



FOOD & BEVERAGE REPORT

An official news publication of the Associated Food Dealers of Michigan and its affiliate, Package Liquor Dealers Association.

VOLUME ONE, NUMBER FIVE

JULY 1990

INSIDE

Merchandising beer

Take advantage of summer's increased beer sales by merchandising effectively.

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Food price variations

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AFD activities

AFD board members have been busy attending events such as a legislative dinner and a governor's dinner.

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AFD Golf Outing

Register now for AFD's Annual Golf Outing, to be held August 9 at the Links of Pinewood

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Excise taxes—sound the alarm!

Guest Editorial

By Michael Lashbrook

President of Michigan Beer & Wine Wholesalers Association

Retailers in Michigan who derive a significant amount of sales from beer and wine need to pay heed to budget developments in Washington D.C. Our federal lawmakers appear ready to tackle the problem of a runaway budget deficit.

That's good news to those of us in the business world who see virtue in operating in the black and believe that government should as well. However,

the bad news is that some of the revenue-generating proposals gaining favor would have a severe impact on the wholesale and retail beer and wine business in Michigan.

Of the proposals being discussed, establishment of new or increased consumption taxes appear to be real possibilities for our political leaders. Increases in federal consumer excise taxes on gasoline, cigarettes, liquor beer and wine appear to be prominent in our lawmakers' minds. This approach to deficit reduction is unacceptable, and we should all be

greatly concerned. The federal deficit is a national problem, one which requires a national solution. By increasing existing consumption taxes like excise taxes, specific classes of consumers are being singled out to shoulder a major burden for a nationwide problem.

Such tax increases are discriminatory because they unduly impact a specific group of consumers and the industries which produce, distribute and sell these goods. If our

See EXCISE, page 8

Refrigerated prepared entrees

What do they replace? (% of users)

In a survey concerning refrigerated prepared entrees conducted by Willard Bishop Consulting, Ltd. for the International Dairy-Deli Association, the following was discovered

- Refrigerated prepared foods provide an opportunity for supermarkets to attract food dollars that are being spent in other food outlets
- Over one quarter of shoppers using refrigerated prepared foods use them to replace meals purchased from a carryout food outlet. They are fresh, can be picked up during a regular shopping trip and stored, and can be heated in minutes when the shopper is ready to use them.
- Refrigerated prepared foods are also replacing scratch cooking because they take less time to prepare and they replace frozen entrees



Deli sales are hot during the summer months.

because they are fresh and are thought to have fewer additives and preservatives

Expected location (% of shoppers)

- Two thirds of both users and nonusers expect to find refrigerated prepared foods in the deli, perhaps due to an association with fresh, convenient, prepared foods.
- One quarter of each group would expect to find them in the

frozen aisle, perhaps because they had traditionally purchased prepared foods there. These shoppers may not recognize that refrigerated prepared foods are fresh—not frozen.

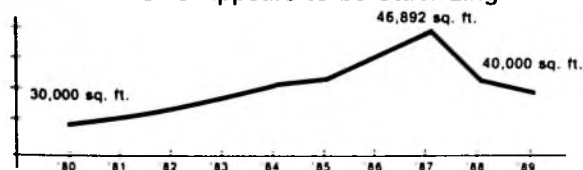
Occasions for use (past month)

- Dinner and lunch meals appear to offer the primary opportunity to serve refrigerated prepared foods.

However, if more shoppers could be

See ENTREES, page 8

New Store Size Appears to be Stabilizing



According to FMI's *Facts About Store Development, 1989*, the size of new stores increased steadily throughout much of the decade, reaching a peak in 1987. The last two years seem to indicate that the growth in store size is stabilizing.

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Legislative Dinner

Over 50 individuals attended a dinner hosted by the Associated Food Dealers for Lansing legislators on June 12, at the Michigan Automobile Dealers Association in East Lansing. This annual dinner gives AFD members and our state representatives an opportunity to become better acquainted. Among those attending were members of the Senate Commerce Committee, the Senate Regulatory Committee, the Liquor Control Commission, and various state agencies.



Mike Sarafa (left), John Loussia and Pete George enjoy a light moment



Mark Karmo (left), Rep. Stanley Stopczynski and Jerry Yono



Greg Morris (left) and Sam Yono



AFD Executive Director Joseph Sarafa and Richard George enjoy the festivities in East Lansing with Rep. Lynn Banks (center)

Don't lose your liquor license because one of your employees serves a minor/serves an intoxicated person/doesn't check I.D.

TRAIN YOUR EMPLOYEES!

AFD offers a training program designed for retail managers and their employees, which trains those who sell alcohol how to do so safely. This program is called **T.I.P.S.**

WHAT IS T.I.P.S.?

An acronym for Training Intervention Procedures by Sellers. This is why this program is absolutely necessary:

1. Having trained employees will reduce or negate your liability.
2. Potential for reduced insurance rates if 75 percent of your staff is T.I.P.S. certified.
3. The Liquor Control Commission looks favorably upon those with T.I.P.S.-trained employees.

Those individuals completing the class will be certified.

Call AFD at 557-9600 for information about the next T.I.P.S. training session being offered. **It's for your protection!**

Governor's Dinner

Nearly 100 individuals attended a private dinner in honor of the Honorable Governor James Blanchard on Tuesday, May 29, at the Southfield Manor in Southfield. The Associated Food Dealers Political Action Committee and the Chaldean American Political Action Committee co-sponsored the dinner and reception, supporting the governor's re-election. The governor spoke of the progress the Chaldean-American people have made, not only in the state of Michigan, but across the country.



Governor James Blanchard, Janet Blanchard and the AFD Board of Directors at the Governor's dinner on May 29, 1990.



Governor James Blanchard (left), Janet Blanchard, Sandy Al-Naimi and AFD Chairman Amir Al-Naimi.

Letters

June 5, 1990

Dear Sir,

We would be grateful if you, like us, respond to this request and help fulfill the request of a dying young man.

Craig is a seven-year-old boy who has a tumor on his brain and very little time to live. It is his ambition to have an entry in the Guinness Book of World Records for the largest number of get well cards ever received by an individual.

