



# AFD

# FOOD & BEVERAGE REPORT

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

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## Sessions help prevent liquor sales to minors

The Associated Food Dealers continued its role as a community leader by offering training sessions in Southfield for state retailers and their employees in an effort to prevent alcohol sales to minors.

The program is called TIPS.

Training for Intervention Procedures by Sellers of Alcohol, and teaches retailers techniques for checking consumer intoxication, recognizing when consumers are intoxicated and communicating with those customers.

"AFD is taking the lead in promoting responsible alcohol sales to

retailers," explained Joe Sarafa, AFD's executive director. "If we provide retailers with the right tools and information, we can help them effectively prevent alcohol sales to minors."

These sessions, which are offered by AFD in conjunction with the Southfield Police Department and the 46th District Substance Abuse Task Force, are aimed at all off-premise alcohol retailers.

The 46th District Substance Abuse Task Force is a coalition of community leaders, residents, students, workers, and business leaders headed by District

Court Judge Stephen Cooper. Started in response to Michigan drug czar Donald Reisig's request to Michigan Court judges that they coordinate grassroots drug prevention efforts in their communities, the Task Force approached AFD about conducting the TIPS sessions.

"Education is a common-sense approach to the problem," explained Scott Forbes, TIPS trainer, who conducted the sessions. "I got into this because I found that passing laws is not necessarily the only way to deal with

See TIPS, page 21

## Dairy Month honors scientific discoveries

"The dairy cow, in her relation to the human race, is unique and fundamental. The unique character of this relationship reaches back to the earliest record of history. It is shown in the form of tablet and mural depiction which present the impressive realization that ancient people had of the importance of the cow in their daily lives. The fundamental character of this relationship, and the reason... products of the cow are essential, remained unknown until the 20th century."

These words were written by M D Munn, president of National Dairy Council from 1919 to 1936, in a foreword to the story of the organization. As the industry celebrates June Dairy Month, the story of scientific discovery concerning the importance of milk and its products in the human diet is an exciting highlight. The discovery of vitamin A in butterfat by E. V. McCollum at the



June is celebrated as National Dairy Month

### Related stories, pages 14, 15

University of Wisconsin in 1913, has been called the beginning of modern nutritional science. Vitamin A is essential in human nutrition for the formation and maintenance of skin and mucous membranes. Based on his studies, McCollum was instrumental in preventing the rationing of milk during World War I.

Studies by Robert Recker, M.D., and Robert Heaney, M.D., have documented the importance of calcium in maintaining proper bone health. Other studies by David A. McCarron, M.D., on the effects of calcium have associated calcium with reduction of high blood pressure. While the importance of calcium in the development of teeth and bones has

See DAIRY, page 21

### What shoppers want in a supermarket

Low prices are more important to shoppers in 1990. According to FMI's 1990 Trends, consumers rated the importance of good, low prices four percent higher than in 1989. The importance of other factors was stable.

Quality produce	98%
Variety/selection	97%
Good, low prices	96%
Quality meat	96%
Courteous, friendly employees	94%

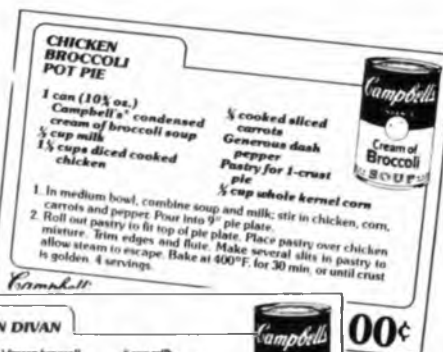
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- Look for these exciting new "Rookies of the Year" in local grocery stores by June 1990!

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## CHAIRMAN'S REPORT

# An AFD membership has many advantages to business owners

By Amir Al-Naimi  
Chairman, AFD

Now that I am serving the Associated Food Dealers as chairman, I will periodically contribute an editorial to the *Food & Beverage Report* to keep you abreast of what the association is doing for you.

Because of our size and active membership, AFD is able to offer more benefits and services than any other food and beverage association and at a lower price.

AFD membership gives you access to North Pointe liquor liability insurance, Blue Cross/Blue Shield, workers' compensation, coupon redemption service, legal service, debit accounts, Visa/Mastercard, Telecheck check verification directories, and more.

TIPS educational seminars are now made available through AFD to train you and your employees in alcohol selling techniques. (See page 1 for more information about TIPS.)

As a non-profit organization, AFD is in business to improve your bottom

line by making you money and by saving you money.

