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by Raj M. Wiener

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Food Store Evolution

by Paul E. Kindinger, Dept. of Agriculture

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Good Policy — Preventing Liability Suits

Store managers, department managers, and employees must be constantly alert to the conditions in the store which could cause injury.

Deposit Law Changes

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Director's Report



Executive Director's Report

Joseph D. Sarafa
Executive Director
Associated Food Dealers

have the safest food supply, the largest selection, the best prices and service of any country in the world. There are no shortages and no long lines for rationed food.

It is your 'know-how' and your ingenuity that has made all of this possible. It is your increasing use of technology; it is your ever changing business that continues to meet customer trends and demands. You are no longer just a supplier, a wholesaler or a grocery store. You have become a bank, a post office, a counselor, a friend, a place where people get together and meet. You have become civically and community minded. You have given back much and you only ask to make an honest living in return. Yes, the food industry is a vibrant, dynamic and exciting place to work. Yes, it has its rewards. But it also has its challenges. Long hours and eroding profit margins would make many a man or woman call it quits. But not you. You are a very special group because you like what you do and you take pride in your work. You have what it takes to be successful. And that's why this column is dedicated to each and every one of you. Congratulations on a job well done!

You Do Good Work

On April 1, 1989, I will celebrate my third year with the Associated Food Dealers of Michigan. During that time, as spokesperson for AFD, I have been quoted on many radio stations, on all three television networks and in both major daily newspapers dozens of times. It seems that whenever I'm talking to a reporter, it's always about double coupons or solid waste management or the A&P buyout of Farmer Jack or the drought of '88. It seems that I spend most of my time talking about food safety or the rapidly expanding hyper-

markets throughout the country.

But for this one article, I want to put all of those concerns behind us for a moment and focus on something else. I want to focus on you; the men and women of the food industry.

This industry is too often taken for granted. You are not given the credit, the recognition, the tribute you truly deserve. It is by the sweat of your brow, the ache in your back, the ulcer in your stomach that millions of Americans are fed everyday. The American consumer doesn't know how lucky they are. We



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refreshing taste with every bottle of Miller High Life, Miller Lite and Miller Genuine Draft. That's our quality tradition. But now they'll get it in a great new shape.

So watch for the tremendous sales advantage coming your way from Miller. It'll be in the shape of things to come.

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Chairman's Report



Chairman's Report

Sam Yono
Associated Food Dealers

Why AFD?

What does AFD do for me? Why should I join? What do I get out of it?

Sound familiar? Well -- we answer these questions everyday at AFD and perhaps it's time to illustrate again, why AFD?

Do you remember a number of months ago when the Liquor Control Commission was checking on the question: "Should gas stations be allowed to sell wine, beer and liquor?" AFD sent out notices of Public Hearings urging everyone to attend, or write a letter, in a massive show of force in opposition to making an unlimited number of SDD and SDM licenses available.

Well, many of you responded! AFD testified at both hearings and over 100 AFD members were there to stand up and say NO! Letters were sent to the Commission and now we have their report.

'No Licenses!'

No change in the law, no unlimited SDD's and SDM's to gas stations, and that is what they reported to the State Legislature. Their reasoning?

Of the 6,500 gas stations in the State, 1,300 already had licenses. The total number of SDD/SDM licenses in the State is 14,370.

If the law was changed, the Commission estimated an additional 3,000 licenses would be applied for and this WOULD NOT improve the service to the consuming public.

Since the consumption of wine, beer and liquor would remain the same, there would be serious and negative economic impact on our Industry by issuing more licenses. This Economic Impact was the deciding factor in the

***"State
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Individual Gas
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Enterprise
System operate
without
government
control."***

Commission's position and a point that AFD constantly stressed.

So, now we can all sit back and say we won -- or can we? The answer, simply stated, is that we won Round 1 but now Round 2 begins and this will be where the action really is -- in the State Legislature! State Representatives and Senators are being asked by the National and State Association of Convenience Store Owners, the Petroleum Industry and Individual Gas Station Owners to let the Free Enterprise System operate without government control. To make SDD/SDM licenses available to everyone who wants them.

So, what do you do? What does the individual retailer do? How do you fight to protect your business investment? Where do you begin?

Simple: If you are a member of the oldest and largest Food and Beverage Association in the State -- if the Association has on retainer the most effective Lobbyist in Lansing -- if the Association has an active Political Action Committee -- and the Association has a reputation for Political involvement and leadership -- you have started! So, Round 2 begins, and as a member-investor of AFD you can be assured that YOUR Association will:

- know what is happening
- fight for your rights
- take the initiative

YES, we will represent you in this continuing battle against strong opposition and that is why there is an AFD -- what AFD does for you and what you get for only \$120 a year. It Makes 'Cents'!



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From the Michigan Liquor Control Commission

by Daniel L. Sparks
Michigan Liquor Control Commission



Judging from the amount of mail which the Commission received, many members of AFD had a great deal of interest in the study which the Commission and the Department of Commerce conducted concerning issuing SDM and SDD licenses to businesses which sell gasoline. This study has now been concluded and the report prepared by the Commission was submitted to the Legislature at the end of December.

In that report the Commission recommended that no changes be made to the present regulations which prevent businesses in cities and townships over 3,000 population from obtaining an SDM or SDD license if the business sells gasoline.

This study was ordered by the Legislature because of the controversy which arose last year when a bill was being considered by the Legislature to make an exception to the Commission's present rules. While the bill which eventually passed does provide an exception, it only applies to very large retailers having at least \$250,000 inventory. As the bill was making its way through the Legislature, many people argued that restrictions on the sale of gasoline by SDD and SDM licensed businesses should be either removed or revised. Many other people and organizations (including AFD) argued against lifting the gasoline restrictions. Because of this controversy, the Legislature added to the bill the requirement that the Commission study the gasoline sales question to see if changes in the present regulations should be made.

You may recall that the Commission held two public hearings and also invited written comments from anyone interested in this question. Both hearings were well attended and over 150 letters were received, most of them from AFD

members. The Commission also reviewed studies dealing with the drunk driving problem, especially those studies related to where persons arrested for drunk driving had obtained the alcoholic beverages which they had consumed. The official minutes of Commission meetings dating back to 1937 were examined in order to review the history of the gasoline restrictions. In addition, an analysis of the Commission's licensing records and of records obtained from the Michigan Department of Agriculture was made to obtain statistical information about what types of businesses are presently licensed by the Commission, how many gasoline outlets are now operating in the state, and the number of gasoline outlets which might want an SDM or SDD license if the restrictions were removed or revised.

