



THE FOOD DEALER

MAY / JUNE • A MAGAZINE FOR THE MICHIGAN GROCERY AND BEVERAGE INDUSTRY • 1988



Inside:

- Summertime Milk Promotions
- Member Profile — C & F Market
- News From The MLCC

Also:

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

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THE FOOD DEALER

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Chairman's Report



Chairman's Report

Sam Yono
Associated Food Dealers

Last year, Tom Simaan and his officers, realizing that the continued re-organization of AFD was a top priority, added a new dimension. A new dimension of Planning — Goal Setting — and Commitment, a process that had been sorely neglected for years. At a special Executive Committee meeting, they decided to conduct a 5 hour "Think Tank" that would become their Task Force for the Future. A study group that would give them the priorities that we had to achieve if the Associated Food Dealers of Michigan was going to continue to grow and change.

We all met — we reviewed, we discussed — we were honest and up front in our dialogue, and we determined that for "Year One", AFD must:

- become politically involved
- improve its image, and
- concentrate on membership development

These then, were our '87/'88 goals and this is what we did!

1. Formed a new Political Action Committee — PAC — with an objective of raising \$25,000 in its first year to support political campaigns that stand up for business. We strengthened our relationship with Karoub and Associates — our lobbyists in Lansing — and are conducting on-going meetings with both the State Legislature and the Administrative Departments.

2. Our new image is GROWTH POSITIVE, with a new letterhead, new logo, new newsletter, and even a new office in Southfield.

3. This year, over 1,000 new Member/Investors have chosen AFD to be "THEIR ASSOCIATION" — our

Trade Show, Trade dinner, and Golf Outing were better attended and better managed than ever before. We have input from our members through a

WHAT IS #1?

series of committees — and we have given AFD back to its members.

I share this update with you, as a

prelude to this years' "Think Tank", as we continue the legacy of planning that Tom Simaan left us. In July, your officers and Directors are secluding themselves for 3 days so that we can Plan-Evaluate-Compare-Review to determine what services and programs we need if we are to continue to strengthen AFD both for now and for the future.

But to be really successful, we need more than just our input — we need yours too. While it would be great to have a Think Tank, with all 2,500 members in attendance, it would be a logistic nightmare. So this is the game plan: I would like YOU, each of YOU, to take a few minutes and decide on that one, most important item that you think we should do during the next 12 months. What One Program — What One Service — What One Activity — do you believe to be the most important function that we should commit ourselves to achieve. Then — either drop me a note at AFD, 18470 W. 10 Mile, Southfield, 48075 — or phone me at AFD, 313/557-9600.

Please do this, because we need your input and your ideas, for after all, AFD is really YOU.

ASK THE LOTTERY

By Bruce McComb
Deputy Commissioner, Michigan Bureau of Lottery

QUESTION: What should I do if I suspect that a Lottery ticket being turned in for redemption has been altered?

ANSWER: Michigan Lottery Agents should be on the lookout for anyone attempting to redeem altered tickets. Since falsely making, altering, forging, passing or counterfeiting a lottery ticket is a felony, your clerks should examine all tickets presented for payment very closely. If you or one of your clerks suspects an altered ticket, you should do the following:

1. Contact the police immediately, or
2. Request that the player complete a "claim form" and instruct the player

that the Bureau of State Lottery will process the claim, or

3. Have the player turn the ticket into one of the lottery's seven regional claim offices.

This will not only prevent you from incurring losses (the lottery will not reimburse agents for altered tickets) but will assist the bureau and local law enforcement authorities in apprehending and prosecuting ticket alterers.

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

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

Director's Report



Executive Director's Report

Joseph D. Sarafa
Executive Director
Associated Food Dealers

In this age of ever increasing competition from hypermarkets to fast food restaurants - customer service and community involvement can set your business apart from the rest.

As wholesalers and retailers, your number one job should be to please customers. Roll out the red carpet for them. Don't forget, they keep you in business. Give that extra bit of service; people will appreciate it and tell others. And always, always remember

to say "thank you."

Yes, it's true, you have to back that service with a fair price and a quality product. But many industry experts believe that service is more important than product or price. No longer is bigger, better. No longer is cheaper, better. Today, better is cleaner, faster, friendlier. Keep in mind two very simple rules:

Rule #1 The customer is always

**Customer Service
+ Community
Involvement
= Business Success**

right.

Rule #2 If the customer is wrong, reread rule number one.

Now, that's a business philosophy that just can't miss.

Community involvement is another can't miss business philosophy and a way to make your sales grow. Your opportunities for expansion are tied in with the growth of the community in which you do business. When the area has a reputation for being a good place to live, it is more apt to hold residents and attract new ones. So pay your civic rent and take part in local charities, clubs and other organizations that work to build a community. Give something back to your community. It can and does pay big dividends.

With good service and active community participation, the wholesaler, retailer and customer are all in a win-win partnership. So get the competitive edge! Customer service plus community involvement equals business success.

Legislation Aims to Boost Minimum Wage

Legislation to boost the minimum wage from the current hourly rate of \$3.35 to \$5.05 an hour over 37 months, a 52 percent increase, has been slowed by the tremendous outpouring of opposition by food retailers and wholesalers and the other groups across the country. FMI members have sent thousands of mailgrams and letters to their senators and congressmen. Many companies have also placed telephone calls and visited personally with their representatives to express their opposition to the bill.

The message that they are sending is simple. The minimum wage increase will cost jobs for the young and unskilled and it will refuel inflationary pressures. This message has been confirmed by the Congressional Budget Office (CBO), which reported to the House Education & Labor Committee that the increase will cost 500,000 jobs and add .3 percent a year to inflation. When committee Chairman Gun Hawkins (D-CA), the prime sponsor of the House bill, told the supposedly non-partisan CBO to recall the report and to issue another one without the offending

figures, CBO did. There has been a great uproar in Washington, D.C. about this irregular activity on the part of CBO and the House leadership.

As a result of all this, House Democratic leaders and supporters of the bill, H.R. 1834, are now attempting to determine whether they have the votes to ensure House passage. After the House Education & Labor Committee approved the bill March 17, it was supposed to go to the floor of the House of Representatives on April 20. The vote was delayed indefinitely after a survey of House members indicated that many Democrats were undecided.

It would not be unusual for the House Democratic leadership to propose a substitute, according to committee sources, if it is determined that a watered down bill has a better chance of being approved. More than 60 proposed amendments were submitted to the House Rules Committee under an April 15 deadline. Approximately half of the amendments were submitted by Democrats on the Education & Labor Committee, including the chairman,

Rep. Hawkins, who wants to restore a provision removed from the bill in committee to index the minimum wage after three years. Other amendments have been submitted that would set the rate anywhere from \$3.85 to \$4.65 over two to five years. So almost any combination is still possible. A number of the amendments establish a training wage — a lower rate for new-hires, and provide an Earned Income Tax Credit (EITC), or wage supplement, for the working poor. The EITC is strongly supported by Rep. Thomas E. Petri (R-WI), who is the ranking Republican on the Labor Standards Subcommittee.

Because of all the confusion on the House side, speculation has now begun that the Senate might consider the bill first. The Senate bill, S. 837, introduced by Senator Edward Kennedy (D-MA), would raise the wage to \$4.65 an hour over three years and then index the wage to provide for yearly increases. It has not yet been cleared by the Senate Labor Committee.

Food Stamp Program

Grocer Cooperation Is Key to Effective Food Stamp Program

By J. W. Younce, Officer in Charge
Detroit Field Office, U.S. Department of Agriculture

For over 8,700 grocery stores, convenience stores and other food retailers in Michigan, selling food for food stamps is good business. In 1987 alone, food stamp shoppers contributed an additional \$472 million worth of business to Michigan stores.