We serve you in many "invisible" ways. Your continued support will keep our voice strong in Lansing. Last year alone we raised \$18,300 with the Political Action Committee's efforts and had a 95 percent success rate in candidate support in the 1988 general election.

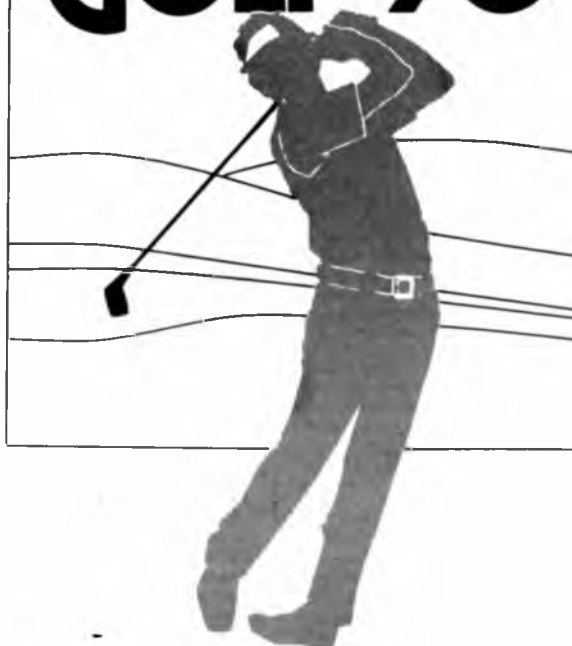
By working together we were also able to get 25 percent of the unredeemed deposits in compensation for your handling of returnable cans and bottles. We will continue to keep the momentum going with your participation.

Other AFD benefits include public relations for the industry and special events to let you make personal and professional contacts.

For those of you who have not paid your annual dues, be sure to fill out the membership card below to continue receiving the many benefits of belonging to AFD. We want to continue to keep our industry strong and help you progress through the new decade.

MEMBERSHIP APPLICATION (Please Print)			
Name of Business		Owner/Officer	
DBA		Business Phone	
Street Address		Resident Phone	
City	Zip	Resident Address	
County	State	City	Zip
<b>RETAILER</b> Which best describes your operation?			
<input type="checkbox"/> Supermarket	<input type="checkbox"/> Convenience Store	<input type="checkbox"/> Liquor Store	
<input type="checkbox"/> Party Store	<input type="checkbox"/> Produce Market	<input type="checkbox"/> Drug Store	
Other?			
Which licenses do you have?			
<input type="checkbox"/> SDD	<input type="checkbox"/> SDM	<input type="checkbox"/> Instant Lottery	<input type="checkbox"/> Daily Lottery
Please indicate:			
<input type="checkbox"/> Number of employees:			
<input type="checkbox"/> Square footage of store:			
Multi-Store Owner: Please attach a list of store names, addresses, phone numbers and store manager names, Federal Tax ID#			
<b>SUPPLIER</b> Which best describes your operation?			
<input type="checkbox"/> Shipper	<input type="checkbox"/> Distributor	<input type="checkbox"/> Manufacturer	<input type="checkbox"/> Wholesaler
Product lines offered:			
<b>SERVICES</b> What services do you offer?			
<b>DUES</b> Enclosed is my check for (circle one) \$150 or \$300			
Signed:		Date:	
Submitted by:			

# GOLF '90



## AFD's Annual Scholarship Golf Outing

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.

AFD's Annual Golf Outing supports the Association's Scholarship Program. Fourteen students will be awarded college scholarships at the dinner. All proceeds go toward the scholarship fund. (Donations welcome). Hope to see you at the beautiful LINKS OF PINEWOOD!

Call AFD for more information: 557-9600

# Certain restrictions apply when paying training wage

By Gary Melampy

Labor Information Service, FMI

The U.S. Department of Labor recently issued regulations interpreting the teen-age wage provisions of the Fair Labor Standard Amendments of 1989.

The regulations which went into effect with the minimum wage increase on April 1 detail the employee eligibility rules and the employee requirements for using the training wage. These regulations are interim final rules and may be modified later in the year. This article will summarize the training wage provisions of the new law.

## Background

Last November, President George Bush signed a law increasing the Federal minimum wage from \$3.35 per hour to \$3.80 per hour beginning April 1 and to \$4.25 beginning April 1, 1991. The new law contains, for the first time, a provision allowing employees to pay a training wage to certain teen-age workers.