While there is not space in this column to go into all of the details of the report, some of the highlights can be mentioned.

One part of the report which may be of interest deals with the number of off premise licenses issued and the types of businesses which hold these licenses. Based upon license renewals for the 1988-89 licensing year, there were 14,370 businesses in Michigan holding SDM licenses. Of this total, 10,300 licenses are issued to stores of one kind or another, the remaining 4,100 being held by businesses such as bars, restaurants, and hotels. It was also learned that there are about 6,500 operating gasoline sales businesses in Michigan, approximately 1,300 of which already hold SDM licenses.

A key part of the study was the question of how many gasoline businesses might apply for a license if the restrictions were removed or significantly changed. The Commission concluded

that something like 1,000 to 3,000 additional licenses might be issued, depending on what kinds of changes were made.

This question of the number of new licenses and the economic impact of such an increase in licenses was the deciding factor in the Commission's recommendation that no changes be made. There are several reasons for this, the most important being that the Commission believes that a large increase in businesses selling both alcoholic beverages and gasoline would have a disastrous effect on many present licenses. While there are a great many gasoline outlets which could quite easily add beer and wine to their inventory, there are very few stores now licensed which could add gasoline, even if the owner could afford the large expense involved.

Related to this was the Commission's finding that no evidence exists which indicates additional SDM licensed businesses are necessary to serve the needs of the public, nor was there any evidence presented to the Commission that additional gasoline outlets are necessary to meet the demands of the public for that product. In other words, for many years party stores and gas stations have had a separate and distinct role in the economy in our state. The Commission found no good reason to change this situation.

One further point should be made clear. Although the Commission has recommended no further changes be made, that recommendation is in no way binding upon the Legislature, which may again take up the gasoline question at any time it wishes to do so.

Ask The Lottery

ASK THE LOTTERY



By Nancy Horton
Director of Licensing

Question:

I have a lottery terminal in my store. Usually my lottery sales are very good, but there have been times when I have had difficulty meeting the Lottery's sales quota. Will the Lottery continue to charge me a low sales fee for each calendar quarter I do not average \$3,000 a week in lottery ticket sales?

Answer:

The Michigan Lottery is mandated to produce the maximum amount of net revenue for the State School Aid Fund. Therefore, the Bureau has established a minimum sales performance level for on-line lottery agents. Low sales fees will continue to be assessed for those agents who fail to meet the minimum standard; however, the process has been revised.

Beginning with the calendar year 1989, a low sales performance fee will be assessed to each on-line agent who fails to achieve total lottery sales of \$62,000 per calendar year. This averages out to approximately \$1,200 per week. This includes both on-line and instant game sales.

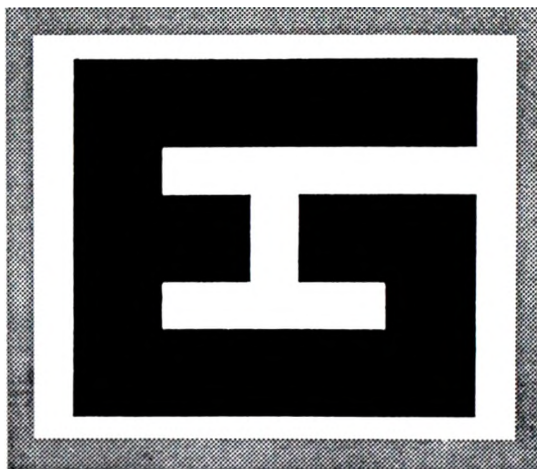
The fee will be assessed immediately after the end of the calendar year. The amount of the fee will be equal to the difference between \$62,000 and the agent's total annual sales. An agent who has been assessed a low sales performance fee will be notified by the lottery and invoiced the amount of the fee. Failure to pay the full amount due within 30 days will result in the cancellation of the agent's on-line contract and removal of all on-line lottery equipment from the agent's place of business.

In order to provide adequate time for input and to make the changes necessary to implement this revised sales performance standard, it was not practical

to begin the new program on January 1, 1989. Thus, for this calendar year only, sales performance will be determined

on a 47 week base, beginning on February 7, 1989 and ending on January 1, 1990. During this time period, on-line agents must sell a total of \$56,400 (\$1,200 per week) of lottery tickets in order to avoid a low sales performance fee. In 1990, the program will begin on the first of January and will continue through the end of the year.

In light of these revisions, it has also been decided that no low sales performance fees will be charged for the last calendar quarter (October through December) of 1988.



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Working Together With WIC

by Raj M. Wiener
Michigan State health Director

The WIC Program is celebrating its 15th birthday this year, and I want to personally thank you for helping make these 15 years of life-giving service to mothers and kids possible. You have contributed to the success of WIC. You have helped to make it a cornerstone of our Healthy Babies Initiative.

I firmly believe we all have an ethical and moral obligation to help the children of the poor have a healthy start in life. In WIC, vendors and government join together in meeting this obligation. We are grateful to the many vendors who participate in our Program. We know that to you the WIC client or her child isn't just another customer but a person whose chances in life may be improved by going through your check-out line.

We depend on you and want strong and good communications with you. That is why I have established the new WIC Vendor Relations Advisory Committee on which the Associated Food Dealers of Michigan is represented. And it's why I'm pleased to have this chance to talk with you about how WIC is growing and changing, where changes affecting vendors fit in, and how we can work together in this time of transformation to make WIC even better.

WIC is entering a new era in its history. Fundamental, necessary changes in how the Program does business are underway or on the horizon. Where WIC has problems, I want the Vendor Relations Advisory Committee to be part of the solution. Where WIC must change because the times are changing, I want the Committee to give us guidance and feedback on how to improve the Program. Finally, I hope the Committee will be a two-way channel for good communications between food dealers and government.