Last year, USDA's Food Stamp Program helped over 888,000 low-income Michigan residents in 363,000 households buy nutritious food. Who are food stamp recipients? Almost two-thirds of them are children, elderly or disabled people. A food stamp family's average gross income is only \$4,680 per

year. It makes good sense to value your food stamp customers' increased revenues. According to industry statistics, every food stamp dollar generates at least \$3.64 in new business. By accepting food stamps, retailers offer a valuable community service, while bolstering the local economy.

What can you as a retailer do to promote food stamp trade?

1. Schedule specials on staple items.
2. Highlight high-nutrition, low budget meals to help stretch tight food dollars.
3. Take advantage of USDA's "Make Your Food Dollars Count" series of publications for food stamp recipients. This is a nationwide campaign to provide information on basic shopping skills and nutrition to help people expand their food buying power. The series includes 12 pamphlets of useful nutrition tips on unit pricing, convenience foods, snacks, and other topics.
4. Help shoppers by offering nutrition information in promotion circulars.
5. Help food households and yourself by selling only eligible items for food stamps. Recipients have less money to spend on food when they use their food stamps for non-food items. And, retailers may end up disqualified from the program for violating the law.

Because the Food Stamp Program is designed to help families and individuals purchase food for a nutritious diet, items such as alcoholic beverages, cigarettes, soaps and paper products, vitamins and pet foods cannot be purchased with food stamps. Ensuring that food stamps are exchanged only for legitimate food items is the responsibility of both the USDA Food and Nutrition Service and the individual retailers and their employees behind the cash registers.

The consequences of not following

the rules are serious. Penalties can mean disqualification from the program, criminal prosecution ranging up to a \$10,000 fine and a 5-year prison sentence or both. Last year, the Food and Nutrition Service conducted nearly 6,000 investigations of retailers across the country, resulting in the disqualification of about 1,500 retailers from the Food Stamp Program. Retailers can be disqualified from the program for periods ranging from six months to ten years, or even permanently if the firm engages in any trafficking activities.

Further, if after being disqualified, a retailer sells his store, he would then be subject to a money penalty comparable with the time remaining in their disqualification period. For a permanently disqualified store, this could typically be from \$10,000 to \$30,000.

Authorized store owners have the privilege of participating in the Food Stamp Program. It is the owner's responsibility to see that all of his/her employees understand the do's and don'ts of Food Stamp operations. And, it is the owner's responsibility if an investigation uncovers program violations. Thus, a trained staff is your best protection against violations. The Food and Nutrition Service can provide training materials and staff to help in cashier and other training sessions. It makes good sense for all of us to work together.

For Help in training your personnel, to learn about compliance activities you can institute in your stores, and for general information about the Food Stamp Program, contact:

USDA Food and Nutrition Office
Midwest Regional Office
Office of Public Affairs
50 East Washington Street
Chicago, Illinois 60602
(312) 353-1044 or
Your local FNS Field Office

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From the Michigan Liquor Control Commission

by Daniel L. Sparks
Michigan Liquor Control Commission



Beginning June 1, 1989 all wine coolers and some liquor products will be subject to Michigan's container deposit law. The change in the law was made in 1986, but the effective date was set at June 1, 1989 to allow manufacturers, wholesale distributors, the Commission, and retailers sufficient time to prepare for the new category of deposit products.

Although the Liquor Control Commission is not responsible for enforcement of the deposit law, because of our experience in implementing the original law for beer and soft drinks, the Commission has been working with various industry members to plan for the deposit on wine coolers and some spirit productions.

The following are some of the most frequently asked questions about the new deposit requirements. As the handling of wine and liquor products will be slightly different, we will address each category separately.

WINE PRODUCTS

Q. What wine products are included?

A. In general, any drink which is under 8% alcohol and contains wine mixed with any other nonalcoholic beverage will be subject to the deposit. This includes all brands of wine coolers and may include some other wine products which, although they are not marketed as coolers, still fall within the definition of the law.

Q. What size containers will require a deposit?

A. As with beer and soft drinks, all metal, glass, paper or plastic containers which hold 1 gallon or less.

Q. How much will the deposit be?

A. At least ten cents per container. While some one, two, or three liter containers may be more than ten cents, the minimum deposit will be ten cents.

Q. When will retailers begin to receive deposit containers from wholesale distributors?

A. The law requires that beginning June 1, 1989 all retail sales of wine coolers and other wine products covered by the law must be in deposit containers. Therefore, we have proposed to manufacturers and wholesale distributors that all wine coolers sold to retailers beginning May 1, 1989 be in deposit containers. While the May 1, 1989 date was our suggestion, manufacturers and wholesalers may legally begin deposits at any time they wish. The thing to remember is that it is the retailer who can be penalized if non-deposit containers are sold to the public on or after June 1, 1989. Because of this, retailers should try to sell all non-deposit wine cooler containers before June 1, 1989.

Q. Will there be a limit on how many empty containers a retailer must accept from a customer?

A. A retailer will be required to accept up to \$25.00 worth of containers from any one customer, which is the same limit that now exists for beer and soft drinks.

SPIRIT PRODUCTS

Q. What liquor products are covered by the new law?

A. Any drink containing 10% (20 proof) or less alcohol which consists of any distilled spirits mixed with any non-alcoholic beverage will be subject to the deposit. In addition, any beverage that contains distilled spirits, regardless of alcohol content, that is sold in a metal

container will be subject to deposit.

Q. What sizes of containers will require a deposit?

A. As with beer, soft drinks, and wine coolers, any container made of metal, glass, paper, or plastic that holds one gallon or less requires a deposit.

Q. How much will the deposit be?

A. Ten cents per container.

Q. When will retailers begin receiving deposit containers from the Commission?

A. After April 30, 1989 no non-deposit containers will be sold to retailers by the Commission. Depending on the Commission's inventory turnover, some products in deposit containers may be sold to retailers beginning as early as February, 1989. If so, the Commission will be charging the retailer the deposit, which should be passed on to the customer.

Q. After June 1, 1989 what can a retailer do with inventory in containers that do not comply with the new law?

A. A retailer may have two types of containers on hand after June 1, 1989 that do not comply with the law. One type is containers that do not have the required deposit information on the container. For these products the Commission will sell stickers to retailers at ten cents each which the retailer will have to attach to the container. The other type of spirit container that cannot be sold by retailers after June 1, 1989 is any metal container, a part of which is removed when the container is opened. That is, metal spirit containers with detachable pull tabs or rings or foil tabs cannot be sold to consumers after June 1, 1989. Retailers will be able to return these products to the Commission for refund at the price in effect when the return is made.

Q. How will empty deposit containers be returned by retailers to the Commission?

A. As of this date all the details of the return of empty containers to the Commission have not been resolved. Retailers will be notified by the Commission once plans are complete.

News From DAGMR

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



DAGMR has had many outstanding members from the food industry but there is one member who stands out from the rest...Bert Cohen. In May, Bert was recognized by the Salvation Army for his efforts in regard to DAGMR's Operation Food Basket. Bert was presented with the Salvation Army's "Army of Stars" Medallion at its annual Army of Stars Award Dinner. This award is presented to individuals who faithfully, but quietly, have served behind the scenes with The Salvation Army and in our community, making substantial contributions to the lives of others without thought of personal recognition.

Present at the awards dinner from DAGMR were Mr. and Mrs. Richard Hoffman, Mr. and Mrs. Fred Bailey, Mr. Clayton Middleton, Mr. and Mrs. William DeCrick and Mrs. Virginia Jones.

Although, Operation Food Basket is an association wide event to feed the poor in the Detroit Metropolitan Area, Bert Cohen had been unique in putting forth not only an exceptional number of personal man hours work each year, but he has made space available in the Detroit Warehouse for drop off of all donations by DAGMR members and friends for distribution by The Salvation Army to the poor. Berry works tirelessly calling brokers, company representatives and anyone he thinks may be able to make a donation that can be used by the poor.

