the current application. We also do not require fingerprints of stockholders who will own less than 10% of the stock of the business, or limited partners in businesses organized as limited partnerships. When one of these exceptions applies, we inform the police agency that fingerprints are not necessary. However, in some cases the local police agency may still want fingerprints for their own use, particularly if the applicants have never before been licensed in that city or township.

As anyone who has recently bought a business knows, there is now a \$10 charge for each person fingerprinted. This fee is paid to the police department doing the fingerprinting and is sent to the Commission along with the fingerprint cards. Both the cards and the money go to the Michigan State Police who keep the \$10 fee to pay for the cost of processing the fingerprint cards.

While there were many problems with the collection and handling of the \$10 fee when the charge first went into effect, these problems have largely been solved and the processing of fingerprint cards now seems to be going smoothly. The one problem which still comes up from time to time is bad checks. When an applicant pays the fingerprint fee with a bad check a substantial amount of time is added to the licensing process because the State Police will not process the fingerprint card until the check is

made good.

Another frequent problem which adds considerably to the time it takes to process a license transfer is violations. When a transfer is being investigated and the seller is charged with any kind of liquor violation, the Commission's rules require that the transfer cannot be completed until after the violation process is finished. What this means is that even though we will continue to complete the licensing investigation, including the investigation by the local police agency, the Commission can take no action to approve or deny the transfer until the violation process, including

any appeals before the Commission or in court, are concluded. When we receive a violation report on a licensee who has a transfer pending, we attempt to schedule the violation hearing as soon as possible. However, because of the advance notice of the hearing that we are required to give the licensee, witnesses (if any), and law enforcement officers, disposing of the violation can easily result in delaying the transfer 30 to 60 days or more. Obviously, a licensee wishing to sell a business should be even more careful than normal to make sure that no liquor violations occur.

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YOU!

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“Incentive Selling Trade Show”**

ON: Wednesday — April 20th

AT: Fairlane Manor, Dearborn

THE PROGRAM

- Doors open at 11 a.m. and close at 7:30 p.m.
- Reception following and Show closes at 10 p.m.
- Make sure you arrive no later than 6:00 p.m. so you can see the entire show. (You can leave the show and return later)
- This is a Selling Show, so come prepared to “Deal for Dollars”
- The Show theme is Las Vegas and many Exhibitors will be offering “games of chance.”

PRIZES GALORE!

THE GRAND PRIZE

- A trip for two to Las Vegas — the only way you can win is to register at the Exhibitors' booths.

EARLY BIRD DRAWINGS

- A weekend for two at the Westin Hotel in Detroit.
- A dinner for two at the Golden Mushroom in Southfield
- Three \$50 gift certificates at Fairlane Mall.
- Who's eligible? — Only retailers can register and participate in the Early Bird Registration. This is a ONE-TIME OFFER!

WEDNESDAY, APRIL 20th

is the date and everyone will be there ...

WILL YOU?

Get New Customers and New Profits with

Chester Fried- The Crispy, Moisturized Chicken



and profit-making fast food service equipment
from Giles Enterprises.

Introducing . . .

Chester Fried- the crispy, moisturized chicken program

From Giles Enterprises featuring a whole new way to offer one of America's favorite meals.

It's your ticket to
**New Customers, Increased
Business, And Higher
Profits.**

**Convenience And Quick
Return On Investment:**
An Unbeatable Combination

The Chester Fried Chicken Program provides everything you need to begin offering the best fried chicken this side of heaven. And it can pay for itself in practically no time!

The Program Features

- **THE GILES FRY KETTLE**, a whole new, automatic way to prepare perfectly incomparable fried chicken.
- **THE GILES WARMER**, for displaying the irresistible golden brown products while keeping them piping hot.
- **THE GILES BREADING AND BATTER TABLE** for convenient preparation.
- **GILES SECRET SEASONINGS AND SPICES** for the exclusive **CHESTER FRIED CHICKEN** marinate, batter and breading.

The Program offers you a practical, convenient, and profitable way to take advantage of the increasing fast food demand where potential growth is the greatest: in stores like yours.

The Giles Fry Kettle: Where It All Begins



The unique Giles Fry Kettle brings a whole new approach to deep frying that keeps fried chicken from feeling and tasting greasy and at the same time, keeps it moist and tender inside, the way your customers like it.

Unlike other fry kettles, the Giles MGF series cooks with low pressure. The lid helps hold steam above the hot shortening for moisture, and there's no high pressure to impel grease into the chicken.

While the Giles Fry Kettle does an excellent job with chicken, it does more than just golden brown chicken. You'll also want to use it for french fries, shrimp, clams, oysters, fish, and scallops. It also cooks squash, mushrooms, cauliflower, zucchini, okra, and delicious ribs.