Key information I want to share is that the law which created WIC will ex-

pire this year. Congress is expected to rewrite the law and is in the process of renewing it. Congress clearly likes the Program and has time and again reaffirmed its belief in the benefits of WIC to the health and lives of the young and the poor. In Michigan, the Governor and Legislature have even added state dollars to this federal program. Why, then, are federal and state changes in the works?

Service to more people is the driving force behind the transformation of WIC. Michigan's Program has grown from 292 participants in 1974 to 142,000 today. For Michigan vendors, this translates into more than \$65 million in coupon redemption this fiscal year. But about 50% of those eligible still remain unserved. Although the story is the same around the Nation, it is unlikely that Congress will double federal funding. You well know there are not large, fresh reserves of money to turn to in order to serve this unmet need.

Not surprisingly then, the message we're heeding is 'Serve more people without spending more money.' The auto companies faced a similar situation earlier in the decade. To sell something better without its costing more, they had to make fundamental changes in their methods of production.

The WIC Program in several states, including Michigan, has begun its process of transformation by producing more output, benefits for more clients, from the same dollar resource. The innovation making this possible has been to promote a price-competition by negotiating per-can rebates from infant formula companies. During the transition to rebates, the Congress waived certain rules to allow states to add clients they could serve with the rebate savings. Michigan's extraordinarily successful 1988 campaign to do just that exceeded its goal and added 25,000 par-



Raj M. Wiener

"Service to more people is the driving force behind the transformation of WIC. Michigan's Program has grown from 292 participants in 1974 to 142,000 today."

ticipants to the caseload. Advocates for WIC now seek a permanent change during the 1989 WIC reauthorization process.

During that process Congress is anticipated to tighten up on vendor fraud and abuse as one way to serve more people by producing more benefits from each dollar spent. Congress remains supportive of distributing WIC foods through the retail system, but is also expecting more. And it is not alone.

Adverse publicity and an audit by the USDA Office of Inspector General have put the spotlight on vendors' compliance with federal and state rules.

Continued

WIC - Continued

After making purchases at 107 non-chain stores in metropolitan areas in 6 states, USDA found 76.6% of vendors overcharging and an average rate of overcharge of 28.5%. This is leading to more vendor scrutiny. Our Legislature enacted Public Act 387 at the end of 1988. It prescribes criminal penalties to persons who knowingly use, transfer, acquire, alter, purchase, possess or transport food stamps or supplemental food program coupons other than as authorized by the administering state agency. On the horizon are tougher USD requirements on states to annually investigate at least 10% of participating vendors and develop computerized vendor-monitoring.

Let me make it absolutely clear that in Michigan we will not tolerate fraud and abuse. We will crack down to prevent fraud and abuse and to assure that the maximum amount of our WIC dollars goes to feed mothers and kids. The Department's Vendor Relations and Compliance Section uses computerized monitoring of data to flag high-risk cases where fraud or abuse may be occurring and investigates vendors. It also handles vendor applications, contracts and training.

Vendors and consumers serve on the new WIC Vendor Relations Advisory Committee I mentioned earlier. We want it to help us deter vendor fraud and abuse while increasing Program access and participation. One of the first things we are asking for is advice on the potential impacts on WIC vendors of various options we are reviewing, such as: 1) vendor inventory audits, 2) price setting, 3) demonstrations of alternative food delivery systems. A step already taken is installing a toll-free hotline (1-800- CALL-WIC) for vendors, participants and the public to report suspected Program abuse.

To oversee the transformation of WIC as it grows larger and stronger, I have centralized Program administration in a new WIC Division under the direction of Alwin K. Peterson. I encourage vendors throughout the state to work closely with him and the new WIC Vendor Relations Advisory Committee. With the assistance and cooperation of your association we can expand services and move closer to our goal of serving 100% of Michigan women, infants and children in need.

News From DAGMR

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

Lots of exciting events are on the DAGMR social calendar for this spring. April 29 is the date for the Annual DAGMR Inaugural Ball. The Inaugural Ball is a fine opportunity to celebrate with the newly elected Board of Directors and Officers of DAGMR, and also enjoy a great evening out with friends in the food industry. This year's Inaugural Ball is scheduled for Saturday, April 29th, at the Embassy Suites Hotel in Southfield. In addition to dinner there will also be entertainment and an orchestra for dancing. Cost is \$90 per couple. Give Ginny a call at the DAGMR office for more details if you'd like to attend. The number is 559-7337.

This year's Spring Golf Outing is going to be at 'Links at Pine Woods' in Walled Lake. This is a full day includ-

ing 18 holes of golf, cart, lunch, open bar and dinner. The date is June 6th. Again, Ginny at the DAGMR office will have full details.

The DAGMR Board of Directors would like to thank everyone for your donations to the 1988 Operation Food Basket campaign. The total donated in 1988 was a whopping \$118,000! Lt. Colonel Clarence Harvey of the Salvation Army sends his personal thanks for a job well done.

The DAGMR Board of Directors accepted with regret the resignation of Mark Meade from the Board. Mark was the Detroit manager of Hormel and has accepted the managership of Hormel's Los Angeles office. Los Angeles also happens to be Mark's home town. Thank you, Mark, for all your help in making the DAGMR Golf Outings such successes.



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Trade Dinner

73rd Annual Trade Dinner

“Best Ever” – “Entertainment Was Great!” – “What Food!” – “How in the world are you ever going to top this?” – Just some of the exuberant comments over heard at AFD’s Annual Gala.

It was great thanks to the efforts of many. Beginning with the company sponosrs:

- Adolph Coors • Pepsi Cola Bottling Company • Kar Nut Products - Ludington News •
- Melody Farms Dairy • Bailey’s • J & B • Amaretto di Saronna • North Pointe Insurance Co.

Our Trade Dinner Committee of Art Robbie, Frank Munaco, Lamia Arocric, Sally Smoger, Joan Misner, and Frank Chiarilli did a masterful job!



...Whether it was Niel Diamond...



...Or Elvis Presley!!!...



...Or the great food and refreshments...



...EVERY ONE had a wonderful time!!

Food Store Evolution

by Paul Kindinger, Director
Department of Agriculture



Not only are there 8,000 to 10,000 new products introduced into the food marketplace each year with only about ten percent surviving the first year, but there have been many significant changes with traditional foods taking place in the retail food marketing in recent years.