Bert Cohen began coordinating Operation Food Basket fourteen years ago as a Christmas offering from DAGMR. Bert's efforts have made this a year-round success story which now feeds 4,400 families daily. So far this year donations are up of last year; Operation Food Basket has collected over 1,800 cases valued at \$23,064. Operation Food Basket is a wonderful

combination of business and compassion helping those less fortunate than ourselves. Bert Cohen is much deserving of the "Army of Stars" Medallion. Congratulations Bert!

This month DAGMR bestows its annual Scholarship Award. This year DAGMR is giving \$1,000 scholarships to two deserving students. Winners have been selected based on maturity, poise, leadership qualities, motivation and financial need. Last year's DAGMR Scholarship Award winner, Andrew Wright is being awarded another \$1,000 scholarship towards his second year at the University of

Michigan. This is not an automatic award but must be earned. We congratulate Andrew on his outstanding performance during his Freshman year at U of M. DAGMR's second scholarship is awarded to Lisa Ann Rayle from Troy, Michigan for \$1,000 towards her first year tuition at the college of her choice. Best wishes Lisa Ann as you begin your college career.

Thank you DAGMR members for supporting both Operation Food Basket and the DAGMR Scholarship Program. Our Community is enriched in untold ways by the efforts of our membership.

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C & F Food Market

Servicing Customers from Detroit to Saginaw

by Laurence Raab

Forty years ago, two Italian entrepreneurs were told by wholesalers their new C & F Food Market would never survive in a Polish community.

But C & F Food Market, located at Six Mile and Mound Road, is presently standing, prospering and serving customers from Detroit to Saginaw and Thanksgiving 1988 will mark their 40th year of operation.

The two Italian owners, Art Casolari and Bob Fratti (C & F) have been life long friends and knew their market would do well wherever it was located.

"In those days ethnic communities were segregated with Polish people shopping only in Polish markets, and Italians primarily purchasing from Italian markets, but we caught on in the Polish community with our excellent Italian meats and personal service," said Art Casolari.

According to Casolari, most markets were smaller with neighborhood locations and customers frequenting two or three times a day by foot.

"Now, with bigger stores and a mobile society, shoppers come once a week from all over the Detroit area," said Casolari.

Art and Bob have known each other for most of their lives. Bob Fratti, 65, was born in Italy and came to America when he was eight years old. His father

opened a food market a mile from C & F's location where Bob worked as a boy.

"I've been in this business all my life and have really enjoyed it," said Bob.

Art Casolari, 68, worked at a manufacturing company before his friend, Bob Fratti talked him into entering the grocery store business in November 1948.

Art. "We also get their children and grandchildren as newer patrons."

According to Casolari some customers call and place their meat orders from Detroit, and surrounding suburbs to even Saginaw and then come to pick them up.

"The reason is because we don't just sell merchandise — we sell service," said Art, "we service our customers and that's why we're still in business."

"With today's larger, crowded, impersonal supermarkets and talking cash registers, customers of C & F value our personal service, enjoy small talk, and get exactly what they want," said Bob Fratti.

"We've known our customers so well we've been to their families baptisms, graduations, weddings, and even their funerals," said Fratti.

Both Casolari and Fratti do everything from cutting the special Italian meats to sweeping floors, stocking shelves, ringing up customers, and scheduling their catering service.

Their employees over the years have consisted of Judge Kenneth Kosnic of Sterling Heights, who worked as a stockboy to both Art and Bob's sons.

C & F has also employed stockboys who later became bank managers, engineers, architects, chemists, and store owners.

"We've hired kids from our neigh-



Bob Fratti and partner Art Casolari have served their community with quality meats for 40 years.

C & F Food Market, known for its Italian meats, free delivery service, selection of fresh chicken and duck and catering service, has made a niche for itself at the Detroit location.

"The neighborhood has changed over the years and most of our original customers have moved to the suburbs, but most still return for our meats," said

Member Profile

borhood, some of which have worked here from high school to graduating from college," said Art. "Working at C & F has trained them to work well in later life." C & F Food Market has belonged to the Associated Food Dealers since 1949.

"We were one of the first markets to join," said Bob, "Joining AFD was one of the best things we did."

"The AFD really benefits the smaller businessmen who don't have as much recognition as bigger chains," said Art. "I've gone to AFD golf outings, dinners, and my son even received a scholarship to Michigan Tech University from the AFD."

To increase profits and adjust to changes in the neighborhood C & F has added a few services.

Art and Bob have added a catering service and sell wholesale to Buddy's Pizza and Bowl One, a bowling alley. But they also insist, their Italian meats are still the center of the business.

"Our speciality since the doors of C & F opened is our old country Italian meats," said Bob.

"Easy-cut hams are also gaining popularity at the holidays," said Art, "People like food that is easy to prepare, but still tastes delicious."

C & F also carries Polish specialties such as fresh killed duck and duck blood for duck soup, a Polish favorite. Other services include money orders, daily lottery tickets, accepting food stamps and coupons and a wide selection of beer and wine products.

After almost 40 years in the business, the two friendly Italians are now considering retirement in a few years but plan to make sure the store will be around for a long time to come. Both Art and Bob plan to retire in Michigan with their families.


"The business has been good to me, I've enjoyed working with my partner Art, enjoyed the employees and our customers," said Bob.

"I hope younger people will try their hand at small market operations as we did. Customers are still looking for that extra personal service."

C & F Food Market is located at 5946 E. McNichols in Detroit. Their hours are from 8 a.m. - 6 p.m. Monday through Friday, and Saturday from 7 a.m. - 5 p.m. They are closed Sundays and holidays. To place orders for their Italian meats or catering service call 891-9570.



Bob Fratti does what he does best — prepares quality meats for the customers he has served for 40 years.



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Absopure Water Company is a name synonymous with quality water for drinking and cooking for over 80 years. Water, and much, much more.

In growing from modest beginnings in 1908 to a highly competitive and formidable posture in the marketplace today, Absopure has built a solid reputation based on service, quality and dependability. The secret of Absopure's success? A winning strategy. Expansion through acquisition, innovation, evolution and determination, and the right combination of knowledgeable and dedicated people.

In business for over 80 years, Absopure Water Company began in Detroit as a division of General Ice Delivery Company. General Ice distributed ice to households in Detroit before the days of refrigerators.

In 1956, the Young family acquired Absopure Water Company, then involved exclusively in home delivery of bottled water. In 1967, after an aggressive program of reorganization and expansion, Absopure entered into the field of retail Supermarket distribution.

That same year, Plastipak Packaging, Inc., a manufacturer of plastic containers, was formed. Today, Plastipak Packaging is not only able to supply the increasing demand for Absopure water bottles, but is a manufacturer and wholesaler of plastic containers for a tremendous variety of customers and products.

W.P. Young Marketing, Inc., the sales and marketing organization for Plastipak Packaging, was set up as a separate group in order to better serve Absopure customers' total packaging needs. A knowledgeable sales force strives to meet the specific needs of

each individual customer.

Materials handling expertise is provided by the William P. Young Company in designing, manufacturing, installing and servicing some of the most advanced and sophisticated packaging systems, including filling, cap-



ping, labeling, palletizing and bottle handling.

In response to the ever increasing distribution needs of Absopure and Plastipak, Whiteline Express LTD, a licensed ICC common carrier for all points, was formed. Whiteline maintains a modern, efficient fleet of trucks and trailers with exceptional distribution capabilities for around-the-clock, seven-days-a-week service.

Absopure Water Company is, however, not only a producer of mineral water, but a multi-product supplier of natural beverage products. With a winning product mix, Absopure is positioned on the leading edge of the most vital trends within the beverage industry, as is providing the healthy, flavorful and innovative beverages that consumers demand.