Designed For Easy Operation And Maintenance

The Giles Fry Kettle is easy enough to use so that even your most inexperienced employees can operate them. And a number of key design features help make maintenance simple and convenient, too.

The Giles Fry Kettle produces crispy, moisturized fried chicken of consistent quality using a timed cook cycle. The kettle is constructed of stainless steel, with a lift-out basket. It features an automatic basket lift that makes the cooked chicken readily and safely accessible for transfer to a warmer. The MGF-40 also features a built-in cooking oil filtration system for operational convenience.

Three Models To Choose From

The Giles MGB-20 has a capacity of 20 pieces or six pounds of chicken per batch. The MGC-40 and MGF-40 models both have capacities of 40 pieces or 12 pounds of chicken.

The MGB-20 features a convenient smaller size. It's only 15½" wide, 19½" deep, and 21" high. It has a

flange which makes it easy to countersink.

The MGC-40 model is 17½" wide, 22¼" deep, and 25⅝" high. It, too, has a flange for countersinking.

Giles Warmers: Helping The Product Sell Itself

Warmers create impulse sales. And the attractive Giles warmers offer features that help both to keep chicken piping hot and make it irresistibly attractive to your customers.

Thermostatically controlled top and bottom heaters keep the chicken warm, and bright incandescent lights help show the chicken's tempting attractiveness.

Our warmers feature stainless steel construction with pop in glass front and side panels for easy conversion to self-serve operation. They're built for easy clean-up and long life. Cooked products are easily accessible through sliding glass doors.



Giles Warmers:



They also feature 4" adjustable legs, and can be easily assembled and disassembled for moving.

Giles Portable Breeding And Batter Table: Essential Preparation Made Easy

A key part of the exclusive Giles process is the batter dipping and breaching operation. It is here that chicken is coated with a secret-formula marinate made from materials provided only by Giles, and breaded using more special Giles condiments.

Mounted on casters for portability, the Giles Breaching and Batter Table features a lug rack for raw chicken, a batter well with a spring-loaded basket, and a self-contained manual sifter under the breaching receptacle. Constructed of rugged 18-gauge stainless steel, the table features an optional shelf unit. A convenient size, the table measures 24" wide, 30" deep, and 54" high with shelf (36" high without).



**Giles Portable Breaching
And Batter Table:**

**Giles Condiments: For
More Than Just Good Taste**



The extra special secret formulation of seasonings and spices that makes Giles CHESTERFRIED CHICKEN the kind your customers will want to come back for are provided in easy-to-use packages with clear directions that assure success every batch.

But these special condiments do something even more important. The batter and breading is specially formulated for use with the Giles Fry Kettle to seal in natural moisture. The resulting "moisturized" chicken is what sets CHESTERFRIED CHICKEN apart from all the rest.

**Some Finishing Touches:
Putting The Best Face
Forward**

Packaging for profits: Giles will supply you with colorful boxes for various quantity orders of fried chicken for your customers' convenience and to help remind them that they are eating exclusive CHESTERFRIED CHICKEN.



Promotional Support: Giles will also supply you with eye-catching full-color window posters, hanging cards, and tent cards, all focused on attracting attention to your offering of one of the most popular American meals.

If you want to —

- ATTRACT NEW CUSTOMERS
- GENERATE INCREASED BUSINESS
- MAKE YOUR FAST FOOD SERVICE MORE PROFITABLE...

... then you owe it to yourself to find out why the Giles CHESTERFRIED CHICKEN

For More Information



CALL OR WRITE
GILES ENTERPRISES, INC.
P.O. Box 3024
2750 Gunter Park Drive West,
Montgomery, Alabama 36109-0024
(205) 272-3528/TELEX 782 339

MMI DIST. INC
3910 JONATHON
P.O. BOX 730
DEARBORN, MI. 48121
(313) 582-4400

SAY HELLO

“Say Hello” to the following who will be your Hosts on Wednesday, April 20th. They will be waiting for you at Fairlane Manor beginning at 11:00 a.m.:

<u>COMPANY</u>	<u>BOOTH NO.</u>	<u>COMPANY</u>	<u>BOOTH NO.</u>
AIN Plastics	#711	Ludington News	#401
Ameri Pro	#704 & 706	M&H Supply	#812
Anheuser Busch	#802	MMI Distributing	#400 & 301
Archway CookieS	#703	Mel Larsen Distributing	#602
Awrey Bakeries	#514	Melody Distributors	#505
Blue Cross	#814	Midwest Butcher & Deli	#414 & 315
Brehm Broaster	#500 & 502	Miller Brewing	#600 & 501
Brown & Forman	#605	Molsen	#607
Camden Basket	#808	Motor City Electronics	#405
Central Alarm	#714	Nikhlas Distributing	#402
City Food Brokerage	#609	Osten Meat	#611 & 613
Checkpoint Systems	#504	Pacific Ocean Pop	#715
Coca-Cola	#506	Pepsi	#807
Continental Baking (Hostess)	#507	Political Action Committee	#408
Coors	#700	Prince Macaroni	#610
Creative Risk	#612	Rivera Foods	#509, 511 & 513
D/A Central	#515	S&M Biscuits	#615
DCI Equipment	#510 & 411	Sales Control Systems	#810
Dept. of Ag.	#813	Scot Lad	#303
Detroit Popcorn	#410 & 311	Seagrams	#710 & 712
Everfresh Juice	#708	Security Corp.	#804
Faygo	#815	Seven Up	#608
Food Marketing Corp.	#805	Stotz Publications	#307
Golden Valley	#403	Strohs Brewing	#707
Great Lakes Ice	#503	Strohs Ice Cream	#601
Hills Bros.	#709	Swift Eckrich	#806
Hobart	#713	Taystee	#811
J. Lewis Cooper	#604	Thorn Apple Valley	#415
Jays Foods	#702	Tom Davis Dairy	#701 & 800
Kar Nut	#606	Tony's Pizza	#705
Kramer Foods	#404	Van Dusen/Mid America Dairy	#603
Knott & McKinley	#305	Vernors	#809
Lipari	#508	Western Snacks	#614
Liquor Control Commission	#309		
London's Farm Dairy	#801 & 803		
Lottery Commission	#409		
AFD Registration -	Lobby		

This is a partial list!

The Retail Grocer and Food Inspection

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

The Food Division receives numerous inquiries concerning the wholesale delivery of bulk fresh chilled poultry labeled and invoiced with a weight which is generally greater than the actual net weight of the poultry. Michigan's weights and measures law (as with all other states' laws) require a label of "true" net weight when offered for sale in either a package or bulk form.

Obviously there is a conflict here also. Wholesale chicken, as with other

poultry and red meats (bulk or packaged), is processed in United States Department of Agriculture inspected plants and governed by federal requirements. These federal requirements as relates to weights were upheld by a 1977 U.S. Supreme Court opinion and permit weight loss to occur within a "good" distribution system after a "net weight" is determined. The Supreme Court decision literally stopped enforcement of state laws governing these "federal" products as no one was able to define what constituted a legal "good distribution" moisture loss. To state weights and measures officials it appeared there was abuse resulting in a non-competitive — inequitable wholesale marketplace. Often a grocer could only package 62 pounds of poultry from a 65 pound invoiced box, depending on the processor.

In 1984 a national task force was es-

George C. Heffron



tablished under the sponsorship of the National Bureau of Standards (NBS) to review the situation of "moisture loss" and if possible arrive at a resolution being consistent with the court opinion. The twelve member task force, consisting of state regulatory, U.S. and Canadian officials, processors, and a NBS member gathered data and have finalized a procedure initially to enforce equitable weights of products packaged under federal jurisdiction and to continue the more difficult process of establishing a procedure for bulk products such as bulk chilled chicken. As a member of this task force, I was pleased to see the first stage completed and this year presented to an organization of the states for acceptance. This milestone will set the precedence so with perseverance, bulk chicken content declaration will represent accurate legal weights.

TAKE A LOOK

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- Property & Casualty
- General Liability

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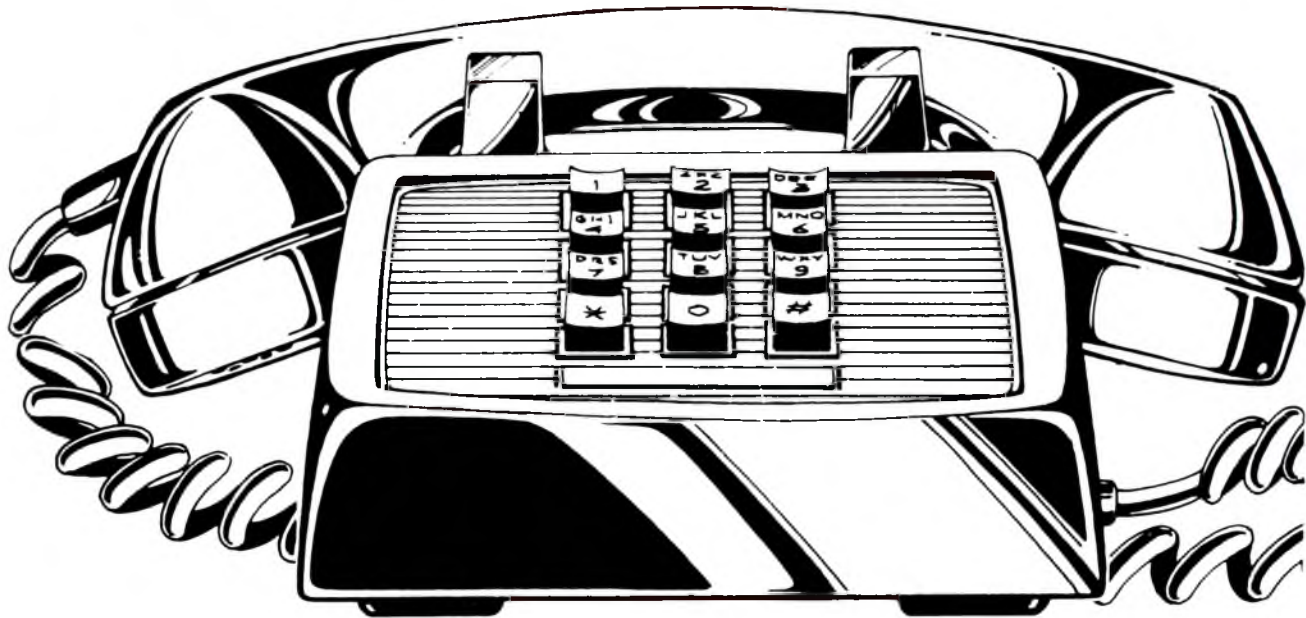