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Thank you. Overseas postage is only \$.45. Sincerely,

Carol McNabb,
Sales Assistant, 7-Up Detroit

Correction:

In the May issue of Food & Beverage Report, the person in the photograph with Rep. Wartner is Terry Young, Drake Party Center. Our apologies for the omission.



Produce Kits Available

AFD has Michigan Fresh Produce Promotion Kits available containing point-of-purchase materials. These are a courtesy of the Michigan Department of Agriculture. If you are interested in obtaining a kit please call Debbie Cooper at (313) 557-9600.

EXECUTIVE DIRECTOR'S REPORT

Lottery proposes rule change

By Joseph D. Sarafa
Executive Director, AFD

In March of this year, an informational meeting was called by the Bureau of State Lottery to inform interested parties about a proposed rule change. The new rule, if approved, would allow the lottery to



Sarafa

issue terminals to all chain stores meeting certain requirements. Nearly all parties represented had serious reservations about the change and no agreement was reached.

The Bureau then scheduled a public hearing in its Lansing office on April 5th to solicit public comments on the proposed rule changes. About 75 people, mostly AFD members, attended. Of the 28 people who testified, 25 opposed the rule changes and only three supported them. It became clear from the testimony offered that most retailers believed these changes would hurt small businesses and be unfair to them.

AFD testified against the proposed change, sighting our Board of Directors' concerns. The Board felt the lottery was making an unfair distinction between chain and non-chain stores. The Board could not, in good conscience, support a rule change that would favor one class of stores over another. AFD also submitted several letters from members opposing the proposed rule change. In addition, John Dagenais of the Package Liquor Dealers Association, an affiliate of the Associated Food Dealers of Michigan, joined AFD in its opposition.

A very small group was called together by the Lottery Bureau in May. It was intended as a session to work out a compromise between organizations in favor of the changes such as Southland Corp. and those, such as AFD, that oppose them.

Efforts to develop a compromise at the May meeting were not successful. However, Commissioner Carr was invited and did agree to attend and speak at AFD's July Board meeting.

We recognize that it is a tough call for the Commissioner to make because the Bureau is charged with generating and maximizing revenue for the state school aid fund. However, we do not believe that the Bureau will go ahead with the rule changes unless a compromise is reached. Any departmental rule changes made by the Bureau of State Lottery must be approved by the Michigan Legislature's joint committee on rules. Only then could the changes be filed with the Secretary of State's office and put into effect. AFD has left the door open for further discussions.

Super Lotto needs bigger payouts for matching 4 and 5 numbers

The Associated Food Dealers of Michigan appreciates the excellent working relationship we have with the lottery. Both the lottery and the association communicate regularly on issues of concern to our members, their vendors. Last month, I took the opportunity to meet with the marketing director for the Bureau of State Lottery, Tom Egan. One of the items AFD strongly urged Mr. Egan to consider was increasing the payouts for winners who matched 4 or 5 numbers in the Super Lotto drawing. A great many of our retailers have requested it. We at AFD believe that an increase in the payout will increase the ticket sales and will bring back some players who lost confidence in the lottery when these payouts were greatly diminished. I am pleased to report that Mr. Egan further indicated that he recognizes that it is necessary to keep both players and retailers happy and hopes that the lottery will be able to take corrective action in the very near future.

Statement of ownership

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Study shows why food prices vary between cities, neighborhoods

By Robert O. Aders
President, Food Marketing Institute

Early in the 1980's, the Economic Research Service of the U.S. Department of Agriculture undertook a study of food prices, aimed at determining whether there is substance to allegations that retailers take advantage of having a dominant position in localities to increase prices to consumers beyond what operating costs would justify, and why prices in stores vary between and within cities, even under the same company ownership.

This kind of study has been done before, but the previous research has generally been too limited to lead to conclusive results. The earlier surveys were alleged to have had basic flaws that made the conclusions drawn from them suspect. Criticisms include the contention that the cities, companies and stores studied were not representative of the general marketplace, items selected were not representative of food and nonfood supermarket products, and important price determinants were omitted from the statistical analyses. The latest study, which has just been released, was carefully designed to avoid such weaknesses.

The newly released USDA supermarket price survey was made in 28 randomly selected cities, and prices were collected from 616 super-

markets, representing 321 supermarket companies. All supermarket departments were represented in the study, including fresh meat and produce. Prices of individual items were recorded in-store by trained enumerators. More than 300,000 food and nonfood prices were collected, and there were three separate price collection surveys of the same stores and items to avoid the influence of any temporary market aberration. A separate study was made of store characteristics and labor compensation.

While no single study can, once and for all, be said to be the final word on this subject, this one seems to come the closest to any made so far.

It provides convincing data to support the conclusion that "opportunistic price gouging" is not behind differences in supermarket prices. More ordinary market forces are at work here.

Statistical evidence gathered shows that the market leader in most areas does not have the highest prices in the area. Most often, its prices are somewhere in the middle. What does affect a store's prices are its physical size, the type of store it is (i.e., customer services offered or not offered), its sales volume, and its occupancy costs (rent, utility costs, etc.).

All else being equal, larger store size and higher sales volume are associated with lower store prices. Higher store occupancy costs usually result in higher prices. Likewise, as a rule, stores offering more store services, have higher prices than stores such as warehouse stores which offer few customer services. This may seem obvious to us, but it hasn't been obvious to university and

government researchers.

Other interesting conclusions drawn by USDA from the study include the fact that food prices in cities where a relatively small number of companies dominate the market do not have store prices significantly different from those where a relatively large number of companies compete for sales.

In-store pharmacy growth faster than ever

With the ever-growing appeal of one-stop shopping, more consumers are turning to supermarkets to fill prescriptions, placing supermarkets among the fastest growing segments of retail pharmacy.

In 1989, sales of prescription drug products grew rapidly in supermarkets with pharmacies, according to a report from Towne-Oller & Associates. Total dollar sales were up 26 percent—more than three times the eight percent increase in the total retail prescription drug market. While only three percent of supermarkets (4,100 stores) have pharmacies, those stores account for 16 percent of total retail prescription sales.