First, there is co-mingling of retail non-food business with food business. Gas stations are selling food as are a variety of previously non-food businesses. More significant is the introduction of limited or expanded food service business with the retail grocery business and at the same time, food service establishments are entering into the retail grocery business.

Changes observed in Michigan in the last three years include ice-making machines often accompanied with packaging of ice for later sale. Another food store adaptation is the generalized marketing of bottled water and/or the installation of a water processing retail vending machine within the food establishment. Most ice-making and water processing machines are manufactured to industry operating and sanitation standards but some are not. All require a cleaning regiment. Labelling is required if the product is sold packaged. Both of these types of machines if not maintained accumulate mold growth.

In Europe and many seaboard food establishments there has been the introduction of refrigerated vacuum-packed meat, seafood, and other entrees. These apparently were originated by European chefs in order to have less immediate preparation time and a more high quality entree. However, the process of heating without cooking, then placing into a vacuum-package is a very delicate one which can not only throw off the quality expected, but cause the product to be injurious to the consumer.

We have not seen a great deal of this

type of product in Michigan, but will attempt to outline some of the precautions that must be made as these products do enter into the marketplace. In general, these are high cost items having as an example a four ounce filet mignon entree selling for about \$4.

As there is more food packaging and preparation in stores there is need for the store to label the product. The label generally requires a list of ingredients, a net weight statement, and, of course, a common or usual name for the product. If a store entering into this does not have the experience of label preparation, we offer what assistance we can

from our Lansing office and would be pleased to respond to your telephone call or draft label. Most draft labels can be made by the store personnel, if preferred over using a commercial firm. Anyone calling the Lansing office at 517-373-1060 should ask for Mr. Sam Sarullo. We presently review proposed labels for about 3,000 products yearly and attempt to stay current with federal and state requirements so that the label can be accepted in other states and flexibility in label design can be at its maximum.

As with most changing businesses, the person who can adapt will be the greatest survivor.

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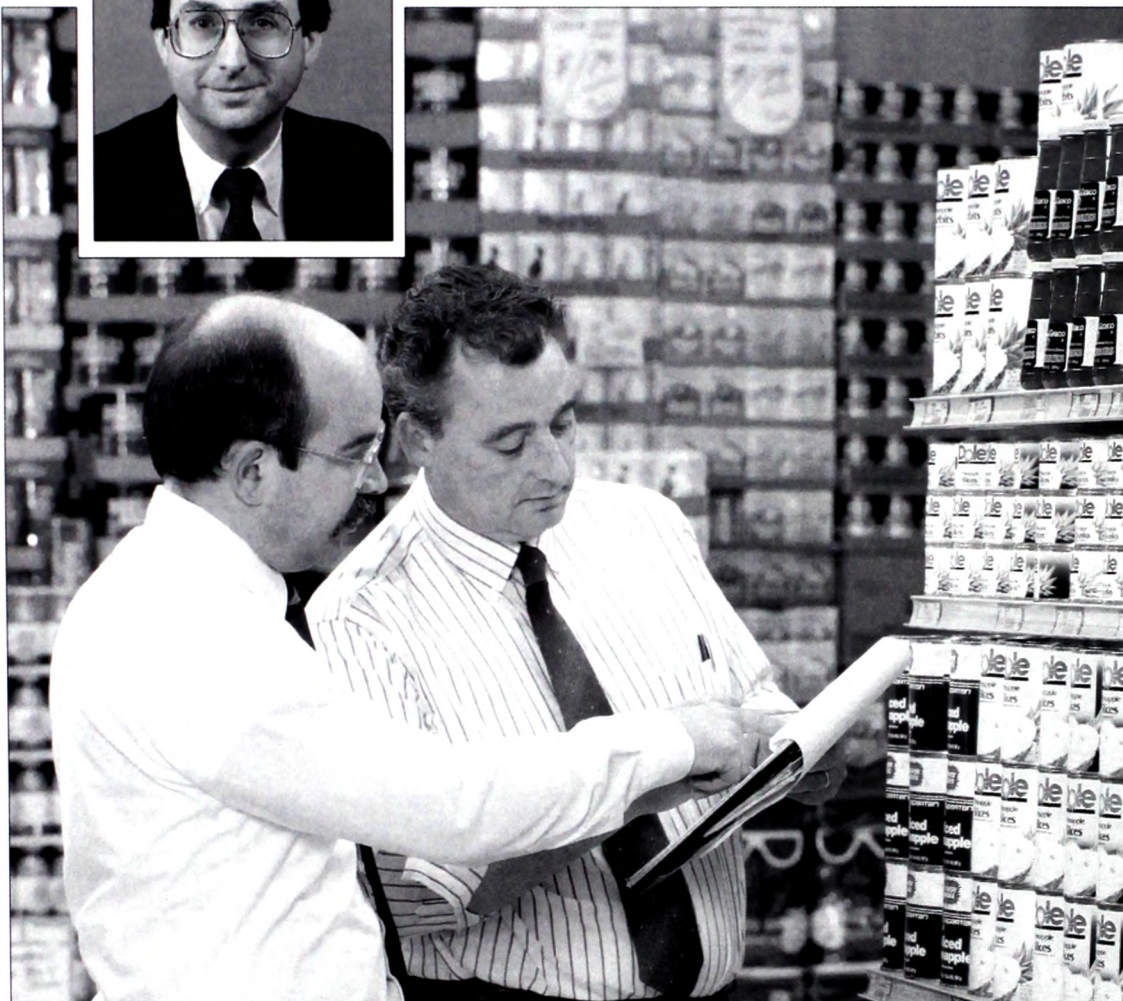
Flames create soot and smoke that smudge and smear walls, ceilings, work areas and utensils. All of which must be scrubbed and scoured. All of which cost money. All of which you can wash your hands of because electricity cooks clean. So, from steamers to ovens, it's wise to electricize.

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JOHN BUSCH PRESIDENT OF BUSCH'S VALU LAND
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Steve Zeller, Spartan Retail Operations Counselor (left) meets weekly with Carl Murphy, General Manager of Busch's Valu Land.

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For more information, call 616-878-2461 or write New Business Development, Spartan Stores, Inc., P.O. Box 8700, Grand Rapids, MI 49518.