The Absopure product line features:

Absopure Natural Artesian Spring Water — A pure mineral water from Absopure's own private artesian spring. Because it comes from deep within the earth, it is untouched by harmful pollutants. Outstanding for coffee, cooking, juices or just drinking.

Absopure Steam Distilled Water — Steam Distilled water is ideal for use

in baby formula, contact lenses, laboratories, irons and industrial processing. Its clean taste also makes it perfect for drinking.

Absopure Drinking Water — A crisp, clean drinking and cooking water. It contains no sodium, nitrates, chlorine or other impurities.

Absopure Sparkling Spring Water — Available in five all natural flavors: Natural, Lemon/Lime, Raspberry, Peach and Chocolate/Cherry. Calorie free and very low in sodium and has no sugar or artificial ingredients.

Buffalo Don's Artesian Drinking Water — Formed by glacial activity over 10,000 years ago and sealed underground for centuries. It is not processed or chemically purified, but bottled in its natural pure state.

Buffalo Don's Distilled Water — Through the process of steam distillation, all minerals are removed from Buffalo Don's chilled arctic waters, resulting in a crystal pure, versatile water.

Cap 10 Natural Artesian Mineral Water — Cap 10 has the purity of natural mineral water and the effervescence of club soda without the extra salts. Cap 10 is low in calories and has no sugar, added salts and no artificial ingredients. It is available in Natural, Lemon, Lemon/Lime, Natural Lime, Natural Lemon/Lime, Natural Orange, Natural Grapefruit, Natural Cherry/Raspberry and Plain Natural flavors.

Crystilled Drinking Water — Crystilled is the one and only blend of waters, combining spring water and distilled water. It has a clean, fresh new taste and is sodium free.

Tawnee Artesian Spring Water — Known as "Purest on Earth," Tawnee is from an artesian spring in Arkansas, forced to the surface from thousands of feet below the earth.

Today, Absopure Water Company operates facilities strategically located in Detroit, Grand Rapids, and Plymouth, Michigan, as well as Champaign, Illinois, St. Louis, Missouri, and Mishicot, Wisconsin.

Liquor Liability Update

Most Liquor Licensees Met the State's New Mandatory Insurance Requirement

Nearly all of Michigan's liquor licensees have complied with the state law mandating \$50,000 of liquor liability coverage or other forms of financial security, according to figures from the Michigan Liquor Control Commission. The new law, part of the 1986 changes in the Dram Shop Act, required that licensees show proof of coverage in order to renew their licenses in April.

According to the LCC, approximately 96 percent of the state's more than 26,000 licenses had been renewed as of mid-May. Only 1,109 of 26,046 licenses remained unrenewed. That non-renewal figure is well within the normal range.

"Normally, we have between 1,000 and 1,200 that may not renew in a normal year," explained Julie Wendt of the LCC's Executive Services Division. "So these figures are not abnormal at all."

LCC investigators will be contacting those licensees who did not renew to determine if the insurance requirement was a factor. It is suspected that many of the non-renewed licenses are SDM's from seasonal, low-volume businesses or those held in conjunction with Class C's.

"It's not unusual for the SDM's to come and go," Wendt said. "A lot of places don't renew their SDM's for one reason or another, especially Class C's. That may be more the case this year if it affected their insurance rates. If they didn't sell a lot to takeout, they probably said, 'Forget it'."

Division director Daniel Sparks estimates that "it might be a couple of hundred at the most" who did not renew their licenses because of insurance.

Wendt acknowledged that some licensees angrily returned their licenses citing the mandatory insurance requirement as their reason.

"There's no question we do have some that are being put in escrow that haven't renewed, but it doesn't appear to be that many at this point," Wendt said. "We put one guy in escrow and

he told us that he only sold two cases of beer a month. So he said 'Here, you can have it back'."

There have been calls to repeal the mandatory insurance clause of the law in the Legislature, although bill to accomplish that have not been successful. A measure introduced by Rep. Thomas Alley, principle author of the dram shop reform package, failed to be reported out of the House Liquor Control Committee. Another measure from Sen. Gilbert DiNello (SB 809) was recently defeated by two votes in the Senate.

There is some support, however, for proposed modifications that would make the mandatory requirement fairer for smaller, low volume operators.

Those businesses often end up paying the same premiums as much higher volume outlets because insurance companies maintain minimum premium requirements.

The Insurance Bureau scheduled four public hearings to consider three proposals to modify the mandatory insurance law. Possible modifications include:

(1) eliminating the requirement for seasonal businesses;

(2) eliminating the requirement for licensees doing less than \$50,000 of gross liquor sales annually; and

(3) reducing the minimum requirement from \$50,000 to a lower amount.

The Bureau says it will also consider suggestions for other changes that would "further the public interest."

The Insurance Bureau held hearings in May in Escanaba and Alpena and an early June hearing in Grand Rapids. Another hearing is scheduled for June 23 at the Executive Plaza Building in Detroit.

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National Dairy Month Kicks Off Summertime Milk Promotions

June is National Dairy Month and marks the beginning of a Summer-long campaign to encourage milk consumption. The celebration dates back to 1937 when National Milk Month was sponsored by chain store organizations around the country, launched with the theme "Keep Young — Drink Milk."

The campaign was designed to promote greater use of dairy products, which is still its purpose today. It is also a terrific opportunity to extend a special "thanks" to the dairy families of America who produce the milk consumers drink and consume in other dairy products.

Since the 1957, the American Dairy Association has chose June to kick off the summer season for dairy products with a variety of special advertising and promotion programs.

On June 2, Dairy Month was launched on the lawn of the state capitol

with a Dairy Day celebration which featured a "Good Old Summertime" theme. Legislators, school children, and the public had the chance to sample a variety of dairy products and view educational displays that highlighted the importance of Michigan's dairy industry.

Michigan is currently ranked sixth in the United States for dairy production, the largest single segment of Michigan's agriculture. The state has 7,500 dairy farms that support 400,000 dairy cows, producing 5.3 billion pounds of milk with a value of \$800 million. The industry also produces 4.6 million pounds of butter and 51 million pounds of cheese.

Total cash sales for Michigan's dairy industry is estimated at \$2.5 billion annually.



Michigan Milk Association Foresees Stable Future

An agreement between Leprino Foods Company, a cheese manufacturer, and the Michigan Milk Producers Association (MMPA) ensures members of a more stable market.

"The agreement with Leprino assures that MMPA members will have a diversified outlet for their milk well into the next century," says Larry Hamm, a Michigan State University Extension agricultural marketing specialist.

"In the past, Michigan producers, by being heavily committed to low margin butter and nonfat dry milk processing, were vulnerable to changes in government policies that directly affected butter and powered milk price," said Hamm.

"What this agreement does is reduce the producers' exposure to low value product markets by moving more of Michigan's milk supply into higher valued products."

Leprino has already revamped an MMPA cheddar cheese plant in Remus to produce mozzarella cheese, says Kevin Cole, information director for MMPA.

At maximum capacity, the plant uses about 70,000 gallons (600,000 pounds of Grade A milk daily).

A second mozzarella plant, to be built somewhere in western Michigan, will use an estimated 145,000 gallons (125,000,000 pounds) per day. The site for this new plant is expected to be announced soon. It is to begin production in 1989.

Tiger Star Helps Promote Milk During Summer Promotions

Mike Henneman, relief-pitcher for the Detroit Tigers, will be promoting milk as a nutritious part of a healthy life style this summer for the American Dairy Association of Michigan.

The 1988 promotional campaign featuring Henneman's picture will appear in grocery stores and restaurants throughout Michigan.

In grocery stores, a life-size stand-up figure of Henneman will be placed beside the dairy case with a consumer redemption offer for an official major league baseball autographed by Henneman. Consumers simply send in six "REAL Seals" plus \$2.00 postage and handling to receive the ball.