Pharmacy sales increases are outpacing total supermarket sales. In-store pharmacy sales represented three percent of total sales in 1989,

up from only one percent in 1984, according to FMI's recently updated in-store pharmacy survey.

Supermarket pharmacists fill more prescriptions than ever, according to FMI's survey. In 1984 fewer than two in 10 supermarket pharmacies filled over 100 prescriptions a day, compared with more than six in 10 last year. In fact, the average pharmacy fill over 150 prescriptions daily in 1989.

Other statistics:

✓ In-store pharmacies sell 30 percent more prescription products than chain drug stores, according to Towne-Oller.

✓ The median size of supermarkets with pharmacies is 48,000 square feet, according to the FMI study. Yet the number in stores under 30,000 and over 50,000 square feet is increasing.

GET A LOAD OF THESE GUYS.



To Michigan Lottery retailers, these faces are very familiar. After all, the success of Keno and the other games has meant increased profits for all.

In fact, for the more than 8,600 Lottery retailers, sales commissions and special fees are currently averaging \$1,500,000 a week. That includes a 6 percent commission

that comes with every ticket sold, and a 2 percent redemption commission on all prizes paid at the retail level. Not to mention the publicity gained when a customer wins the top Lotto 47, Zinger, Keno, and Fame and Fortune prizes.

So, as a retailer, make the most of all the Michigan Lottery has to offer. It's the one game you can't lose.



Creativity Is Key To Beer Merchandising

By Tom Forkin

Retail Consulting Services

Beer merchandising and display is somewhat easier than wine and spirits for several reasons. One is that the number of beer brands you carry is usually limited to 30-50 as compared to several hundred for wines and spirits.

Another is that the comparatively larger package sizes of beer allow for bigger and more eye-catching displays. Also, most beer vendors supply excellent merchandising support at store level in terms of quantities and types of P.O.S. materials available along with well-trained salesmen, drivers and merchandisers.

The bottom line in retail sales is profits. Effective beer merchandising can greatly increase your store profits if you use it consistently. You can enjoy success if you make a commitment to use merchandising and display as the best means for increasing your beer sales.

Product Mix

Your beer department should reflect your clientele and your location. If you understand your customers' needs and buying preferences, you should match your beer selections to them.

The key to having a good mix in your beer department is to represent each beer category with the most popular national brands. Then,

depending on the amount of space available for beer in your cooler and warm beer department and considering your clientele's needs, you add more brands, types and package sizes.

If, for example, you are located in an affluent neighborhood, you should carry more brands of imports and superpremiums than local or budget-priced beers. If you have a lot of blue-collar or low-income customers, your quart and 40 ounce selection should be larger, perhaps a whole cooler door of these sized bottles.

Set-up

Consumers are being confronted by a multitude of choices in every beer category. Many of these products are new. What can you, the retailer, do to help simplify the consumers' selection process? By using a planned space allocation blueprint you'll be stocking the beer section according to consumer purchases, traffic flow, and price category. A well-designed schematic provides for fewer out-of-stocks and increases your sales and profits.

Beer should be merchandised to the consumer by product category and price level. This price arrangement will clearly define each category. You will achieve a greater return on investment through proper shelf management and generate greater gross profits.

Arrange your beer selection by product category and by retail price on your floor and in your cooler. For example, keep all your superpremiums together and arrange them by price progression (highest price on top shelf, next highest on second shelf, and so on). The same goes for premiums, popular, and budget beer categories.

Set your imports on the shelf according to country. Keep all your quarts and 40 ounce bottles in one section in the cooler. Make one or two shelves just for singles of beer. Single shelves must be closely monitored for proper rotation.

Beer Merchandising

Floor displays of beer are the single most effective method of increasing your beer sales. Displays at regular pricing, but merchandised properly, can increase normal movement of a product by over 400 percent.

Try to be creative with your beer displays because creative beer displays are designed to move large quantities of beer.

Set up a special section for all the imported and domestic non-alcoholic beers and the low-alcohol beers. Put a large sign above this section proclaiming your store's efforts to promote responsible drinking.

Price all your beer with signs, shelf strips, shelf talkers, danglers, and anything else which will im-

mediately inform the consumer of your retail price.

Use fluorescent window signs and banners to promote your beer sales and discounts.

Always show the consumer how much they are saving when you run a beer on special.

Be aware of your competitors' beer specials and everyday beer pricing and selections.

Try running weekly beer sales. Include different categories and package sizes.

Superpremiums and imports are great items to use in vendor supplied bins. These compact, highly visual merchandising tools take up a small amount of floor space but yield excellent sales results.

If your store has a large walk-in cooler with a door on the front or side you can make cold cases of beer self-serve. At my store we set up a section of our cooler exclusively for loose beer cases and allowed customers to go in and get their own cold cases of beer. This unique merchandising technique has helped increase our total case sales from 33,000 cases in 1981 to almost 60,000 cases in 1985.

Your beer distributors have excellent salespeople who are more than willing to help you increase your beer sales. You should take advantage of this by getting to know your

See BEER, page 10



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Excise taxes—sound the alarm!

From page 1

policymakers truly believe in an equitable, progressive tax structure—one which does not favor one class of citizens or businesses over another—then it doesn't make sense that increases in excise taxes are seriously recommended.

In Michigan, we already know what it's like to be singled out as an industry forced to pay more than our fair share. Our state excise tax on beer and wine is already up to three times higher than that of neighboring states. When you factor in the deposit structure and costs of implementing the bottle law, you have a product that is already overtaxed.

Can you imagine the impact on beer and wine sales in Michigan if the federal excise tax doubled, tripled or even quadrupled? One proposal calls for a federal excise tax on beer and wine five times higher than the existing tax. The price of a six pack of beer

could jump by over \$1.00 if this latter proposal is adopted.