Plimpton to Kick-Off Michigan Small Business Day

A spirited talk by renowned humorist George Plimpton, author of *Paper Lion*, will kick-off the Sixth Annual Michigan Small Business Day. In addition to Plimpton, who will provide his own unique perspective on how to cope with today's economic conditions, the conference will feature stimulating workshops, an informative display of computers and software, two receptions, three meals, and awards to people who exemplify the spirit and accomplishments of small business. All of this will be capped by Governor Blanchard's luncheon address and presentation of SBA's Small business Person of the Year Award.

This small business event of the year takes place May 17-18, 1988 at the Lansing Center and Radisson Hotel. Note this date on your calendar; you will receive a brochure/registration form in April. This event is being supported and organized by the Michigan Retailers Association, Small Business Association of Michigan, National Federation of Independent Business-Michigan, Michigan State Chamber of Commerce, Michigan State Floral Association, Michigan Business, Michigan Grocers Association, Michigan Manufacturers Association, Governor's Entrepreneurial and Small Business Commission, Michigan Department of Commerce, and SBA.

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Seldom is help so easy to find. With one simple phone call your store can become part of a profit making business. Whether your profits are down or are not up to your expectations, the Super Valu Corporation will be beside you helping to make your business a leader not a follower. Cut your work time in half with the power of Super Valu. It's only a phone call away.



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Ted's Market

Continues to Thrive After 43 Years

by Laurence Ruah

Nestled on the city boundaries of Taylor and Romulus, a small grocery known as Ted's Market has thrived for 43 years, expanded seven times, and continues to draw new customers.

According to its owner Gregg Drake, the reasons for their success are the friendly atmosphere, quality merchandise, and excellent service customers receive at his business.

Ted's Market originated in 1945 when Gregg's father, Ted Drake, opened a meat counter on the corner of Eureka and Inkster Roads. "My dad wanted to try running a grocery, so he opened a meat counter that was connected with my grandfather's gas station. After the first week of operation, my dad made \$700 and decided it was worth a try to continue," says Gregg. Ted and Celia Drake, Gregg's parents ran the store until they retired and turned the business over to their son.

Following the first year of operation, a friend of the family built a small building next to the gas station with a small attached apartment for the Drake family to live in. Since then, the family moved out of the apartment into a house and converted the apartment into the meat department. Ted's Market has expanded seven different times since the original building.

Since the first primitive counter, quality first grade meat has always been an important philosophy of Ted's Market. "Our quality meats and fresh produce is the reason we have so many satisfied and returning customers," said Gregg. "My staff and I always try to treat our customers with respect and in a manner we would want to be treated."

Ted Drake was on the Board of Directors of the Associated Food Dealers for many years until he retired.

Gregg Drake who now runs Ted's Market, feels the AFD is an excellent trade organization.

"The AFD is adept at lobbying for the food industry, and also provide my employees with Blue Cross Blue Shield benefits," said Gregg Drake.

Gregg, who completed a degree in marketing, has worked at Ted's Market most of his life. "Except for the army, this is the only place I've ever worked at," said Drake, who now works a seven day, 65-hour workweek with even a few hours on Sunday for bookkeeping.



Gregg Drake owner of Ted's Market — proudly stands by his fresh produce section.

Drake does everything from ordering the food, inventory, managing and scheduling employees, stocking the shelves, cutting meat, cashiering to the bookkeeping.

"Ted's Market and I are the same age and have been here so long, that we have an excellent rapport with the employees and customers," says Gregg. "The result of my hard working conscientious staff workers, most of whom have been with me for years, is another reason the business has lasted."