In restaurants, placemats will feature Henneman and include both Detroit Tiger and milk trivia questions.

Twenty-six year old Henneman is originally from St. Charles, Missouri, but now spends the off season in the Detroit area. The right hander finished his 1987 rookie season with a 2.98 ERA. With his excellent fork ball, he



Tiger Reliever Mike Henneman

is now considered the "ace" of the Tiger bullpen.

The milk promotion ties in with the American Dairy Association of Michigan's sponsorship of Tiger baseball games where "All Across America" milk commercials air.

MICHIGAN MILK PLANTS

According to the Michigan Dairy Foods Association, there are 34 fluid milk producing plants in Michigan. They are outlined on this page, arranged by county.

BAY COUNTY

City Dairy
902 Columbus
Bay City 48706
893-6575

CHEBOYGAN COUNTY

Inverness Dairy
RR 6
Cheboygan 49721
627-4655

CHIPPEWA COUNTY

Osborn Dairy
RR 2
Sault Ste. Marie 49783
(906) 632-2622

DICKINSON COUNTY

Pollard Dairy
RR 1
Norway 49870
(906) 563-8815

GENESSE COUNTY

McDonald Dairy
609 Lewis
Flint 48501
(800) 527-5390

HURON COUNTY

Kociba Farm Dairy
1288 Crown Rd.
Bad Axe 48413
269-8783

INGHAM COUNTY

Peninsular Products
2701 E. Michigan
Lansing 48911
(517) 485-2201

Quality Dairy
1416 S. Washington
Lansing 48910
(517) 487-3721

Lansing Dairy
2224 W. Willow
Lansing 48917
(517) 485-7263

JACKSON COUNTY

Jackson All Star Dairy
1401 Daniel Rd.
Jackson 49202
782-7141

KALAMAZOO COUNTY

Roelof's Dairy
15 Market Street
Galesburg 49053
665-9880

KENT COUNTY

Country Fresh
2555 Buchanan S.W.
Grand Rapids 49508
245-2104

Quality Creamery
24 Lamoreaux N.E.
Comstock Pk 49504
361-2696

LENAWEE COUNTY

Irish Hills Goat Dairy
10746 Beebe Hwy.
Tipton 49287

MACOMB COUNTY

Crooked Creek Farm Dairy
75960 Brown
Romeo 48065
752-6095

MARQUETTE COUNTY

Jilbert's Dairy
200 Mushe Ave.
Marquette 49855
(906) 337-4300

MENOMINEE COUNTY

Frigo Cheese Corp.
Carney 49812
(906) 639-2141

MONROE COUNTY

Independent Dairy
126 N. Telegraph
Monroe 48161
(313) 241-6016

OAKLAND COUNTY

Guernsey Farms Dairy
21300 Novi Rd.
Northville 48167

Borden, Inc.
30550 Stephenson Hwy
Madison Hts 48071
(313) 583-9191

Stauffer Chemical Co.
1000 Crooks Rd.
Clawson 48017

Cook's Farm Dairy
2950 Seymour Lake Rd.
Ortonville 48462

OCEANA COUNTY

Country Dairy
3476 80th Ave.
New Era 49446

OSCEOLA COUNTY

Liberty Dairy
530 N. river St.
Evart 49631
734-5592

OTTAWA COUNTY

Bareman Dairy
234 Charles Dr.
Holland 49423
396-3354

Greenville Farm Dairy
6415 Leonard St.
Coopersville 49404
837-6636

Beatrice Cheese
147 E. 6th St.
Holland 49423
392-2359

ST. CLAIR COUNTY

London's Farm Dairy
2136 Pine Grove
Port Huron 48060
984-5111

SAGINAW COUNTY

Superior Dairies
1411 Holmes
Saginaw 48602
752-6686

WAYNE COUNTY

C.F. Burger Creamery
8101 Greenfield
Detroit 48228
921-2519

Calder Bros. Dairy
1020 Southfield
Lincoln Pk 48146
381-8858

Daily Creamery
3301 Holbrook Ave.
Detroit 48212
875-8900

Embest, Inc.
31770 Enterprise
Livonia 48150
261-7980

Michigan Dairy
29601 Industrial
Livonia 48150

Trade Show Highlights



Trade Show Was A Huge Success

The 1988 AFD Trade Show was a great success, offering AFD members and suppliers an opportunity to get together in a relaxed atmosphere to do business and get acquainted. Many thanks go to all the exhibitors, retailers who attended and National Exhibition Company. Special thanks go to AFD staffers Mary Dubay and Dick Hackendahl, who coordinated the show, and to all the AFD staff for their efforts.

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Many retailers who attended went home with exciting prizes. Dan Lossia of Walnut Lake Market took home the grand prize — a trip for two to Las Vegas. Toma Bahoura of Mac's Drugs and Liquor Shop won a weekend for two at the Westin Hotel and Fred Stocker of Stocker's Market received dinner for two at the Golden Mushroom in Southfield.

Special recognition went to exhibitors with outstanding displays. Award for the most innovative theme went to Kar Nut Products. Best Use of Theme award went to Archway Cookies and the award for Best Overall Theme went to Awrey Bakery.



Wine Steward

Michigan Wine Steward

Answers to the most asked questions about Michigan wines.



By Joe Borello

Q: Does Michigan make a non-alcoholic Champagne?

WS: A number of Michigan wineries make non-alcoholic sparkling juices, but these are not wines or champagnes. The terminology is a bit confusing. The term for wine that has had the alcohol removed is "de-alcoholized." To my knowledge, no one in the state currently makes a de-alcoholized sparkling wine. Fenn Valley Vineyards is conducting extensive research in this area, however, and does produce a de-alcoholized still wine, which is available at winery outlets.

Non-alcoholic sparkling juices are produced in volume by St. Julian, Warner and Frontenac Wineries. These products have not gone through the wine fermentation process and taste more like the fruit juices from which they

are made, and less like wine. The beauty of de-alcoholized wine is that, not only does it taste like wine, but when the alcohol is removed so are most of the calories.

Q: Passing through the Michigan wine country this winter, I noticed workers out in the vineyards pruning vines. Why is this necessary?

WS: Workers prune grape vines for much the same reasons you may prune house plants, to strengthen the plant's trunk, train the vines branches and eliminate "suckers" that rob vital nutrients from grape clusters. In the spring and early summer, workers may again go to the field and thin overbearing vines that have grown a little too well. If a vine is allowed to grow at will and it produces too many clusters, the overall grape quality will suffer because the vine's nutrients will be spread too thinly. Vine production must be kept under control to maintain quality standards.

Q: I recently attended a wine event for the benefit of public television that included the tasting of both premium California and Michigan wines. I must say I was quite impressed with the way the Michigan wines showed in comparison. For my money, Michigan doesn't have to take a back seat to any of the wines from California.

WS: I couldn't agree more and I'm sure all the Michigan winemakers appreciate your comments.

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The New Immigration Law

It's Not Just About Aliens

*By James Bellanca
AFD Legal Counsel*

All of us have read about the amnesty granted aliens who entered this country illegally. The purpose of the law primarily was to register the millions of people who entered the country illegally and are working.

The government did two things, first they granted the aliens a right to register and stay permanently in the United States if they presented themselves to the Immigration Department prior to May 4, 1988. At the writing of this article, there is legislation pending to extend the amnesty portion of the act for another year.

The second thing that the law does, is it requires **ALL EMPLOYERS** to maintain personnel records for **ALL EMPLOYEES** hired after November 6, 1986. The Immigration Naturalization Department has prepared a form, a copy of which appears opposite this article.