Additionally, excise taxes are totally regressive; that is, a greater tax burden is carried by individuals and families who earn the least. Families earning between \$10,000 and \$20,000 annually would be hardest hit by excise tax increases. In fact, such tax increases would eliminate tax relief received by the poor from the 1986 Tax Reform Act. Families with a combined income of less than \$20,000 would pay taxes four times greater, as a proportion of income, than families earning \$50,000 or more.

This is terribly unfair! Why should the people least able to afford tax increases be the ones to bear a major share of the burden of reducing the federal deficit?

Raising federal excise taxes would also damage our state's fiscal future. Traditionally, excise taxes have been used by state governments to raise revenues to fund our essential state

programs. If the federal government raises excise taxes, our state's ability to raise revenue from excise taxes will decrease. As prices of commodities that are taxed rise, sales decline and revenues fall.

Federal lawmakers should leave consumer excise taxes to the state. If they do not, they will damage state revenue bases and disrupt essential state services. If this occurs, other taxes will be raised and/or service will be cut back. Both effects would be extremely harmful to our state, its consumers and your business.

So my friends, the time has come for all of us to take pen in hand and let the Michigan Congressional Delegation know that the burden of solving the federal budget deficit should not be carried on the backs of our industry and our consumers. When contacted, the Michigan Senators and Congressmen will tell you that they oppose excise tax increases, but it is likely to be included in a big package

that receives a straight up or down vote. That's why you need to ask them to do whatever possible to keep excise taxes on beer and wine out of "the package."

Close examination of the situation reveals that raising taxes is not a simple cure-all. New taxes can lead to lower productivity and reduced business initiative. As businessmen and women, we cannot help but be concerned by these issues. In particular, increasing federal consumer excise taxes has always been perceived as a politically popular or "easy" plan because advocates claim that raising these taxes will reduce consumption and encourage savings. This "reduced consumption" will ultimately hurt businesses such as ours. This country can no longer afford to ignore the dismal future economic outlook facing our children. It is time to find a comprehensive solution to the federal budget deficit which does not detract from business' ability to prosper and grow.

Entrees

From page 1

encouraged to use these products for snacking, it could result in shoppers buying refrigerated prepared foods more often.

- Over half of shoppers reported using refrigerated prepared foods for dinner, while over one third use them for lunch.

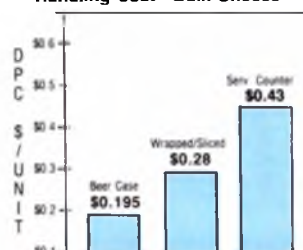
- Only 8 percent of the shoppers use refrigerated prepared foods as a snack; however, these shoppers serve these products more frequently for a snack (i.e., more than five times per month) than they do for dinner or lunch.

- An advertising campaign suggesting additional uses for refrigerated prepared foods like snacking may increase the use of these products.

How are they served? (% of users)

- Food retailers must not forget the opportunity to complement their refrigerated prepared foods with other products. Pre-packaged products may be included along with refrigerated prepared entrees in the cooler, or suggestions for complementary products from other departments in

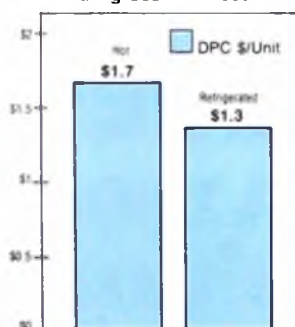
DELICATESSEN APPLICATIONS
Handling Cost—Bulk Cheese



the store may be made for consumers looking to add to a refrigerated prepared entree to complete a meal.

- Over two thirds of shoppers using these refrigerated prepared foods typically serve them with a side dish. The most popular side dishes are fresh salads, cooked vegetables, and breads.

DELICATESSEN APPLICATIONS
Handling Cost—Entrees



Display improvements (% of shoppers)

The most common response by both users and nonusers of refrigerated prepared foods for improving the current display was to add larger, more descriptive signs. Shoppers do not feel the current signs are effective. Perhaps this is why so few were initially made aware of the products by display signs.

- Many shoppers would also like to see the refrigerated prepared foods displayed in a location other than in the deli. Some feel the deli location is too congested and the products are hard to find, while others simply feel the products would be more appropriately placed in another department.

Suggestions for improvement (% of shoppers)

- Many shoppers reported they would like larger sizes of refrigerated prepared foods. Larger portions may better serve the larger households using this line.

- Many shoppers also indicated that products prices are relatively high for some refrigerated prepared foods. However, in general, shoppers feel these products are fresh and easy to prepare, and they are willing to pay a little more for them.

- Even though there are six different categories of products and a total of seventeen items being offered, many shoppers would like to see an increase in product variety.

Shoppers using refrigerated prepared foods appear very excited about what they have to offer. These foods satisfy their needs for a fresh, convenient meal alternative. Nonusers seem unfamiliar with these benefits. Their attitudes towards nutrition and food preparation are very similar to those using refrigerated prepared foods and they appear to have the same basic needs. However, they have not been convinced that

refrigerated prepared foods can fill these needs.

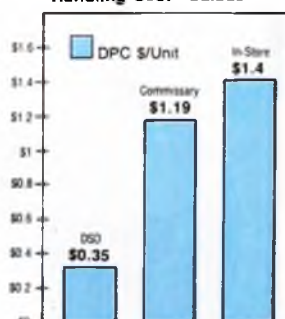
Food retailers and manufacturers face two major challenges:

- Putting together a group of products that satisfy their customers' needs.

- Developing an aggressive marketing program that tells shoppers exactly what is available.

Those who can do this effectively will be on their way to developing a successful refrigerated prepared foods program.

DELICATESSEN APPLICATIONS
Handling Cost—Salads



Occasions for Use (Monthly averages)

	% of Users Serving	Average Times Served
Dinner	57%	4.8 times
Lunch	35	3.5
Snack/Additions	8	5.3



If everyone's a winner with Pepsi, you can't lose.

It's a simple fact. Everyone's a winner when they drink Pepsi in the Heartland. Whether it's under the cap or on the package, everyone wins! And that's one more reason the Heartland is so true to the red, white and blue.