According to Drake, some of his employees are even married to each other. For instance, the grocery manager, who's worked at Ted's for



Ted's Market is located at 27460 Eureka on the corner of Eureka and Inkster Roads in Romulus, Michigan. Their hours are from 8 a.m. to 10 p.m. — 7 days a week.

Member Profile

ten years, is married to the deli girl. There have also been three different mother and son combinations working at the store. The meat wrapper has worked for 17 years, and a cashier for eight. "I try to maintain a family oriented and staffed grocery store, and am proud to have many employees that have stayed so long," says Drake.

Ted's Market now offers double coupons, since the bigger stores have discontinued it. Ted's also advertises with a weekly circular of specials and coupons that is distributed to 12,000 in the area. "The circular is the main tool I use to attract new customers and compete with the bigger stores," says Drake. "We also provide fast check-out lanes, special cuts of meat, and foods that customers request—the little extras that the bigger stores don't offer."

Over the years Ted's has adapted to changing customer needs by adding a deli counter, providing self service meats, expanding their frozen food section from 12 to 48 feet, updating and adding more variety to individual foods, and increasing the volume of fresh produce. "Today people are more



A shopper selects items in the health and beauty aisle, one of the extras at Ted's Market

health conscious and want purer meat and fresher produce. To accommodate our customers, we have increased the volume and variety of our produce section, trim our meats leaner, provide fresh fish, and carry healthier foods with fiber and grains," says Gregg.

"As always, the family tradition has been the insistence of quality products

and good friendly service, which I continue to carry on, and will hopefully be serving the customers of this community for another 43 years," said Drake.

Ted's Market, is located at 27460 Eureka in Romulus, Michigan with hours of 8 am to 10 p.m. — seven days a week.

It's Exceptional...

Awrey's Best

Only the finest ingredients, prepared with special care, go into Awrey's Best products.

Like Waldorf Coffee Cake. Authentic Danish pastry . . . ripe, juicy apples . . . plump raisins . . . plenty of nuts . . . Top it with a delicate icing, and you've got a classic.

And it's only one of many . . . Awrey's Best.

Look for it in your bakery aisle, in the distinctive green and gold box.

Unmistakable on the outside, irresistible on the inside.

You want the Best of the Best . . . Awrey's Best.

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HELP YOURSELF BY HELPING SPECIAL KIDS



CASH FOR KIDS is a major Variety Club children's charity fundraiser sponsored in conjunction with leading grocery retailers, wholesalers, brokers, national and local manufacturers. The CFK program will run from May 25 through July 6, 1988 when designated products will be featured in supermarkets throughout our area. Proceeds from the purchase of these CASH FOR KIDS products will

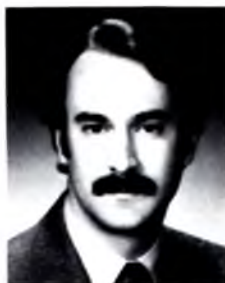


go directly to improve the quality of life for thousands of handicapped and underprivileged children in Michigan. Through your unselfish efforts, the CASH FOR KIDS program will benefit the Variety Club Cardiology Center at Children's Hospital of Michigan, the Variety Club Myoelectric Center, affiliated with Oakwood Hospital, and other children's charities in Michigan. You can show Michigan's special children that you care.



"Won't you join AFD in support of this worthwhile cause? Please call us at 557-9600."

Awrey's... America's Home Town Bakery



Tom Awrey, V.P. of
Retail Operations

Hello to all members of the Associated Food Dealers:

I just returned from Kalkaska, Michigan (just east of Traverse City) where we are trying to initiate a distribution point from which we might serve the "North Country" with our Awrey Baked Goods. The extended drive time I enjoyed while traveling north gave me an unusual opportunity to reflect on the many changes our family's business has experienced over the years.

I am sure my Great Grandparents Fletcher and Elizabeth Awrey, who started baking out of their own kitchen back in 1910, would be truly amazed and proud of what their original endeavors have become.

In the beginning, a wood burning stove produced very limited quantities of bread and pie products which were delivered in wicker baskets by horse and buggy to the neighborhood "following". A first store front was opened and bicycles became the preferred method of distribution.

As the local reputation of Awrey's quality and service spread, Grandfather Tom and his two brothers Elton and Wilbur became active in the business and were responsible for its major growth during the early days of the supermarket era.

My father, Bob Awrey, who is currently Chairman of the Board, directed the company into the "self serve" packaged form of retail service and was instrumental in the decision to enter the frozen food service market which is now a major portion of our business.

Today, some 78 years and four generations from our companies origin, my sister Linda (President of our Food Service Division) and myself actively pursue the management of a bakery which ships product to 50 states, with a concentrated fresh retail interest here in our hometown Detroit market.