AFD Legal Counsel
James Bellanca

ALL EMPLOYERS must have on file for **ALL EMPLOYEES** a completed form regardless of whether or not it appears that the employee was born in the United States, is a permanent resident or not. Failing to have such a form on file for **ALL EMPLOYEES** is a criminal offense punishable by both fines and jail sentence. Until May 1, 1988 the Naturalization and Immigration Department generally issued warnings to employers who were found to be in violation of the act. AFD has learned, however, that the policy of the Naturalization and Immigration Department after May 1, 1988 will be to provide no warning, but to penalize employers who failed to maintain proper records.

It is the recommendation of AFD that you make a photocopy of the enclosed form immediately and fill it out in accordance with its instructions. You will note that the employer must secure verification of birth and/or permanent residence status in order to maintain the employment of its employees. It is our recommendation that, as proof is presented to you from each employee, you make a photocopy and staple it to the form. You will then have proof that you actually reviewed the documents to verify the employees status and right to work in the United States. If you have any questions concerning the form or appropriate verification data, please feel free to call me at my office 964-4200 for assistance.

If you require additional forms or have questions to pose to the Naturalization and Immigration Department, you may contact them at the following number 226-3270.

EMPLOYMENT ELIGIBILITY VERIFICATION (Form I-9)

1 EMPLOYEE INFORMATION AND VERIFICATION: (To be completed and signed by employee.)

Name: (Print or Type) Last	First	Middle	Birth Name
Address: Street Name and Number	City	State	ZIP Code
Date of Birth (Month/Day/Year)		Social Security Number	

I attest, under penalty of perjury, that I am (check a box):

- ☐ 1. A citizen or national of the United States.
☐ 2. An alien lawfully admitted for permanent residence (Alien Number A _____).
☐ 3. An alien authorized by the Immigration and Naturalization Service to work in the United States (Alien Number A _____, or Admission Number _____, expiration of employment authorization, if any _____).

I attest, under penalty of perjury, the documents that I have presented as evidence of identity and employment eligibility are genuine and relate to me. I am aware that federal law provides for imprisonment and/or fine for any false statements or use of false documents in connection with this certificate.

Signature	Date (Month/Day/Year)
-----------	-----------------------

PREPARER/TRANSLATOR CERTIFICATION (To be completed if prepared by person other than the employee). I attest, under penalty of perjury, that the above was prepared by me at the request of the named individual and is based on all information of which I have any knowledge.

Signature	Name (Print or Type)
Address (Street Name and Number)	City State Zip Code

2 EMPLOYER REVIEW AND VERIFICATION: (To be completed and signed by employer.)

Instructions:

Examine one document from List A and check the appropriate box, **OR** examine one document from List B **and** one from List C and check the appropriate boxes. Provide the **Document Identification Number** and **Expiration Date** for the document checked.

List A Documents that Establish Identity and Employment Eligibility	List B Documents that Establish Identity	List C Documents that Establish Employment Eligibility
<input type="checkbox"/> 1. United States Passport <input type="checkbox"/> 2. Certificate of United States Citizenship <input type="checkbox"/> 3. Certificate of Naturalization <input type="checkbox"/> 4. Unexpired foreign passport with attached Employment Authorization <input type="checkbox"/> 5. Alien Registration Card with photograph Document Identification # _____ Expiration Date (if any) _____	<input type="checkbox"/> 1. A State-issued driver's license or a State-issued I.D. card with a photograph, or information, including name, sex, date of birth, height, weight, and color of eyes (Specify State) _____ <input type="checkbox"/> 2. U.S. Military Card <input type="checkbox"/> 3. Other (Specify document and issuing authority) _____ Document Identification # _____ Expiration Date (if any) _____	<input type="checkbox"/> 1. Original Social Security Number Card (other than a card stating it is not valid for employment) <input type="checkbox"/> 2. A birth certificate issued by State, county, or municipal authority bearing a seal or other certification <input type="checkbox"/> 3. Unexpired INS Employment Authorization Specify form # _____ Document Identification # _____ Expiration Date (if any) _____

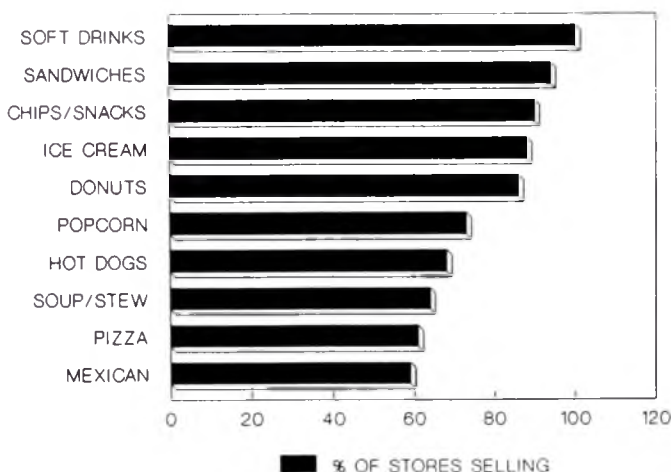
CERTIFICATION: I attest, under penalty of perjury, that I have examined the documents presented by the above individual, that they appear to be genuine and to relate to the individual named, and that the individual, to the best of my knowledge, is eligible to work in the United States.

Signature	Name (Print or Type)	Title
Employer Name	Address	Date

New Trends

Convenience Stores Step Up Fast Food Competition

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While video rental is the fastest growing category among convenience store operators, foodservice is certainly running a close second, according to The Lempert Report. More than 55 percent of all independent stores featured fast food items in 1987, with another 11 percent of these stores planning to add a fast food department in 1988.

Also, 58 percent of all convenience store chains plan to extend their foodservice operations within the year. Apparently, the competition is only the tip of the iceberg.

Sandwiches are the most frequent food products sold, followed by chips/snacks/pretzels, ice cream, donuts and pastries, the company reports in a special industry outlook. But less traditional items such as pizza, hamburgers, salad bars, fish and chicken are starting to find their way into the stores in greater numbers.

About 36 percent of the stores surveyed currently provide a place for customers to eat; the average convenience store which offers this service has seating for 16 people. Customers who sit and eat tend to be working couples and families. But food is primarily purchased for off-premise consumption, by about 87 percent of the convenience customers.

At present, convenience stores which offer foodservice see their main competition as other convenience stores (71 percent), followed by supermarkets (24 percent), oil marketers (22 percent) and fast food restaurants (12 percent).

A sign of the times, according to Lempert, is Burger King's joint venture with Amoco Oil Co. in running what is believed to be the nation's first combination fast food and gasoline outlet. The 18-month trial program, begun in Denver, consists of a drive-through and walk-up window but no sit-down service. Burger King customers can use their Amoco credit card to pay for their purchases.

The Lempert report speculates that more of these hybrid outlets will appear as competition heats up for the food dollar, especially the kind of food purchases on the run.

New Products/Promotions



Canada Dry Shows Off New Look

Canada Dry is introducing a new look for Regular and Diet Ginger Ale. The updated packaging displays a more contemporary graphics look.

The introduction of new packaging coincides with the reformation of Diet Ginger Ale with customer preference of a slightly less sweet with intensified ginger flavor.

"According to extensive consumer research the bold red lettering, map of North America and shield closely identified with the product, but a clear differentiation between regular and Diet cans was needed," says Edward Moerk, President of Canada Dry.

To easily differentiate between the two, Regular Ginger Ale comes in a green can, with red, gold and white details, while the Diet comes in a white can, which consumers associate with "diet", that has red, gold and green details.

Coleman Natural Beef Leader In Industry

Coleman Natural Beef Incorporated located in Colorado prides itself on raising its livestock on mountain pasture, chemical-free grains, pure streams, and clean air. Coleman Beef also is raised without growth hormones, antibiotics, or feed additives from conception to consumption.