*Together
we serve*

Deposit law changes take effect June 1

Wine and spirit coolers, currently exempt from Michigan's deposit law, must be sold in containers requiring 10-cent deposits beginning June 1. A mixed spirit drink is defined as "a drink containing 10% of less alcohol by volume (20 proof), or other spirit based beverage, regardless of the percent of alcohol by volume, that is manufactured for sale in a metal container."

The Michigan Liquor Control Commission has set the following dates as guidelines for implementation of the new requirements:

- **March 1, 1989** — No sale of product in non-deposit containers from manufacturers to wholesalers.
- **May 1, 1989** — No sale of product in non-deposit containers from wholesaler to retailer.
- **June 1, 1989** — No sale of product in non-deposit containers from retailer to consumer.

"The above schedule is voluntary, but it would appear at least this amount of time is necessary to assure as nearly as possible that non-deposit containers are removed from the distribution system prior to June 1," explained Dan Sparks, MLCC Director of Executive Services.

Deposit containers may be sold prior to June 1.

The Liquor Control Commission will be distributing the affected spirit drink codes in unlabeled containers to licensees until the unlabeled stock is depleted, or until April 30. After that, all the affected codes will be labeled for deposit. As the LCC's unlabeled stocks are depleted, licensees could begin receiving labeled products within the next few weeks. When this labeled stock is sold to consumers, the deposit should be collected.

Licensees will be charged for deposits at the time of purchase from their respective state stores and the deposit amounts will be detailed on the invoice. Licensee will receive refunds by returning the deposit containers to their state stores in full cases with caps removed. Those wishing to have their empties returned via a private trucking

firm can do so at their expense and should check with their store manager and cartage company for details.

Licensees will be required to affix a deposit label to each mixed spirit drink container in stock that is not labeled. The labels can be purchased from the state stores starting May 1, 1989.

As with any returnable container, deposits on mixed spirit drinks must be redeemed in cash. Both the licensee and the Commission may refuse to accept any container that does not contain the proper label information or is returned in an unsanitary condition.

Industry analysts are unsure of what, if any, effect deposits will have on already slumping wine cooler sales. Wine cooler shipments dropped 25 to 30 percent last year compared to the year

before, according to the *Lempert Report*. At the industry's peak, 100 companies were making wine coolers. Today, the leaders — Seagram and Bartles & Jaymes — dominate as much as 65 percent of the market. The top five wine cooler companies now account for 95% of the market.

No more 5-cent deposits

After June 1, 1989, all beer and soft drink containers, even refillable ones, will have to carry 10-cent deposits. Currently, some generic, refillable containers carry 5-cent deposits.

Retailers will be required to charge the minimum 10-cent deposit beginning June 1. Manufacturers and wholesalers have been advised by the MLCC to phase out 5-cent containers prior to June 1.

The change-over to 10-cent deposits may begin prior to June 1, but the sale of 5-cent containers after that date will be a violation of Michigan's deposit law.

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FROM: The “Suppliers”**

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at

Fairlane Manor, Dearborn

on

Tuesday, April 18th

12:00 Noon to 8:30 P.M.

- Visit the Exhibits -
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- Win \$1,000 - or a trip to New Orleans -
- Attend special Q & A Sessions -
- Learn about new services -
- See the full product lines •
- Watch the new “Point of Sale Demonstrations” •
- Win gifts & prizes offered by All the Exhibitors •
- Hear what new ideas the LCC has developed •

**The Suppliers of our Industry cordially invite their customers
the RETAILERS - to see our**

Industry on Parade!!

Industry News

Valu Land Super Markets Win 'Excellence In Merchandising' Award

Reston, VA -- The National Grocers Association (N.G.A.) is pleased to announce that Valu Land Super Markets, Sterling Heights, MI, has won the category award for Best Produce Department Merchandising Event in the 1989 N.G.A. 'Excellence in Merchandising' competition.

To coincide with Valu Land's 'Country Day' theme, the produce department built an original cider mill. The cider mill was built out of lumber and decorated with various articles such as Indian corn, husks, pumpkins, and gourds. The store staff tried to create an event that would excite customers as well as involve employees. Bulk cider and apples were advertised during the four-week promotion. As a result, the produce department increased sales 15%; total store sales increased 10%.

The winning entries were selected based on their use of signage, design, color, creativity and originality; con-

tinuity of presentation; overall effectiveness of presentation; cross- merchandising and tie-ins; employee involvement; and overall results of merchandising. The winners will be featured as part of an in-depth study on merchandising techniques to be held at the Early Bird Session of the 1989 N.G.A. Convention and Exhibition on January 30, at 8 AM, at the Las Vegas Convention Center. In addition, 'Excellence in Merchandising' competition winners, runners-up, and other honorees will be featured in the Winter 1989 issue of National Grocer, the N.G.A. quarterly magazine. The contest and program are sponsored each year by N.G.A. and Lever Brothers.

The National Grocers Association is the national trade association with over 2,400 members operating over 40,000 stores in the small business sector of the food distribution industry. Retail and wholesale grocers hold full membership in N.G.A.; sixty state/local associations and 105 manufacturer/suppliers hold associate membership in N.G.A.

Food Industry Veteran Dies

Food Industry Veteran Walter Lorber, died February 24, 1989.

Wally began his grocery career with Vlastic Foods in 1938. He joined abner Wolf, Inc., in 1954 and was honored as the recipient of the first annual Wholesaler Award as the Salesman of the Year in 1966 by The Associated Food Dealers of Greater Detroit. He retired in 1976, but came out of retirement to join Paul Inman Associates until 1987.

He is survived by his son Jack, his daughter Illaine Packman, and a brother and sister, Joseph Lorber and Ervina Faigel. Suggestions for tributes are the Kresge Eye Institute or the American Diabetes Association.



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Stephen's NU-AD Inc.