Effective April 1, the training wage paid to an eligible employee can be no less than \$3.35 per hour. Beginning April 1, 1991 until March 31, 1993, the training wage will be at least 85 percent of the applicable minimum wage then in effect. Thus, when the minimum wage is increased to \$4.25, the training wage must be at least \$3.6125 per hour (which if rounded, must be rounded up to \$3.62). The training wage provisions expire March 31, 1993.

## Eligible employees

An employee is eligible to be paid a training wage if he or she: (1) is under the age of 20; (2) is not a migrant or seasonal agricultural worker; and (3) has not used up the duration of his training eligibility. In addition, no employee may be paid a training wage in any week which "prohibited work" for minors under federal or state child labor laws is performed or if excessive hours are worked under applicable child labor laws.

The provisions relating to the duration of an employee's eligibility to

be paid a training wage are somewhat complex. In general, an employee is eligible to be paid a training wage for a cumulative total of 90 days by one or more employers. However, the law contains a special provision allowing employees to be employed at the training wage for a second 90-day period (by one or more subsequent employers) if each subsequent employer satisfies a number of requirements. Those requirements are discussed below in "Second 90-day period."

The 90-day periods are to be interpreted as 90 calendar days of employment status and not as 90 actual working days. Once an employee is hired, the 90-day period begins to run, and is interrupted only when there is a break in service such as termination or layoff. Weekends, holidays, sick leave, vacations, and other normal absences from work are not considered breaks in service.

There is a special transition rule for personal employed on April 1, the date the new law took effect. The transition rule applies to persons employed on April 1 (as well as to personal employed on or after March 1 who were laid off on or before April 1 and later rehired by the same employer).

Under this transition rule, individuals who have been employed by their current employer for less than 90 days as of April 1 are eligible for employment at the training wage until they have been employed for a total of 90 days by their current or subsequent employer.

Persons employed by their current employer for 90 days or more as of April 1, are not eligible for the second 90-day period at the training wage by other employers.

## First 90-day period

Assuming an individual is eligible to be paid a training wage, the employer's requirements during the first 90-day period of the employee's eligibility are detailed but not overly rigorous. The employer must:

1. Ensure that the employee is under

the age of 20.

2. Ensure that the employee has not used up his eligibility to be paid a training wage.

3. Provide the employee with a copy of the notice prepared by the Department of Labor outlining the training wage provisions.

4. Comply with the maximum hours restriction.

5. Not commit any prohibited acts.

Each of these elements will be discussed in turn.

## Proof of age

The employer must verify by reviewing documentary evidence that each employee to be paid a training wage is under 20 years of age. Persons become ineligible for a training wage on the date they turn 20. Acceptable documents include: birth certificate; federal certification of age; State certification of age (sometimes called an age, employment or working certificate or permit); baptismal record showing date of birth; driver's license; passport or other document used to verify identity or employment eligibility for purposes of form I-9; school record of age; physicians certificate of age; or signed statement of parent or guardian.

A statement signed by the employer is not considered satisfactory proof of age.

## Proof of continued eligibility to be paid training wage

The employer must also obtain written proof from the employee that the employee has not used up his eligibility to be paid a training wage. This written proof must include any employment after Jan. 1.

Where an individual has had no prior employment, it will be sufficient

• See Wage, page 21

## Beer haulers begin negotiations for new contract

The Teamsters Local 1038, representing beer haulers, and the Job Preservation Coalition, which is comprised of five Detroit-area beer distributing companies, have begun negotiations for a new contract.

Some of the issues being discussed, according to the Coalition, include the provision allowing eight holidays where the drivers are paid double time for not working, a provision prohibiting drivers from using mechanical devices such as fork lifts, provisions limiting load to only a fraction of the capacity of most trucks, and a provision limiting the times when can make deliveries.

Also on the table are provisions prohibiting drivers from performing functions such as going into coolers and putting the beer where the customer wants it, prohibiting drivers to merchandise and price the product and not permitting basement deliveries.

"What we're after is productivity increases not wage cuts," said Tom Geisg, spokesman for the Coalition. "The national average is the delivery of 618 cases of beer per day, but here in the Detroit area beer distribution is averaging 300 cases per day."

In 1987, a strike occurred during a similar negotiating situation, therefore the Job Preservation Coalition has taken precautions to ensure service should this reoccur. Retailers may also wish to stockpile beer for additional protection.

## Statement of ownership


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## LEGAL ADVISER

# Many factors govern when there is proper cause to sue another party for damages

By Anthony J. Bellaca

Q: When does a person have the right to sue?