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BOARD MEMBER PROFILE

Yono "gives back" to his industry

"We want to be different than the average wine store," says Sam Yono. A quick glimpse at his latest acquirement, Palace Plaza, is proof that he has achieved his goal at this Detroit store. He owns three other stores in Detroit and two video stores including Slam's Video which is also located in the Palace Plaza.

"There is a revitalization downtown," says Yono. "We are close to Belle Isle and look forward to a busy summer." Already the new store is exceeding expectations.

The most outstanding feature of the store is the wine display that Yono designed. At the top of the display there is a decorative clear plastic mold through which wine circulates. The store carries a wide variety of wine, liquor and beer in a broad price range. There is an impressive array of gift items as well.

The 20 door cooler running along the side wall houses the many refrigerated items available. Different sections are highlighted with neon signs throughout the store which adds to the modern atmosphere and makes it easy to locate products.

Yono also stocks gourmet food items. He has a delicatessen for which all hot and cold items are prepared on the premises. There is a different menu each day and specials are run to



Sam Yono's Palace Plaza offers a wide variety of wines.

encourage customers to buy. Catering service for both large and small groups is offered.

Yono got started in the business by working part time during his years



Sam Yono checks the deli counter with an employee.

as a student. "I liked dealing with the public and being my own boss," he said. "That is why I've stayed in the industry since about 1973." He buys businesses and remodels them for resale, but prefers retailing because he enjoys interacting with the public.

Yono has been a member of AFD since 1973. He joined the board in 1982 and the executive committee in 1986. He served as chairman in 1988 and 1989. "I felt a responsibility to give back to the profession," says Yono of his involvement. "People need to be active in associations so we can get a voice heard in Lansing."

Yono credits much of his success to the support of his family. He has seven children. "My wife has been a great part of my success story," said Yono. "She has worked with me all along."

Beer from page 7

beer representatives and the many services they have to offer.

—Most beer vendors can provide you with reports on your sales volume. These reports track your purchases of each individual product, package size, brand, and category by month and year. Sit down with your salesperson and discuss the trends, both positive and negative, the reports indicate. This will allow you to make adjustments in your inventory levels, mix and merchandising activities.

—A display that is tied-in with related items such as nuts, potato chips, beer mugs, coolers, etc. can be extremely effective. Look for opportunities to tie-in your beer display with products that are already on display in the store. Sell the benefit of extra profit and greater sales of both items.

—Some beer distributors offer seminars and have excellent films and programs designed to educate you and your staff on many topics relating to retail beer sales. You learn about draft beer, the importance of proper beer rotation, merchandising and selling techniques, and other very interesting information. Some beer companies even offer tours of their warehouse and distribution facilities. You can look at the actual beer distributing system from the brewery to the wholesaler and the wholesaler to the retailer. These seminars and tours will help increase your beer sales by having a well-trained, enthusiastic, knowledgeable sales staff who cares about customer satisfaction and increasing the beer sales in your store.

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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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SCHEDULE OF EVENTS

- 7:45 a.m. - 1:30 p.m.: First Play
- 7:45 a.m. - 10:00 a.m.: Continental Breakfast
- 9:30 a.m. - 4:00 p.m.: Snack and Beverage Stations
(on the course)
- 11:00 a.m. - 2:00 p.m.: Buffet Luncheon
- 5:00 p.m. - 9:00 p.m.: Open Bar
- 7:00 p.m. - 9:00 p.m.: Dinner/Door Prizes
Golf Weekend Drawing/
P A C Raffle

Date: Thursday, August 9th, 1990

Place: Links of Pinewood, Walled Lake

Event: Golf and Dinner

Time: First Tee at 7:45 a.m.

Dinner at 7:00 p.m.

Call AFD for more information: 557-9600

SCHOLARSHIP GOLF OUTING REGISTRATION

A DAY OF GOLF AND DINNER:

Enclosed is our check for \$ _____
to register _____ golfers in the 1990
AFD Annual Golf Outing, at \$125.00 each. I understand that the
\$125.00 registration covers breakfast, lunch, dinner, snacks,
greens fees and golf cart. NOTE: The official game is a
scrambles. (golfers may play their game of choice after the first
18 holes of official play.)

Please print names of golfers

- 1 _____
- 2 _____
- 3 _____
- 4 _____

Tee Time Preferred _____

Approximately one week before the event, players will receive
confirmation of their starting times via mail. The committee may
make up foursomes of those who registered fewer than four
players.

RECEPTION AND DINNER ONLY:

Enclosed is our check for \$ _____
to register _____ individuals for
the dinner and reception at the 1990 Annual Golf Outing at
\$60.00 each. I understand that the \$60.00 covers the reception,
dinner, open bar, and prize drawing eligibility.

Please send tickets to

Name _____

Company _____

Address _____

Signed _____

Phone _____

PLEASE MAKE YOUR CHECKS PAYABLE TO:

Associated Food Dealers
Send the completed registration form and check to
Associated Food Dealers
18470 W. Ten Mile Road
Southfield, MI 48075

Food prices

from page 6

another finding indicates that, in high growth areas, where there has been large-scale entry by food-store companies in the previous five-year period, slightly higher supermarket prices have been found than in other areas. Cities where there is strong market rivalry between dominant companies, or greater turnover among the stores in the area and changing sales shares, have slightly lower prices than other cities.

The study sums up the findings by observing that the basic competitive environment facing food retailing firms does not change rapidly from year-to-year, a reaffirmation of a conclusion made in the 1966 study by the National Commission on Food Marketing. It points out, however, that the growth of the price-oriented supermarkets, such as the warehouse and superwarehouse store, have heightened price competition in many cities and towns during the 1980s. In meeting this type of competition, other stores often provide additional store services to distinguish themselves from the competition. The study also confirms that there is relative ease of entry in the supermarket industry.

Niche marketing has become a buzz phrase in recent years, and the newly released study underscores its role in today's market place. No one type of store suits all customers, and a retailer cannot take advantage of having the largest market share to set prices higher than costs justify, and expect to be in business long. There are always competitors around.

waiting to move in with something different, something special and something more appealing—trying to take the market leadership themselves.