A Dream From Long Ago and Far Away

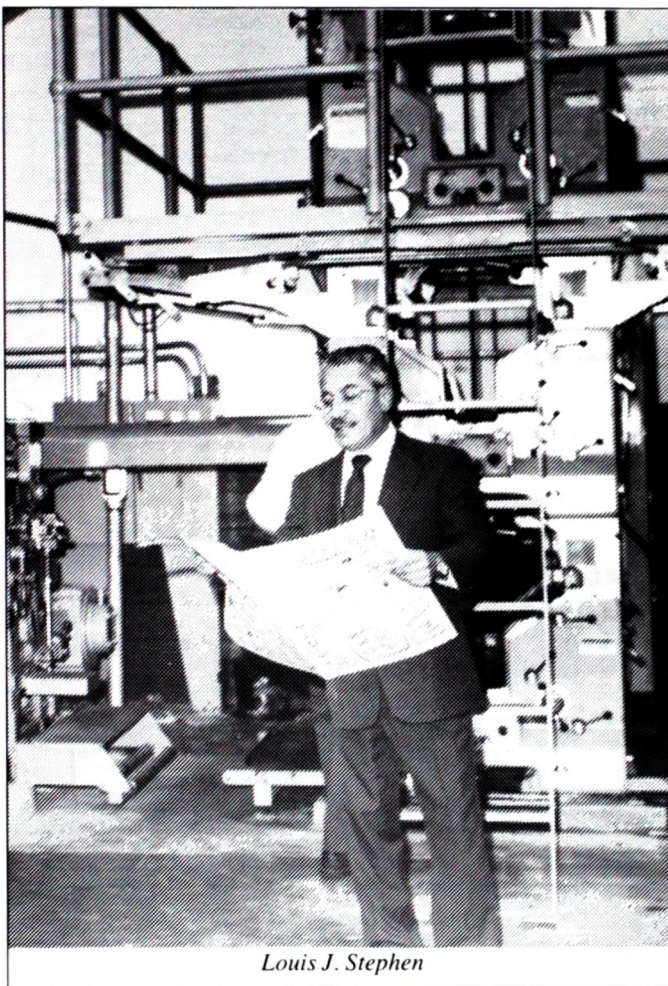
The story of Stephen's NU-AD Printing and Publishing is the story of Louis J. Stephen. The company that today is a viable force in Metro Detroit's handbills and direct-mail advertising scene began in the mind of a young man a long time ago on a continent far away.

Born in Baghdad, Iraq, Louis Stephen began his career in the printing industry at the ripe age of 11, when during World War II British publishers in Baghdad took a liking to him and hired him to clean a Linotype (typesetting) machine. The inquisitiveness of this youth quickly turned into a desire to learn, and soon he was operating the Linotype as well as cleaning it; and a life-long love affair with printing and the graphic arts had begun.

He began working in 1941 for the 'Iraq Times', an English-Arabic daily newspaper, until graduating from high school in Baghdad in 1949.

Louis Stephen came to the United States in 1950 and attended Wayne State University, advancing his knowledge in the graphic arts and printing. He worked for several Detroit printing firms until joining Eddy Combs in 1965 as partner in a typesetting business on the west side of Detroit. Shortly after that, The Louis Stephen Co. opened its doors in 'Printers' Alley' on the east side of the city.

The early years in business were spent selling the job, setting the job, delivering the job and billing the job, in addition to melting metal, sweeping floors and anything else that needed attention in a 20' x 60' space.



Louis J. Stephen

Today, Stephen's NU-AD, Inc. occupies an entire block in East Detroit (17630 E. 10 Mile Road, Phone 777-6823). The complex houses a graphic arts and typesetting department, a camera and platemaking department, and three state-of-the-art newspaper size Web printing presses. The corporation primarily serves the Metro Detroit food and beverage industry, printing weekly circulars for the independent merchants and wholesalers of southeast Michigan (supermarkets, drug stores, tire and furniture dealers, promotions for professions, etc.).

NU-AD boasts a staff of 30-plus skilled employees who serve their clientele with creative graphic designs, typesetting, copy writing, printing and public relations for virtually every printing need. Louis J. Stephen serves as President and Chief Executive Officer, overseeing all phases of operations.

He now works hand-in-hand with his son Joseph, daughter Mary Lane and son-in-law William Lane in making Stephen's NU-AD a viable marketing force.

Mr. Stephen maintains close contacts with his Iraq-Chaldean community, working with the Chaldean Catholic Diocese and several other community organizations, including the Chaldean-Iraqi Association of Michigan and (as an honorary member) the Chaldean-American Ladies of Charity.

A well-known face in the Metro Detroit food industry, Mr. Stephen has been a supporter and member of the Associated Food Dealers for many years. He received AFD's commendation award in 1981 for coordinating the

Michigan Chronicles' special supplement regarding merchants in the City of Detroit. As a member of AFD's Board of Directors, he chaired the 1987 Trade Dinner and is currently a member of the Public Relations Committee; and still finds time to be in close contact with hundreds of its members.

It has been a long time since a young Iraqi man dreamed of owning his own business in America -- and today, Stephen's NU-AD stands as testimony to the dream.

Give him a call. He will find time for you, too!

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

Sincere best wishes to the new Officers and Directors.



Louis J. Stephen

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Member—Associated Food Dealers

The Annual Lempert Report Lempert's Hits and Misses

HITS

1. **Old Fashioned Quaker Oats.** What can you say about a product with packaging so distinctive that you can find it blindfolded in any food store? The folks at Quaker Oats weren't the ones to invent the cholesterol/oat bran connection, but they were smart enough to capitalize on it and extend that tie to their oatmeal products. Unlike some of the other oat products, with all sorts of junk added, this one just has 100 percent natural rolled oats, as touted in its successful commercials.

2. **Arm & Hammer Dental Care Toothpaste.** Amazing -- a product which does exactly what it says it will; not only does it freshen your breath and whiten your teeth better than most toothpastes on the market, it does so without all the added chemicals. That's the hit! Now if only the marketing could do the product justice. Lousy packaging and commercials do nothing to get the customer past the idea that they're putting baking soda in their mouths, which reminds them of unbaked cakes.

3. **MicroReady Indicator.** This little gadget, incorporated into Armour microwave dinners, solves one of the microwave's biggest problems: the lack of cooking time uniformity. A capsule attached to the dinner tray turns blue when the meal reaches the proper temperature. Competitors should be green with envy that they didn't think of it first.

4. **Flavored Seltzers.** Americans love bubbles but they don't want to look like one, which can happen if you drink too many sugar laden sodas. We will go out on a limb and predict these



seltzers (without added sweeteners) will replace Coke and Pepsi as the top beverages by 1992.