While many changes have occurred over our companies long history this most important value has remained unchanged — our commitment to provide goods and services of only the highest quality while insuring a fair and honest living for our outstanding employee group. This premise has kept the Awreys baking in Detroit for generations now and with more hard work and a little luck we look forward to continuing our efforts in the years to come.

I know many AFD members are part of or involved with other fine "family businesses" in our great city. When you get the chance, pause for a moment and reflect on how your concerns got to where they are today and where they are headed. I guarantee it will be time well spent.

Awrey's congratulates AFD on its continued growth and expansion to new offices and we wish you the best of luck in the years ahead!

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Commercial refrigeration
for various applications,
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installation, C-stores,
Supermarkets, Florist
Stores, Independent meat
and fish stores, and
Grocery Stores.



A complete line of quality
engineered, commercial
refrigerators and freezers.
Stainless steel and glass
door reach-ins, step-in
coolers and freezers, florist
display cases, deli, meat
and fish service cases,
endless glass door reach-
ins, open merchandisers,
ice cream cabinets and hot
food service cases.



Howard McCray





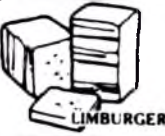
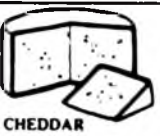

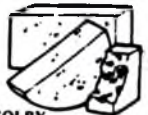



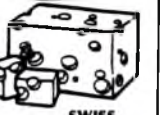








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DELI THE CHEESE CHART

VARIETY	CHARACTERISTICS	USAGE	USAGE	CHARACTERISTICS	VARIETY
 BRIE	Soft, thin white edible crust, creamy interior; slightly firm and mild when young and creamy and pungent when aged	Snacks, appetizers, desserts	Cooked dishes, sandwiches • String makes a perfect snack	Semisoft: smooth plastic body; creamy white; mild, delicate flavor • Semisoft; Mozzarella in the shape of a string or rope	 MOZZARELLA • STRING
 FETA	Soft, flaky white interior; salty, "pickled" flavor	Snacks, salads and cooked dishes	Snacks, sandwiches, cooked dishes, desserts	Semisoft to firm; creamy with small holes; light yellow; mild, nutlike	 GOUDA & EDAM
 LIMBURGER	Soft, smooth waxy body; creamy-white interior, brownish exterior; strong flavor, highly aromatic	Appetizers, sandwiches	Sandwiches, snacks, salads, cooked dishes, dessert	Firm smooth body; color ranges from nearly white to orange; varied shapes and styles; mild to sharp	 CHEDDAR
 RICOTTA	Soft, moist, grainy; white; mild, slightly sweet flavor	Cooked dishes, dips, fillings, desserts	Breakfast with fruit, snacks, sandwiches and salads	Firm open texture; light yellow to orange color; mild to mellow flavor. A Wisconsin original!	 COLBY
 PORT DU SALUT	Semisoft; smooth, buttery; creamy yellow; mild to robust	Appetizers and dessert with fruit	Appetizers, sandwiches, cooked foods	Firm, smooth body; marbled white and orange; mild to mellow	 COLBY-JACK
 MUENSTER	Semisoft; waxy open texture; creamy white with orange exterior; mild to mellow	Sandwiches and snacks	Fondue, sauces, quiche, casseroles, sandwiches, salads	Firm, smooth with large shiny eyes; pale yellow; mellow, nutlike flavor	 SWISS
 BRICK	Semisoft; waxy open texture; creamy white; mild to mellow, pungent when aged	Appetizers, snacks and sandwiches; a Wisconsin original!	Snacks, sandwiches, in cooking, desserts	Firm, smooth plastic body; creamy white; mild to piquant or smoky in flavor	 PROVOLONE
 BABY SWISS	Semisoft; smooth creamy interior with well distributed eyes; mild, sweet nutty flavor	Snacks, sandwiches and cooked dishes	Cooked dishes, soups, salads, seasoning	Hard; granular; light yellow; sharp piquant	 PARMESAN/ROMANO
 MONTEREY JACK	Semisoft; smooth open texture; creamy white; mild to mellow	Sandwiches, salads, and cooked dishes	Sandwiches, salads, sauces, cooked dishes, snacks	Blended with the aid of heat; semisoft, smooth uniform body; white to orange; mild to mellow with or without added flavors	 PASTEURIZED PROCESS
 BLUE	Semisoft; blue-green mold marbled or streaked-white interior; sometimes crumbly; sharp piquant, spicy flavor	Dips, cooked foods, salads, dressings and desserts	Snacks, sandwiches	Processed without the aid of heat; soft, creamy; white to orange; mild to sharp, with or without added flavors	 COLD PACK

Dairy Farmers of Wisconsin • Wisconsin Milk Marketing Board

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Liability Insurance

AFD and North Pointe...