The new report shows that, as we all know, the retail food business is highly competitive. Customers today have many options to go elsewhere to shop if they become dissatisfied with their current food store.

Shop your own store

There's an old saying in the foodservice industry. "the customer eats with his eyes first." That is a simple guideline that can be a cornerstone for success, according to a Texas based foodservice consultant.

Tom Campbell advises store owners to take a full day out of their schedule, and shop their store as if they were an average customer. Be critical and honest, and ask yourself these questions:

- What is my impression as I drive up to the store? Is the parking lot clean? Do the windows sparkle? Are outside displays clean and trash-free?
- How do I feel when I enter the store? Does the food-service area catch my eye? Does it look professional, or like an afterthought?
- How does the rest of the store make me feel? Are the floors clean? Are the aisles cluttered? Are the walls clean? How about the employees—are they neat and clean?
- Do clerks greet me and suggest a purchase? Does the merchandise look appealing?
- Am I satisfied with my purchase? Was it a good value?

Minimum wage posters available

Minimum Wage Posters—The Department of Labor has produced an "employee notice" poster which reflects the changes in the minimum wage. To obtain a free copy of the poster, contact your nearest Department of Labor office, or call the Labor Department in Washington at (202) 523-8441.

Helping elderly shoppers

Senior citizens, who make up about 25 percent of the population, control close to half of the nation's disposable income, and purchase about 30 percent of all food consumed at home. Those are indications that the senior citizen market should be catered to.

These suggestions will make your store more inviting to senior citizens.

1) Carts: Let your employees know that some people may need assistance separating shopping carts, so be watchful, and offer help when necessary. You may also want to consider supplying small, shallow pushcarts, which are both easier to push around and to place items in.

2) Reaching: Place produce bags and scales at a level that can be easily reached by shoppers who have less strength and less flexibility. Put popular items on easy-to-reach shelves. Alert your employees to help shoppers who need help reaching products on high or low shelves.

3) Vision: Reading shelf and price information can be difficult for many elderly people, and others with poor vision. Make sure that the print on shelf tags and signs is neatly written in large block letters. Use high contrast colors, such as black or brown print on a white or yellow background. Check shelf-tags regularly to make sure they're in good condition.

4) Aisles: Clear aisles of extra boxes and carts. Consider advertising aimed at older shoppers, to let them know the days and times the store is least busy, so they can schedule their shopping for times when the store is less crowded.

5) Checkout: Customers with less strength may have a difficult time getting their groceries out of a cart and onto the counter. Advise your employees to be prompt about helping unload carts. Recommend that your clerks and baggers pack grocery bags lighter than usual for older customers, and to always offer to carry the purchase out to the vehicle.

6) Convenience: Some people may become easily tired during a shopping trip. Consider providing a bench for them to rest on. You may also want to install a bathroom for customer use.

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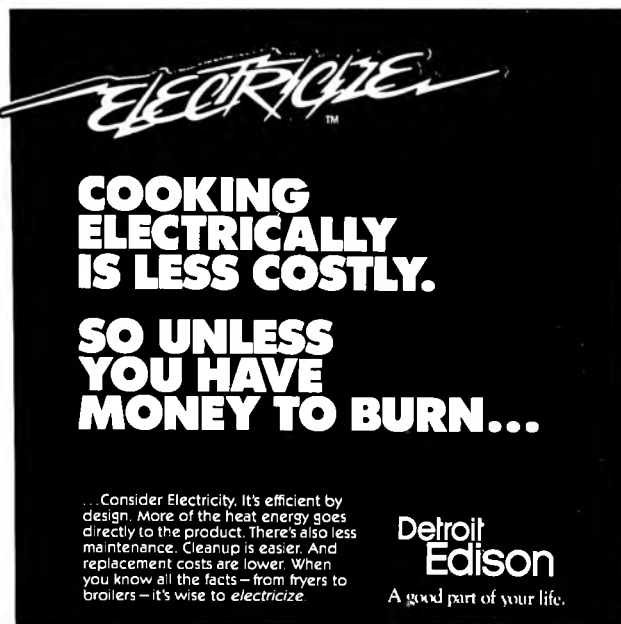
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If we can help you, please call the staff members at (313) 557-9600 or (1-800) 66-66-AFD.



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PRODUCTS

Presto... ketchup bottles into carpet

Heinz U.S.A., Division of Heinz Company, recently unveiled a major packaging development that will allow full recycling of its popular squeezable plastic ketchup bottles through the PET (polyethylene terephthalate) beverage bottle recycling system. PET is the most widely recycled plastic in America.

ENVIROPET™, the name of the new package which will be introduced by Heinz in 1991, was recycled and used to manufacture carpet. It is the result of a multi-year, multi-million dollar development effort between Heinz

U.S.A. and Continental PET Technologies, a division of Continental Can Company. ENVIRPET™ is a clear, multi-layer PET container that is fully recyclable through existing PET beverage bottle recycling systems.

"With this new technology, Heinz is taking a leadership role toward solving one of our most serious environmental problems, the disposal of solid waste," said Anthony J. F. O'Reilly, H.J. Heinz chairman. "Millions of bottles that would have ended up in landfills will now be recycled into other useful products."

Today, more than 20 percent of the PET plastic produced annually in the U.S. is recycled, a rate second only to that of aluminum. PET's recycling rate is expected to equal aluminum's present 50-plus percent rate within five to seven years.

To help increase the PET recycling rate, Heinz will kick off a one-year consumer education program, "Curb Your PET." The program will encourage the development of curbside recycling programs that include PET plastics and will ensure that consumers understand the Heinz ENVIROPET™ bottle is recyclable within such systems.

CLASSIFIED

For Sale—Grinter—trade invark GLOB, model 242, 230 volts meat trays; saw model 22, slush machine—Sani Serv model 220E countertop model, used frozen beverage machine. Call Sam Abbo at 751-6441.

Awrey's Cholesterol Free Low Fat Baked Goods...