5. **My Own Meals.** This five-item line of microwaveable dinners for children has the right idea: offering a preservative-free product specifically geared to the youngest microwave users. The graphics on the outside of the package are just nifty for kids. If only the inner packages didn't make it look like food you'd take on a camping trip.

6. **Spago's Original California Pizza. Sausage & Herbs.** Four Cheeses. Spicy Chicken. Frozen pizza was never like this before and we couldn't be happier. While three-fourths of all frozen pizzas are made with cheese substitutes, Wolfgang Puck has updated this classic with all-natural ingredients, interesting seasonings, and great taste. In this convenience era, we think the toll-free home delivery line is a smart plus.

7. **Smartfood Popcorn.** Smart company. Great packaging, which informs and amuses. Great product, a tasty all-natural cheese popcorn made

with aged cheddar cheese. No more of those telltale orange stains on your fingers that last for days.

8. **Prepared Foods-To-Go.** We're not talking about your basic macaroni and cheese at the deli counter here. What we're talking about is the wave of the future -- interesting, ready-made meals, such as stuffed flounder or curried chicken, which can be picked up at the supermarket on the way home from work and microwaved in a few minutes. Restaurants, beware.

9. **Single-Serving Frozen Vegetables.** Companies such as Stoke-ly, Diamond A and Green Giant have figured out that there are a lot of smaller households with busy members looking for convenience. These single, microwaveable portions minimize waste and allow for lots of mixing and matching.

10. **Olive Oil.** This product is successfully trading in on Americans' interest in lowering their cholesterol levels and is now the fastest-growing segment within the cooking oil category. With the high quality of some products out there and the versatility of uses, olive oils are just starting to hit their stride.



MISSSES

1. **MicroMagic Milkshakes.** We have only one question about this product: Why? Although we understand that manufacturers are trying to encourage microwave use, coming up with products solely for that purpose seems ludicrous to us. While putting a frozen milkshake in the microwave and having it come out cold has some novelty, who really cares?

2. **Slice.** This juice-added soft drink, as you may recall, made our 1985 'Hits' list. It appealed specifically to

20 Million times a day.



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Hits and Misses

Baby Boomers looking for 'healthier' alternatives to regular soft drinks and paved the way for no less than 10 imitators. Then Pepsi blew it by introducing a cherry cola variety; consumers took a good look at Slice and discovered that the main ingredient of juice being used did not match the flavor on the front. Uh-oh. Grape or apple juice may be cheaper than other juices, but Slice has paid handsomely for the mistake.

3. **Seven-Up Gold.** There's nothing wrong with the spiced soft drink itself tastewise, but the concept seems to have backfired. We assume Seven-Up didn't want this addition to their line to be compared to a cola or it would be called a cola. Then why the look of a cola? This journey into beverage limbo isn't getting them anywhere.

4. **Fruit Yummy Mummy** with

Monster Mallows. Frankly, the idea horrifies us. Why, in this time of nutrition-consciousness and overweight youngsters, did General Mills choose to introduce yet another presweetened cereal, with a ghoulish concept to boot? Artificial fruit flavor, frosted cereal, vanilla flavored marshmallows -- yet the company has the nerve to say it's part of a nutritious breakfast because it has eight essential vitamins and iron.

5. **Refrigerated Pasta.** Yuppie fever gone wild. The fresh pasta is far more expensive than the plain old boxed variety, the difference in cooking time is insignificant, the ingredients no more healthy and the taste difference inconsequential. What a price to pay for arguably more convenience!

6. **Michelob Dry Beer.** Dry beer may have taken Japan by storm, but at

least the Japanese dry beer has higher alcohol content to show for it. This seems like a last-ditch effort to save the brand. Incidentally, dry beer isn't the hot new trend it's cracked up to be. Anybody ever hear of Rheingold?

7. **Oreo Cookies 'n Cream Fudge-Covered Snackwiches.** Okay, we cry 'uncle'! Let's stop this madness of line extensions ad nauseum. True, Oreos are popular cookies, but that thick white cream in the middle is a lot less appealing when you think of it as lard-based. The latest perpetrator is a frozen novelty which comes six to a box.

8. **Kellogg's Cracklin' Oat Bran.** He who gives with one hand takes with the other. Looking to exploit America's newfound love affair with oat bran, which helps reduce cholesterol levels, Kellogg's is eager to tell its story. What it didn't tell us is that the product when first introduced also contained coconut oil, which has twice as much saturated fat as lard and is one of the worst cholesterol offenders. They did change their formula when consumers complained -- but why wait to be caught? Shame, shame.

9. **Flavored Microwave Popcorn.** First, this traditional snack was elevated to a healthy food, endorsed by The American Cancer Society, The American Dental Association and The American Dietetic Association. Then it became a trendy food, as ever-so-convenient microwave popcorn helped sales soar. So what did manufacturers do? Add back in all the unhealthy stuff, like salt, sweeteners, artificial flavors and chemicals so they could sell varieties like sour cream and onion or caramel corn. Then they made it inconvenient by providing different seasoning packages that had to be mixed in to the popcorn bag (and isn't exactly mess-free). We give up.

10. **Frozen microwave entrees.** We don't mean to condemn a whole freezer case section, but some of the biggest manufacturers have given the entire category a bad name and caused a serious skid in sales. Initially, they had microwave users eating out of the palm of their hand. But that ardor has been quenched by poor taste, uninspired additions and inflated prices. Besides, what do you do with the plates after you've saved the first 1,000?

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New Program

Food Safety is Our Top Priority

By William S. Kies, Senior Vice President
Food Marketing Institute

Our nation's food supply is undoubtedly the safest that it has ever been. The protections built into food growing, processing and preservation are stronger and more comprehensive than at any time in our history.

However, food safety is something that can never be taken for granted, nor should it be. Recent books and articles spreading alarm on such issues as pesticide residues, salmonella in poultry, and listeria, therefore, should not be dismissed as simply an irritation, but regarded as a continuing challenge to make our food even safer tomorrow than it is today.

The Food Marketing Institute has established a Food Safety Task Force, calling on the expertise of its members to move toward this goal. This group has developed a plan to promote public policies that will insure the future safety of our food supply, and to help consumers understand the built-in

safeguards in our food distribution system.