Provide AFD Members With Liability Insurance

The Associated Food Dealers has entered into an exclusive arrangement with North Pointe Insurance Company to provide liquor liability insurance coverage to AFD members at reduced rates. The program is specially designed for retail take-out establishments and is not available to bars, taverns, restaurants, and private clubs.

The cost of this insurance to AFD members is a flat rate of 51 cents per \$100 of beer, wine and liquor sales for a \$50,000 per occurrence/\$50,000 aggregate limits policy. There is no deductible and no assessment can ever be made. The minimum premium is

\$734.00. Membership in AFD is also a prerequisite for insurance. Membership dues are usually \$120.00 per outlet.

"We're very pleased to be offering this program to AFD members," stated Executive Director Joe Sarafa. "This is an 'occurrence' policy — not a 'claims-made' policy — and meets the requirements of the Liquor Control Commission."

Effective April 1, all businesses selling alcoholic beverages must have a minimum of \$50,000 of liquor liability coverage.

North Pointe is an approved and admitted carrier in the State of Michigan.

This means that should anything happen to North Pointe, the state of Michigan guarantees payment of any losses up to the amount of the coverage. Any authorized North Pointe agent can write this coverage.

30 percent of the premium is required as down payment and financing is available. However, many agents have their own financing plans. Audits will be conducted in the second quarter of the premium year.

The AFD will be happy to supply applications or to verify AFD membership.



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THANK YOU TO ALL
THE RETAILERS IN THE
METROPOLITAN
DETROIT AREA FOR
YOUR SUPPORT

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A SIGN OF GOOD TASTE.

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

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

New Products/Promotions

Wyler's Introduces FruitSlush

Kids love it! Moms love it! And now it's available for the first time on supermarket shelves. What is this innovative new product? It's FruitSlush, a ready-to-freeze fruit snack from Wyler's!

New FruitSlush is the first slushy fruit snack kids can have at home, right out of their home freezer. It's the first shelf stable ready-to-freeze fruit snack available. FruitSlush can be found near the other wholesome fruit snacks, like Sunkist Fun Fruits. After freezing at home, FruitSlush becomes a great tasting, fun-to-eat partially frozen fruit snack. Kids love to mush it as much as they love to eat it.

Moms love it because it's made from real fruit juices and contains 25% of the U.S. RDA for Vitamin C. FruitSlush comes in 5 natural fruit flavors — Cherry, Strawberry, Grape, Orange and Fruit Punch.



New Wyler's® "FruitSlush"



Kyle S. Burket—Pres. Frankfurt Prod. Co., Inc.

Entrepreneur Hopes To Perk-Up Hot Dogs

Never before have American consumers been so receptive to the concept of change and experimentation, particularly when it comes to foods. People will top a hot dog with just about anything from peanut butter to maple syrup. The hot dog, which has universal appeal, is America's favorite sausage, and is served in 95% of the homes. According to the National Hot Dog and Sausage Council, 50 million hot dogs are eaten by Americans every day. Frankfurt Products Co., a Detroit-based Food Products Co., has developed a new topping consisting of a special blend of spices to perk-up, enhance and add extra zest to hot dogs after cooking has occurred (it's sprinkled on). Kyle Burkett, 29, president and founder of the company, said, "Something new

(Continued)



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New Products/Promotions

(Continued)

had to be done to the hot dog. Consumers were demanding innovation in flavor ingredients and packaging."

With every supermarket having 12 to 15 brands of ordinary hot dogs the company is hoping to satisfy burgeoning consumer interest for heat and spiciness in food (total spice consumption is at an all time high). The all natural product named "Frankenhancer" was developed over a period of 2-1/2 years. A heavy consumer of hot dogs aroused Burkett's interest towards a product which typically contains 2% of spices. As a former territory manager for a food broker, Burkett approached several hot dog companies in hopes of developing a business alliance.

"The hot dog companies didn't like the idea of being told that hot dogs need more spice." The Company chose to use European Packaging Technology and is the first food company to introduce a container which looks like a toothpaste tube with a flat neck to

American consumers. "The product is designed to meet current consumers trends of convenience based upon the attitude shift of Americans favoring smaller sized packages (each package is 1/3 oz.)" Consumers want items that can be used in lieu of salt and that's why Frankenhancer is a No Salt Added product that can be used on other meats and poultry.

A Gallup survey found that 55% of Americans think food products contain too much salt and that 74% of consumers are taking action to reduce their intake of salt. Frankfurt Products Co. promotional support includes radio commercials and coupons. Frankenhancer is being suggested as a J-hook shelf item to put unprofitable space to work in retail outlets nationwide. Further information can be obtained from Frankfurt Products Company by writing to P. O. Box 27687, Detroit, Michigan 48227.