An extraordinary new product line from Awrey's is about to hit the Michigan market — Awrey's Cholesterol Free, Low Fat Baked Goods. Extraordinary because not only do these products meet consumers' strong demand for products with reduced levels of fat and cholesterol, they also taste delicious!

Awrey's is baking with egg whites instead of whole eggs, and non-fat milk instead of whole milk. It has eliminated all butter and tropical oils, and has substantially

reduced all other shortenings. In addition, all Awrey's Cholesterol Free, Low Fat Products are low in sodium.

Cholesterol Free, Low Fat Products include coffee cakes: Raspberry Coffee Cake, Apple Cinnamon Coffee Cake, Cheese Coffee Cake, and Pineapple Cheese Coffee Cake; muffins: Country Blueberry Muffins and Country Bran Muffins; pound cakes: Golden Loaf Cake and Chocolate Loaf Cake. For information contact: Awrey Bakeries, Inc., 12301 Farmington Road, Livonia, Michigan 48150, (313) 522-1100.

PEOPLE

Faygo names Gwen Hale district sales manager

Promotion of Gwen Hale to district sales manager for Western Wayne, Washtenaw and Monroe Counties has been announced by Stan Sheridan, president of Faygo



Hale

Beverages, Inc. In her new post, the Detroit resident will supervise six area sales managers serving approximately 1,000 retail accounts.

Hale joined Faygo as an area sales manager in 1987 following five years with Comerica Bank and six months with another soft drink company. A 1983 graduate of Wayne State University, she majored in marketing while earning a bachelor's degree in business administration.

COMING EVENTS

July 10: Michigan Liquor Control Commission public hearing at 10 a.m. to be held at the Boyne Mountain Resort, Boyne Falls. Call AFD for information at (313) 557-9600.

July 15-17: 63rd Annual Convention & Trade Show sponsored by the National Food Distributors Association, to be held at the Anaheim Convention Center, Anaheim Hilton, Anaheim, CA. For information, call (312) 644-6610.

September 23-26: 1990 Annual Meeting and Exposition sponsored by the National Association of Convenience Stores. For information, call (703) 684-3600.

October 27-30: 41st Annual Produce Marketing Association Convention and Exposition, sponsored by Produce Marketing Association. For information, call (302) 738-7100.

New report confirms "trade shows work"

The report confirms, says the Bureau, that expositions deliver the best possible audience—those who are not receiving regular sales calls from exhibiting companies.

As many as 91 percent of all qualified buyers at most trade shows have not been reached by regular sales calls during the previous year, according to a new report from the Trade Show Bureau. This percentage is up from the 86 percent recorded in a 1979 study.

SOURCE: EXPO MAGAZINE 4/90

For information on how to exhibit in AFD's trade show: 557-9600 or 1-800-66-66-AFD

Retail Beverage Merchandising Guide to increasing sales and profits



By Tom Forkin, Management and Marketing Specialist

Retail Beverage Merchandising Guide to increasing sales and profits

by Tom Forkin, Marketing and Management Specialist

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If you're thinking about replacing your old gas cooking equipment, think electric. It's clean. It's efficient. It's more profitable. And if you qualify, we'll give you a discount incentive of \$50 to \$500. To find the registered Detroit Edison food service dealer nearest you, call 237-9225. Or call and make an appointment to try out electric cooking in a dealer test kitchen. Once you've given it a try, you'll find that it's not only wise, but it pays to *electricize*.

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 Pepsi-Cola Bottling Group 641-7888
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 Serv-U-Matic Corporation 528-0694
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 St. Julian Wine Co., Inc. (616) 657-5568
 Stroth Brewery Company 446-2000
 Towne Club Beverages 756-4880
 Vernors, Inc. 833-8500
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 Bob Arnold & Associates 646-0578
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 Phil's Catering 751-0751
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 National Exposition Services 865-1000

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 Lairwood Egg Company 534-9530

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 Michigan Food Sales 882-7779
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 Tony Serra & Sons Produce 758-0791
 Vitale Terminal Sales 393-2200

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

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 Rose Exterminators 588-1005

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 Goh's Inventory Service 353-5033
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 Oscar Mayer & Company 464-9400
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 Wolverine Packing Company 568-1900

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 Arab & Chaudhry TV-62 Show 352-1343
 Daily Tribune 541-3000

Detroit Free Press 222-6400
 Detroit News 222-2000
 Macomb Daily 296-0800
 Michigan Chronicle 963-5522
 Michigan Grocery News 357-4020
 The Beverage Journal 287-9140
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 Gibraltar National Corporation 491-3500
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 Express Distributors 531-9200
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 Jay's Foods, Inc. 287-9477
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 Marketplace Services 557-4500
 Michigan Cash Register 545-8660
 National Exposition Service 865-1000
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 Boag Cold Storage Warehouse 964-3069

WHOLESALE/FOOD DISTRIBUTORS:
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 Central Distributors 946-6250
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 Eastern Market Wholesaler 259-6161
 Eastern Distributors 867-4800
 Foodland Distributors 523-2177

Food Marketing Corporation (219) 483-2146
 Great Lake Fish & Seafood 368-6050
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 Jindo Specialty Foods, Inc. 852-1910
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 Wholesale House Inc. 846-6209
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 Wolverine Food Systems 229-9070
 Wolverine Cigar Company 554-2033