The program is in furtherance of a long range goal, set forth by the FMI Board almost two years ago, that FMI:

'Coordinate and accelerate activities in the areas of product tampering, food safety and other health risks, to help maintain and strengthen consumer trust.'

The task force presented its recommendations to the FMI Board of Directors, and the plan was unanimously adopted on October 28, 1988. Here are the objectives of this far-ranging program:

(1) Consumer Confidence -- Develop and implement activities that will strengthen consumer knowledge of and confidence in the safety of our nation's food supply. This will include providing information on the safe preparation, handling and storage of perishable food. Data will be given on chemical hor-

mones and other substances which may be used in growing and processing foods.

(2) Consumer Protection -- FMI will foster comprehensive food safety training programs, and work with government agencies; science and health organizations; and processors, in developing and disseminating safe food handling, and pertinent labeling information.

FMI will work with an industry-wide food safety network, made up of all segments of the food industry, to encourage the development and introduction of technologies that enhance the safety of prepared and fresh food.

(3) Industry Cooperation -- FMI will work with others in the food industry; and government, health and science professionals to develop consumer nutrition and health information programs for use in supermarkets. The industry will continue to support a voluntary perishable food dating system, using only one date, a 'sell by' date, with appropriate 'best if used by' information related to that date. The industry will continue to work cooperatively with government and manufacturers on notification of product recalls, tampering recalls and related matters affecting food safety.

(4) Public Policy -- FMI will urge that government authority and responsibility for food safety be assigned to a single government agency, with sufficient resources to do the job properly, and to insure public confidence. FMI believes that government regulations must be consistent.

Food products that cannot be deemed safe by the government agency should be removed from the market before they reach the retail level. The federal government should be responsible for determining the presence or safety or various chemicals, additives and preservatives used in growing and processing foods.

The program, highlighted above, will result in the food industry working cooperatively not only to make certain that food safety continues to be our number one priority, but also that the consumer is constantly reassured about the safety and wholesomeness of the food we sell.

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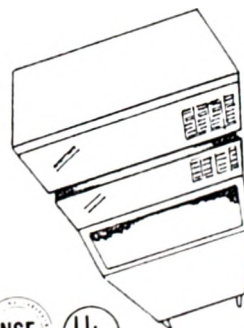
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New Products

Food Marketing Institute Report

On January 1, 1989, the European Economic Community (EEC) banned imported U.S. meat citing the use of growth hormones. As a result of this dispute, U.S. consumers may have questions about the safety of our domestic meat supply.

Should your customers have questions the following points compiled by Food Marketing Institute may be helpful:

The U.S. believes this is an economic trade issue; the EEC claims this is a food safety issue.

The use of growth hormones has been deemed safe by the U.S. Department of Agriculture (USDA), Food and Drug Administration (FDA), the World Health Organization (WHO), the Food and Agriculture Organization (FAO) of the United Nations and the Codex Alimentarius Commission (CAO).

Retailers and consumers can get more information by calling USDA's toll-free Meat and Poultry Hotline, 1-800-535-4555. Hotline hours are 10 a.m. to 4 p.m.

Bar Owner's Hot Line

The newest innovation in mixology training is taking Motown by storm! The International Bartending Institute, a division of Michigan based Hubbard Enterprises, Inc. is celebrating it's grand opening.

I.B.I. is part of a 35 school network which spans the U.S. Founded in 1977, I.B.I. has grown rapidly in the last eleven years.

The International Bartending Institute of Detroit offers a training program that is based on well-established and current bartending procedures, techniques and trends. A one or two week course is available as well as job placement assistance.

Director, Al Hubbard, is currently flooded with requests from country clubs, hotels and restaurants for professionally trained and certified mixologists.

The current box office hit "Cocktail" starring Tom Cruise has helped glamorize bartending and spurred more interest in the art of mixology.

For more information call the I.B.I. Hotline at (313) 575-9090.

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New Products

Goff Food Stores Address Environmental Concerns With New Biodegradable Bags

Haslett, Michigan. Goff Food Stores, Inc. proudly announces plans to start using new biodegradable bags in all four of their stores. This decision was a result of Goff's conscious efforts to address our country's growing concern for ecology. Goff will be the first supermarket operation in Michigan to replace conventional plastic bags with the new biodegradable version.

Biodegradable bags resemble their counterparts in size and shape but unlike plastic bags, biodegradable bags will decompose naturally and safely in just 3-6 years. Made from a bio-starch additive combined with regular resins, they allow for total decomposition without sunlight. These non-toxic materials make the bags environmentally safe for landfills and municipal incineration.

President of Goff Food Stores, Walt Goff comments: 'At Goff, we feel it is

our responsibility to react to this environmental issue. By taking the initiative to use biodegradable bags, we hope that other supermarkets will follow suit and together, we can work to ensure a brighter future for all.'

Goff Food Stores ... is a four store grocery chain with locations in St. Johns, Carriage Hills, Haslett and Holt.

New Gavina French Roast Now Available Ground.

One of America's most popular roasts among whole bean coffee drinkers is now available ground, and elegantly packaged. This rich, ready-to-brew coffee is made especially for those who love their coffee the way it's served in Paris sidewalk cafes. It is a deep, continental-styled coffee, darker than Espresso but lighter than Italian Roast.

"Our family began on the continent over 100 years ago, so we know old world quality." To order call 1-800-GAVINAS. Roasted and packed by F. Gavina & Sons, Vernon CA 90058



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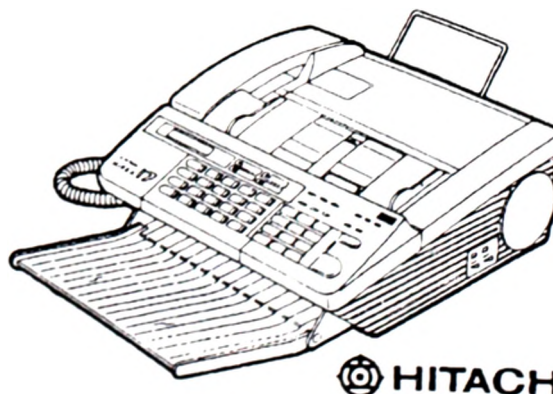
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