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New Products/Promotions

New Products Here and in Europe

Swanson Premium Chunk Turkey is a new product available in two varieties: Premium Chunk White Turkey and Premium White and Dark Chunk Turkey. It is 100 percent turkey meat packed in water with no preservatives or MSG. There are two servings in each five-ounce can. Each serving has 90 or less calories, only 2 grams of fat, 250 mg of sodium, and 16 grams of protein or 35 percent of the USRDA.

Groko, a Campbell affiliate in Holland, has introduced five new prepared products. The frozen side dishes are: Garden Peas a la Francaise; Cauliflower with Cheese Sauce; Broad Beans with bacon and herbs in a cream sauce; Brussels Sprouts with bacon and cream sauce; Marrowfat Peas with bacon and silver skin onions — the latter a typically Dutch dish.



6-4-D



Mrs. Kinser's Home Style Foods Inc., of Atlanta, will expand Campbell's presence in the refrigerated section of supermarkets with its 36 varieties of prepared salads available in the South and Southeast.

Marie's line of refrigerated salad dressings, and the Early California line of ripe olives are being acquired by Campbell.



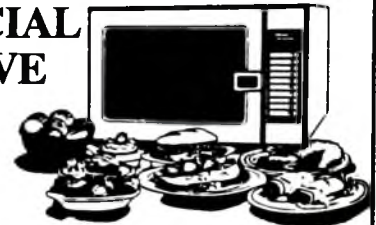
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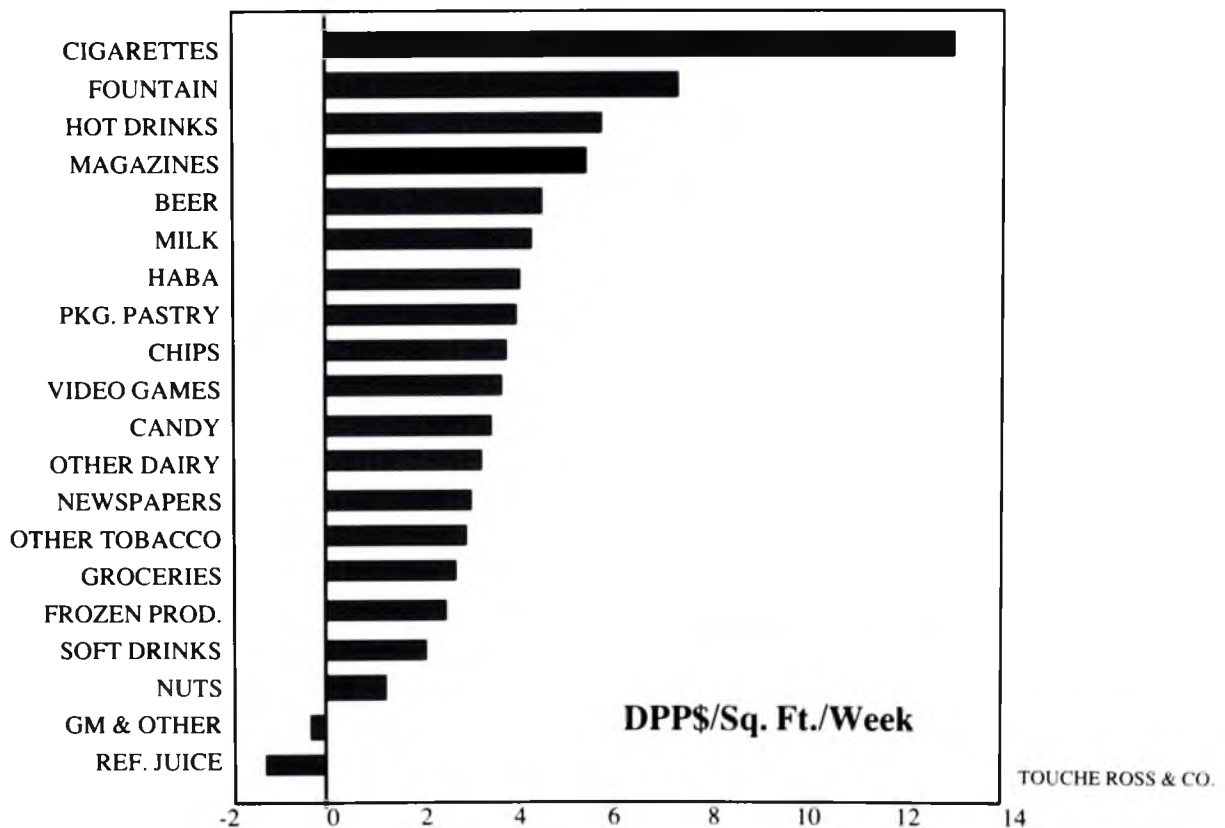
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