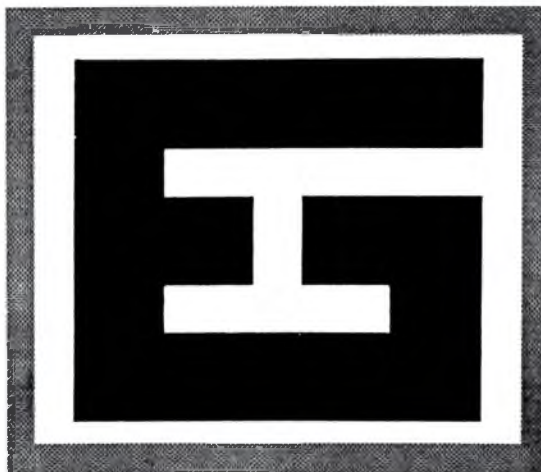
"No hormones, antibiotics or stimulants were ever administered to the animals. No artificial or synthetic ingredients were ever added to this meat.

The U.S.D.A. does not permit preservatives in this product," says owner Mel Coleman.

Coleman takes specific steps to meet the U.S.D.A.'s tough standards by selecting and breeding superior cattle, monitoring the cattle to make sure they're raised completely naturally, feeding the cattle natural grain, and only one owner is involved. The cattle are also government inspected and third party verified to ensure they're pure.

"Coleman's takes all the extra effort so that you can enjoy delicious tasting beef, with unmatched quality and premium flavor," says Mel Coleman.

"So, if you love great tasting beef but are worried about the fat, additives or quality, there's Coleman's natural beef," Coleman added.



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New Products/Promotions

New Natural Fruit Juice Products Hit Market

The closest thing to fresh-squeezed Florida orange and grapefruit juice is now available with the national introduction of JUST PIK'T, a new line of citrus products that are frozen in



their natural state immediately after being squeezed into specially-designed one line screw-top serving bottles.

This new brand brings consumers a true taste and total nutrients of fresh squeezed prime Florida fruit on a consistent basis.

JUST PIK'T Orange Juice and companion JUST PIK'T grapefruit Juice sell for \$1.99 in shakable plastic containers that are defrosted

prior to serving.

These new products are available in supermarkets, and are also a convenient alternative for the food service, restaurant and institutional markets because it eliminates expense, labor, and clean-up involved in squeezing oranges by hand.



Q: What are Joe Sarafa (left), of the Associated Food Dealers of Michigan, and Mike George (right) of Melody Farms Dairy, doing with Elsie The (Borden Dairy) Cow?

A: They were at the May 1988 Food Marketing Institute show in Chicago learning what's new in the food and beverage industry, of course!

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 C & C Distributors 283-8693
 Continental Baking Co. 868-5600
 Franchise Bakery 674-4671
 General Biscuit Brands 584-1110
 Hostess Cakes 868-5600
 Koeppinger Bakeries, Inc. 967-2020
 S & M Biscuit Distributing 893-4747
 Stella D'Oro Biscuits 893-4747
 Taysee Bakeries 476-0201
 Ven-Best Baking Company 398-6830
 Wonder Bread 963-2330

BANKS:

Comerica, Inc. 222-3898
 Madison National Bank 548-2900
 Michigan National Bank 489-9100

BEVERAGES:

Adolph Coors Company 540-0654
 Anheuser-Busch, Inc. 354-1860
 Bellino Quality Beverages, Inc. 946-6300
 Coca-Cola Bottlers of Detroit 897-5000
 E. J. Wielerman Company 521-8847
 Everfresh Juice Company 755-9500
 Faygo Beverages, Inc. 925-1600
 G. Heileman Brewing Company 941-0810
 General Wine & Liquor 353-5040
 Goebel Brewing Company 567-6667
 Harvey Ewald 527-1654
 Hiram Walker, Inc. 626-0575
 House of Seagram 262-1375
 Hubert Distributors, Inc. 858-2340
 J. Lewis Cooper Company 835-6400
 J. & L. Liquor Sales Company 362-1801
 Mel Larsen Distributors, Inc. 873-1014

Miller Brewing Company 453-4964
 Pacific Ocean pop Company 591-2560
 Paddington Corp. 366-6450
 Pepsi-Cola Bottling Group 362-9110
 Powers Distributing, Inc. 682-2010
 R. M. Gilligan, Inc. 557-4484
 Serv-U-Matic Corporation 528-0694
 Seven-Up Bottling Company 937-3500
 Squirt-Pak (616)396-0591
 Stroh Brewery Company 567-4000
 Towne Club Beverages 756-4880
 Vernors, Inc. 833-8500
 Vic Wertz Distributing 293-8282
 Viviano Wine Importers, Inc. 883-1600
 Warner Vineyards (616)657-3165
 Wayne Distributing Company 427-4400

BROKERS/REPRESENTATIVES:

Acorn Oaks Brokerage 967-3701
 Ameri-Con, Inc. 478-8840
 Ariana Food Brokers 567-6011
 Bob Arnold & Associates 646-0578
 Charles Mascari & Associates 399-0950
 Chuck Batcheller Company 559-2422
 City Foods Brokerage Company 894-3000
 Comady-Greenson Company 362-0800
 Estabrooks Marketing (517)548-3750
 J. B. Novak & Associates 752-6453
 James K. Tamakian Company 424-8500
 Marks & Goergens, Inc. 354-1600
 Mashour Food Brokers 565-2030
 McMahon & McDonald, Inc. 477-7182
 Northland Marketing 353-0222
 Paul Inman Associates 626-8300
 Plesier Company 591-1900
 Sahakian, Salm & Gordon 968-4800
 Sark & Company 851-5700
 United Salvage Company 772-8970
 VanDusen Hall, Stevens, Inc. 567-3865

CANDY & TOBACCO:

Eastern Market Candy/Tobacco 567-4604
 Fontana Bros., Inc. 868-8600
 Wolverine Cigar Company 554-2033

CATERING/HALLS:

Gourmet House, Inc. 771-0300
 Mark of Excellence Catering 353-6161
 Penna's of Sterling 978-3880
 Phil's Catering 751-0751
 Southfield Manor 352-9020
 Tina's Catering 949-2280

CONSULTANTS:

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

DAIRY PRODUCTS:

Borden Company, The 583-9191
 C. F. Burger Creamery 837-6000
 Melody Farms Dairy Company 525-4000
 Stroth's Ice Cream 567-0589
 Tom Davis & Sons Dairy 583-0540

DELICATESSEN:

Dudek Deli Foods 891-5226
 Row-Bur Distributors 852-2616

DENTISTS:

Richard E. Klein, DDS, PC 547-2910

EGGS & POULTRY:

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

Linwood Egg Company 524-9550
 Mendelson Egg Company 541-4060
 McInerney-Miller Brothers 833-4800
 Qualmann Quality Egg Company 468-0351

FISH & SEAFOOD:

Hamilton Fish Company, Inc. 832-6100
 Michigan Food Sales 882-7779
 Salasnek Fisheries, Inc. 567-2000
 Standard Fish Dist. 871-1115

FLORISTS:

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

FRESH PRODUCE:

Faro Vitale & Sons, Inc. 393-2200
 Harry Becker Produce 841-2500
 M. B. C. Foods 963-0745
 Michigan Repacking & Produce 841-0303
 Tony Serra & Sons Produce 758-0791
 Vitale Terminal Sales 393-2200

ICE PRODUCTS:

Midwest Ice Corporation 868-8800
 New City Ice Co. 485-0430

INSECT CONTROL:

Rose Exterminators 588-1005

INSURANCE/PENSION PLANS:

Blue Cross & Blue Shield 486-2229
 Creative Risk Management Corp. 792-6355
 D. O. C. Optical Centers 354-7100
 Financial Guardian, Inc. 649-6500
 Frank P. McBride, Jr., Inc. 445-2300
 Gadaletto, Ramsby & Asso (517)351-7375
 K. A. Tappan & Associates 354-0023
 Miller, Mason & Dickenson 262-1340
 Mitzel Agency, Inc. 773-8600
 Monroe-George Agency 646-0311
 North Pointe Insurance 358-1171
 Prime Underwriters, Inc. 837-8737
 Ward S. Campbell, Inc. (616)531-9160