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 Alpha I Ltd. (616) 862-6808
 American Dairy Asso. (517) 349-8923
 American Synergistics, Inc. 727-4444
 Belknap 789-2684
 Bomarke Corporation 342-1679
 Bureau of State Lottery (517) 887-6820
 Canaback Food Management 727-1173
 Danor Corporation 557-3476
 Delta Administration Group (616) 962-6908
 Denda Brothers 350-3430
 Detroit International Corp. 342-1679
 Dino's Emmet One Corporation 431-4522
 First Exchange 737-5150
 Gamma III Ltd. (616) 862-6808
 General Provision 393-1900
 Great Lakes Mushroom Co-Op 757-0888
 H & S Distributors 842-6204
 Herman Rubin Sales Co. 354-6433
 Hermix & Son, Inc. 491-5252
 Hubbard Apianes (517) 467-2051
 James Karoub & Associates (517) 482-5000
 Kindred Corporation 625-7212
 Lloyd's & Assoc. 356-0472
 Lauren Kachugian Distributors 843-2898
 Lubin Schwartz & Goldman 332-3100
 Marine City Dairy Queen 765-5096
 McCulloch & Co., P.C. 544-4400
 Michigan Veal Committee (616) 861-5222
 Miko & Assoc. 776-0851
 Motor City Food Truck 591-1234
 Pepper Tree Inc. 349-5055
 R.D.K. Enterprises, Inc. 979-4493
 Red Carpet Keim 557-7700
 Shonco Inc. 422-1570
 Slim's Video 255-7526
 Sullivan - Gregory 332-3060
 Tandie Inc. 522-3311
 Tee Corporation 350-3430
 Travelco Incentive Programs, Inc. 777-8822
 VIP International 885-2335
 W.A. Taylor & Co. 689-6941
 Wileden & Assoc. 588-2358
 Ypsilanti Food Co-Op 483-1520

If you are not listed or need to change your listing contact Debbie Cooper at 557-9600



WE INVITE YOU, THE RETAILER, IN JOINING WITH THE PFEISTER COMPANY IN A "WIN WIN" PROGRAM WITH JERRY LEWIS AND HIS ANNUAL "AISLE OF SMILES" MUSCULAR DYSTROPHY PROMOTION.

- "WIN" INCREASE YOUR VOLUME BY SELLING MORE CASES OF "AISLES OF SMILES" DESIGNATED NATIONAL BRANDS.
- "WIN" HELP FIGHT MUSCULAR DYSTROPHY FOR JERRY'S KIDS! THE MANUFACTURERS OF PARTICIPATING BRANDS WILL DONATE THEIR DOLLARS BASED ON A PER CASE VALUE ON PRODUCT MOVED THROUGH YOUR WHOLESALE OR DISTRIBUTOR.
- TO PARTICIPATE SIMPLY ADVERTISE OR DISPLAY. FEATURE THE DESIGNATED BRANDS AND IDENTIFY THE ITEMS WITH "AISLES OF SMILES" POINT OF PURCHASE MATERIAL.

ORDER DISPLAY QUANTITIES OF THESE "AISLES OF SMILES" PRODUCTS.

BRAND	PK/SZ	PRODUCT DESCRIPTION
DOLE	8/40oz. 24/15.25oz. 6/64oz.	DOLE PURE & LIGHT JCE (4 VAR) DOLE TROPICAL FRUIT SALAD DOLE NBJ CHLD P/A, PAO OR PAOB JCES
GLAD	12/15ct. 12/20ct. 12/20ct. 12/25ct. 12/50ct.	GLAD-LOCK FRZR BAGS GAL GLAD-LOCK FRZR BAGS QTS. GLAD-LOCK STRG BAGS GAL GLAD-LOCK STRG BAGS - QTS GLAD-LOCK SANDWICH BAGS
HI-C	9/3PK.	DRINKS ASEPTIC BOXES (9 VAR)
RAGU'	12/30oz. 12/28oz. 12/30oz. 12/30.75oz.	TRAD. SPAG. SCES. (3 VAR) FRESH ITAL SPAG. SCES. (4 VAR) GRDN STYLE SPAG. SCES. (4 VAR) THK & HRTY SPAG. SCES. (3 VAR)
TREESWEET	12/46oz. 12/46oz. 6oz/6PK. 6oz/6PK. 24/12oz. 24/12oz.	ORANGE JUICE PINK GRAPEFRUIT JUICE ORANGE JUICE PINK GRAPEFRUIT JUICE ORANGE PLUS FROZEN AWAKE FROZEN BREAKFAST BEVERAGE
VLASIC	6/46oz. 12/7oz. 12/10oz. 24/6oz. 12/32oz.	BABY DILLS (.45 O/L) SPANISH OLIVES SPANISH OLIVES EXTRA LARGE RIPE OLIVES MILWAUKEE PICKLES (4 VAR)
BETTY CROCKER	12/6PK. 12/6PK.	BROWNIE SUNDAES - CHOC. OR VAN. GOLD RUSH BARS - DOUBLE FUDGE OR VAN.
OH BOY!	12/12oz.	STUFFED POTATOES (3 VAR)
DEP	8oz.	GEL PUMPS (BNS PK) 4 VAR
FUJI	1PK.	COLOR FILMS - CN 135/24 - 100 ISO CN 135/36 - 100 ISO, CA 135/24 - 100 ISO, CN 110/24 - 100 ISO, DISK 2 PK - 200 ISO (6 VAR)
TAMPAX	40CT.	TAMPONS 6 VAR.
ULTRA SLIM FAST	14oz.	POWDERS 3 VAR.



THIS DYNAMIC PROGRAM WILL RUN THE ENTIRE MONTH OF AUGUST CAPPING IT OFF WITH THE LABOR DAY WEEKEND JERRY LEWIS MUSCULAR DYSTROPHY ASSOCIATION 25TH ANNIVERSARY TELETHON.

LOCAL PUBLIC SERVICE ANNOUNCEMENTS ON RADIO, T.V., AND NEWSPAPERS WILL ALERT YOUR CUSTOMERS TO LOOK FOR THE "AISLES OF SMILES" PRODUCTS.

ATTRACTIVE POINT OF PURCHASE MATERIALS ARE AVAILABLE FROM YOUR PFEISTER REPRESENTATIVE. IF YOU DO NOT RECEIVE YOUR MATERIALS BY THE LAST WEEK OF JULY, CONTACT ANY PFEISTER OFFICE LISTED BELOW. ARRANGEMENTS WILL BE MADE FOR YOU TO RECEIVE MATERIALS.



DETROIT

36300 SCHOOLCRAFT
LIVONIA MI 48150
313-591-1900

SAGINAW

3159 CHRISTY WAY
SAGINAW MI 48603
517-793-8100

GRAND RAPIDS

3663 BROADMOOR SE
GRAND RAPIDS MI 49512
616-949-7210