A: There is no way to state principles of law that must apply to the myriad of relationships that exist in our society which define the circumstances under which a person may bring about a lawsuit.



Bellaca

Perhaps it can be stated in this fashion: One has the right to seek the repair of damage caused to person or property by the unprivileged act or failure to act of another which causes injury to a legally protected interest and which subjects the person committing the act to liability for damages and civil suit.

Our legal system is based upon common sense and classic moral concepts.

When others complain that the law does not appear to make sense, such complaints can be the result of a basic misunderstanding of the functioning of the legal system.

Typically, most people have only occasional and very slight contact with the system, and this does not allow them to begin to understand the theory and purpose behind the system as a whole and behind each individual area of law.

There are three perspectives that are regarded as the main theories of law:

1. "That which is right." This is the natural law concept which assumes that there are fundamental and absolute concepts of justice and fairness that people have the ability to ascertain and apply to their daily lives.

2. "The positive law concept." This theory maintains that law is what the

government and the political authority of the State commands, and can enforce.

3. "The traditionalist theory." This theory defines the law not as a set of rules made by the government or by classic concepts of moral standards, but as the rules which have been developed traditionally over a period of time by society.

There are, of course, many other aspects of our legal system which allow a citizen the right to bring suit to enforce individual interests.

Such things as contract law, landlord-tenant law, negligence law, partnership law, and literally dozens of others in a host of different aspects, provide rules by which the conduct of citizens is judged when a dispute involving those relationships arises.

One has a right to sue, therefore, when any of his rights as provided by the law have been violated, and he or she has suffered financial or personal damage.

There is an all-encompassing principle which pervades discussions of law and that is, "the law will not allow a wrong to lie without a remedy." Thus, when a civil wrong has been committed, the court will provide the remedy by which that wrong can be addressed.

Anthony J. Bellaca received a Juris Doctorate Degree from the University of Detroit in 1963, pursued a Masters in Law at the University of Michigan and was admitted to practice in 1964. Bellaca's areas of practice and expertise include real estate finance, development and acquisition, land use planning, and general civil litigation. This column is dedicated to answering simple, general questions involving legal matters, sent in by our readers. If you have a question, please sent it to: AFD, 18470 W. 10 Mile, Southfield, Michigan 48075.

## ASK THE LOTTERY

# Keno \$250,000 top prize one of largest in country

By Nancy L. Horton

Michigan Lottery Bureau

Q: When did Keno begin, and how does it work?

A: Keno tickets went on sale April 7. The first drawing was held April 9.

Players select 10 numbers from a field of 80. The lottery randomly draws 22 numbers from which players need to match 10, 9, 8, 7, 6 or zero numbers to win. The prize structure is:

10 numbers — \$250,000

9 numbers — \$2,500

8 numbers — \$250

7 numbers — \$25

6 numbers — \$7

0 numbers — \$1 instant ticket

All prizes are paid in full

immediately. Keno drawings are held Mondays, Tuesdays, Thursdays, and Fridays during the regular daily drawings. Keno tickets cost \$1 and include an "Easy Pick" option. Multi-draw wagers up to 20 consecutive draws are also available.

The Michigan Lottery Bureau feels Keno is both exciting and fun and will compliment existing games. Players have more ways to win (six ways) than to lose. The \$250,000 top prize is one of the largest on-line cash prizes offered by any lottery in the United States. The lottery is creating thousands of Keno winners at each drawing, and our agents play an important part in making Keno fun and profitable.

# Hundreds of solid waste bills introduced in state houses

State legislatures are tackling the problem of solid waste with a vengeance.

Nearly 600 bills dealing with the issue have been introduced in all 50 states. Two-hundred twenty-three bills on packaging bans alone have been introduced in 33 states, with a concentration in New England, Minnesota and Hawaii.

This legislative energy can be useful as the United States moves toward its goal of recycling 25 percent of its waste by 1992. It could be counterproductive if basic facts about solid waste management are not learned.

Through support of a coalition called the "Committee for Environmentally Effective Packaging," The National Association of Convenience Stores has been working to clear up misunderstandings about recycling, biodegradability, waste-to-energy conversion, and solid waste management.

Many uninformed people unfairly attack polystyrene (also known as Styrofoam, a Dow trademark) as a symbol of the solid waste problem. The truth about polystyrene is that it can be recycled, because most polystyrene packaging has never been made with chlorofluorocarbons (CFCs), and it is biodegradable.