INVENTORY/BOOKKEEPING/TAXES:

Abacus Inventory Specialists 852-9156
 Goh's Inventory Service 353-5033
 Menczer & Urcheck P. C. 356-1320
 RGIS Inventory Specialists 978-1810
 George R. Shame, Jr., P. C. 474-2000

MANUFACTURERS:

Absopure Water Company 459-8000
 Carnation Company 851-8480
 Del Monte Sales Company 968-1111
 Don's Chuck Wagon Products 771-9410
 General Foods Corporation 427-5500
 General Mills, Inc. 642-2894
 Groeb Farms (517)467-7609
 Hamilton Meat Pie Co. 582-2028
 Home Style Foods, Inc. 874-3250
 J. N. Bech, Ltd. (616)264-5080
 Kraft Foods 261-2800
 Lancia Bravo Foods (416)766-7631
 Nabisco, Inc. 478-1400
 Philip Morris U. S. A. 855-6454
 Prince Macaroni of Michigan 772-0900
 Proctor & Gamble 336-2800
 Red Pelican Food Products 921-2500
 Safie Bros. Farm Pickle Co. 949-2900
 Shedd's Food Products 868-5810

Stehouwer Frozen Foods (616)453-2471
 Tony Packo Food Co. (419)691-1953
 Tony's Pizza Service (517)224-9311

MEAT PRODUCERS/PACKERS:

Bob Evans Farms 422-8000
 Butcher Boy Meats 771-9880
 Flint Sausage Works 239-3179
 Guzzardo Wholesale Meats 833-3555
 Hartig Meats 832-2080
 Herrud & Company (616)774-0711
 Hygrade Food Products 464-2400
 Kowalski Sausage Company 873-8200
 LKL Packing, Inc. 833-1590
 Maxwell Foods, Inc. 923-9000
 Midwest Butcher & Deli Supply 332-5650
 Naser International Wholesale 464-7053
 National Chile Company 365-5611
 Oscar Mayer & Company 464-9400
 Osten Meats 963-9650
 Polok packing Company 893-4228
 R. E. Smith, Inc. 894-4369
 Ray Weeks & Sons Company 727-3535
 Sheldon's Packing House (517)834-2218
 Smith Meat packing, Inc. 985-5900
 Swift-Eckrich 937-2266
 Thorn Apple Valley, Inc. 552-0700
 Winter Sausage Mfg., Inc. 777-9080
 Wolverine Packing Company 568-1900

MEDIA:

Arab & Chaldean TV-62 Show 352-1343
 Daily Tribune 541-3000
 Detroit Free Press 222-6400
 Detroit News 222-2000
 Macomb Daily 296-0800
 Michigan Chronicle 963-5522
 Michigan Grocery News 357-4020
 The Beverage Journal 287-9140
 WDIV-TV4 222-0643
 WJBK-TV2 557-9000
 WWJ-AM/WJOL-FM 222-2636

NON-FOOD DISTRIBUTORS:

Gibraller National Corporation 491-5610
 Items Galore 774-4800
 Ludington News Company, Inc. 925-7600
 Sandler-Stone Company 333-4300
 Warnor Martial Arts Supplies 865-0111

OFFICE SUPPLIES:

City Office Supplies 885-5402

POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips 925-4774
 Cain's Potato Chips 756-0150
 Detroit Popcorn Company 531-9200
 Express Distributors 853-7733
 Frito-Lay, Inc. 287-4550
 Jay's Foods, Inc. 326-1860
 Kar-Nut Products Company 541-7870
 Metro Snacks 525-4000
 Niklas Distributors 571-2447
 Variety Nut & Date Company 268-4903

PROMOTION/ADVERTISING:

Action Advertising Distributors 964-4600
 American Mailers 842-4000
 Gateway Outdoor Advertising 544-0200
 Haan Display Sign Service (616)243-3223
 Orient Printing & Advertising 547-7474
 Stanley's Advertising Service 961-7177
 Stephen's Nu-Ad, Inc. 777-6823

REAL ESTATE:

Butts & Company/Earl Keim 644-7712
 Coldwell Banker 559-1300
 Kryszak Enterprises 362-1668
 O'Riley Realty & Investments 689-8844
 Sarafa Realty 8515704

SERVICES:

A. J. Shaheen Electric Company 792-4656
 Checkpoint Systems 592-8300
 D/A Central, Inc. 399-0600
 F. D. Stella Products 341-6400
 Guardian Armored Security 697-7060
 Hobart Corporation 697-7060
 Intro Marketing 646-8655
 J. R. Marketing & Promotions 296-2246
 M & H Supply Co. 521-5150
 Marketplace Services 557-4500
 Motor City Electronics 559-4080
 Professional Floor Maintenance 839-5840

Retail Demonstrators 846-7090
 Sales Control Systems 356-0700
 Vend-A-Matic 585-7700

SPICES & EXTRACTS:

Rafal Spice Company 259-6373

STORE SUPPLIES/EQUIPMENT:

Ameri-Pro Systems Corp. (419)693-3276
 Belmont Paper & Bag Company 491-6550
 Black Jack Iron Works 893-7677
 Bunzl-Detroit 334-5900
 Central Alarm Signal, Inc. 864-8900
 DCI Food Equipment 369-1666
 Gardell Company 567-5515
 Kasco Atlantic Service Co. (800)631-7650
 MMI Distributing 582-4400
 Market Mechanical Services 546-6840
 Michigan Bakery Supply Co. 571-3300
 Party Maker 281-1751
 Refrigeration Engineering (616)453-2441
 Superb Vacuum Cleaners 491-3900

WAREHOUSES:

Boag Cold Storage Warehouse 964-3069

WHOLESALE/FOOD DISTRIBUTORS:

Abner A. Wolf, Inc. 943-3300
 Bernea Food Services, Inc. (616)694-9478
 D. S. M. Food Products, Inc. 491-3333
 Detroit Food Service Company 842-2760
 Empire Wholesale Company 447-8491
 Foodland Distributors 523-2177
 Food Marketing Corporation (219)483-2143
 Jerusalem Falafel Mfg. 595-8505
 Kap's Wholesale Food Services 961-6561
 Kramer Food Company 585-8141
 Lipan Foods 469-0131
 M & B Distributing Company 893-4228
 Metro Grocery, Inc. 871-4000
 National Wholesale Foods 841-7730
 Norquick Distributors 523-1000
 Northwest Food Co. of Mich. 368-2500
 Pellerito Foods 831-3344
 Philip Olender & Company 921-3310
 Rainbow Ethnic & Specialty Foods 646-0611
 Raskin Foods 759-3113
 Scot Lad Foods, Inc. (419)228-3141
 Sherwood Food Dist. 366-3100
 State Wholesale Grocers 567-7654

ASSOCIATES:

Amano America, Inc. 279-3515
 American Synergistics, Inc. 427-4444
 Bureau of State Lottery (517)887-6820
 Cliff Scopansky Associates 751-2131
 Danor Corporation 557-3476
 Great Lakes Mushroom Co-Op 757-0888
 H & S Distributors 842-6204
 Herman Rubin Sales Company 354-6433
 Hubbard Apiaries (517)467-2051
 Kindred Corporation 625-7212
 Lloyd's & Associates 356-0472
 Lauren Kachigian Distributors 843-2898
 Miko & Associates 776-0851
 Motor City Ford Truck 591-1234
 VIP International 885-2335
 W. A. Taylor & Co. 689-6941
 Wileden & Associates 588-2358

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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.

