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- 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
Official Publication of the Associated Food Dealers of Michigan
18470 W. 10 Mile Rd., Southfield, MI 48075 Phone (313) 557-9600

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Michigan's Food Stamp Program
Accepting food stamps can be good for your business, but make sure you understand and follow the rules.

From the MLCC
Get ready for more deposit containers! Next year, you'll be collecting deposits on wine cooler and spirit cooler containers. Here are some guidelines to follow to get ready.

Member Profile — C&F Market
Start an Italian meat market in a Polish neighborhood? These two Italian entrepreneurs not only did it, they've flourished for 40 years.

Manufacturer's Corner — Absopure Water Co.
Absopure Water Company has built its reputation on excellence and a diversified product line.

Dairy Month Kicks Off Summertime Programs
The American Dairy Association begins its summertime promotions to promote milk sales.

Immigration Law Affects All Employees
AFD Legal Counsel James Bellanca warns that employers must now verify the residency status of ALL employees or face stiff fines.

DEPARTMENTS
Executive Director's Report
Ask The Lottery
Chairman's Message
News From DAGMR
Michigan Wine Steward
Chairman's Report

Last year, Tom Simaan and his officers, realizing that the continued reorganization 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 series of committees — and we have given AFD back to its members.

I share this update with you, as a prelude to this year’s “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.

WHAT IS #1?

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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 falsly 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
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."

Customer Service + Community Involvement = Business Success

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 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.

The Food Dealer — May/June, 1988/5
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
FORE!

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Honor AFD's 1988 Scholarship Winners
$25,000 Raffle Drawing

For: $95 p/p All Day and Evening
     $50 p/p Evening Only

ASSOCIATED FOOD DEALERS
14TH ANNUAL SCHOLARSHIP GOLF OUTING

For:  Monday, August 15
       7:45 a.m. to 9:30 p.m.
       Links of Pinewood
       Walled Lake

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

Enclosed is our check for $___________ covering registrations as checked below:

______ $95 p/p for Golf All Day Plus Evening Activities
______ $50 p/p for Evening - Dinner, Reception, & Prizes

Please Print Names of Golfers

Tee Time

Please send tickets to:

Name______________________________________________________
Address________________________________________________ Zip_______
Company__________________________________Phone___________
Signed_________________________________________________

- cut here -
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 products.

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 by 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.
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.

The Food Dealer — May/June, 1988/9
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.

"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 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 Bobs' 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-
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 specialty 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 specialities 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.
Absopure Water Company
A Company Built on Excellence

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, capping, 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 it 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, iron 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.

SINCE 1908

Absopure
TRADE MARK REGISTERED

12/The Food Dealer — May/June, 1988
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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The Food Dealer — May/June, 1988/13

**ELECTRIC APPLIANCES LAST LONGER.**

**SO YOU WON'T GET BURNED IN THE LONG RUN.**

Facts are facts. And the fact is, electric cooking equipment generally lasts about twice as long as other equipment. Why? Fewer parts. No hot spots. Less maintenance. Less mess. Less fuss. From ovens to steamers, it's wise to electricize.

Detroit Edison

A good part of your life.
Industry Promotions

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 chosen 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.

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 lifestyle 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

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.
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

**CHIEPEWA 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

**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 Muske Ave.  
Marquette 49855  
(906) 337-4300

**MENOMINEE COUNTY**
Frisco 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  
Greenvale 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

The Food Dealer — May/June, 1988/15
Trade Show Highlights

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.

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.
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.
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.

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.

James Bellanca
AFD Legal Counsel
# EMPLOYMENT ELIGIBILITY VERIFICATION (Form I-9)

## Employee Information and Verification

<table>
<thead>
<tr>
<th>Name (Print or Type)</th>
<th>Last</th>
<th>First</th>
<th>Middle</th>
<th>Birth Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address: Street Name and Number</td>
<td>City</td>
<td>State</td>
<td>ZIP Code</td>
<td></td>
</tr>
<tr>
<td>Date of Birth (Month/Day/Year)</td>
<td>Social Security Number</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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 ____________________________).
- □ 3. An alien authorized by the Immigration and Naturalization Service to work in the United States (Alien Number ____________________________, 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.

<table>
<thead>
<tr>
<th>Signature</th>
<th>Date (Month/Day/Year)</th>
</tr>
</thead>
</table>

**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.

<table>
<thead>
<tr>
<th>Signature</th>
<th>Name (Print or Type)</th>
<th>Address (Street Name and Number)</th>
<th>City</th>
<th>State</th>
<th>Zip Code</th>
</tr>
</thead>
</table>

## Employer Review and Verification

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

- □ 1. United States Passport
- □ 2. Certificate of United States Citizenship
- □ 3. Certificate of Naturalization
- □ 4. Unexpired foreign passport with attached Employment Authorization
- □ 5. Alien Registration Card with photograph

**Document Identification**

- #

**Expiration Date (if any)**

### List B

Documents that Establish Identity

- □ 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): ________________
- □ 2. U.S. Military Card
- □ 3. Other (Specify document and issuing authority) ________________

**Document Identification**

- #

**Expiration Date (if any)**

### List C

Documents that Establish Employment Eligibility

- □ 1. Original Social Security Number Card (other than a card stating it is not valid for employment)
- □ 2. A birth certificate issued by State, county, or municipal authority bearing a seal or other certification
- □ 3. Unexpired INS Employment Authorization

**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.

<table>
<thead>
<tr>
<th>Signature</th>
<th>Name (Print or Type)</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employer Name</td>
<td>Address</td>
<td>Date</td>
</tr>
</tbody>
</table>

Form I-9 (05/07/87)

OMB No. 1115-0016

U.S. Department of Justice

Immigration and Naturalization Service
Convenience Stores Step Up Fast Food Competition

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 food service 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.
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.

"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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Paul S. Pellerito, Sr. Vice President
5435 Corporate Drive, Suite 300, Troy, MI 48098
Phone (313) 641-0900

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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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