Polystyrene foam packaging in the nation's landfills represent only one-fourth of one percent by weight and one-third of one percent by volume. Over the past 10 years, the amount of all plastics in landfills has remained constant as stronger, lighter plastics have been developed.

Landfills are also not well understood. Modern landfills are designed to protect groundwater from seepage ... not to accelerate the degradation process. Waste is encased in plastic and clay and basically "preserved." Most landfills are closed long before degradation occurs. Researches have found in landfills 20-year-old vegetables and newspapers that have barely degraded. The point is that while polystyrene does not degrade rapidly, neither do most materials, including organic ones.

Those retailers facing local initiatives to ban polystyrene should point to these facts. Alternatives that might replace a polystyrene coffee cup might not be recyclable, would burn at lower temperatures creating less energy than other materials, and would degrade slowly, if at all, in landfills. In addition, health experts rate the sanitation qualities of disposable foam packaging as far superior to reusable containers.

Reprinted from *Washington Report*

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Compiled by John Dagenais

### Legislation seeks warnings in alcohol advertising

Michigan Congressman John Conyers recently co-sponsored a bill that would require any advertisements for alcoholic beverages to carry a health warning similar to that required for cigarette advertising.

The bill, entitled the Sensible Advertising and Family Education Act of 1990, would require print and broadcast advertising prominently include a rotating set of five health messages and a toll-free number people could call for more information.

Warnings would mention alcohol's hazards to expectant mothers, drivers and persons using medication and carry cautionary notes that drinking is illegal for minors and can be addictive.

Rep. Conyers, original sponsor of a bill requiring health warnings on alcoholic beverage containers, is pushing for extending the idea to all ad displays. He was critical of liquor manufacturers "trying to increase sales by targeting blacks."

Meanwhile, a group of advertisers announced the results of a lengthy study which listed the following findings:

- A nationwide ban on beer and wine advertising would wipe out 4,232 jobs in broadcast television because of lost ad revenue.

- Abolishing tobacco product advertising in print media would cost 4,130 jobs and the closure of 165 publications in the United States.

Tobacco advertising was barred on television in 1970. Liquor advertising on television is a self-imposed restriction by manufacturers of spirits who have always limited themselves to advertising in newspapers and magazines. However, there is pressure from lawmakers and anti-alcohol forces to eliminate beer and wine commercials on television.

### Unclaimed bottle deposit program has start-up costs

The Michigan Department of Treasury has requested a \$250,000 appropriation for the 1991 fiscal year to administer the new state-approved unredeemed bottle and can deposit program.

Under legislation signed into law last year, retail store owners will receive 25 percent of unclaimed beverage container deposits to offset store costs of handling returnables. The remaining 75 percent will be placed in

the Michigan Unclaimed Bottle Fund which will finance toxic-waste cleanups, solid waste management programs and other environmental programs.

The Treasury Department's request for the special appropriation is to cover such administrative costs as hiring new employees and processing remittances and claims, according to Acting Revenue Commissioner Melvin Van Vorst.

Through inspections, annual reports and audits, the Treasury Department will monitor beer wholesalers and soft-drink bottlers to make sure unclaimed deposits are turned over to the state.

Wholesalers and bottlers must now start making yearly reports to Michigan government listing the total value of original deposits and the amount of refunds they made. Reports for the 1990 calendar year are due by March 1991.

There remains great uncertainty over the estimated amount of unclaimed deposits with figures ranging from \$12 million to \$65 million.

Some retailers have expressed concern for the length of time that it will take in order to afford retail stores some relief and financial assistance for the increasing cost of handling returnables.

### Michigan Lottery plans proceed for multistate lottery

Commissioner Michael Carr of Michigan's Lottery Bureau indicated recently that a study in underway for a joint lottery similar to that organized in other states. Lottery officials are seeking a special appropriation for the study and for early planning which is estimated to cost \$1 million.

The Michigan legislature would have to pass a law legalizing a joint lottery before the lottery bureau could begin. Lottery sources say that the joint lottery might involve Michigan, Illinois, Indiana, and Ohio. Minimum jackpots would start at \$5 million and reach more than 50 million bettors.

Vermont, New Hampshire and Maine have a joint wagering system called Tri-State Megabucks. Iowa, Rhode Island, Kansas, West Virginia, Oregon, Missouri and the District of Columbia formed Lotto-America as a multistate effort in 1988.

Some lawmakers say that a multistate lottery might cause a drop in wagering on existing games and cause fewer new games to be developed. Lottery supporters say that a multistate lottery would provide more revenue for the school aid fund and provide more commission for lottery agents.

# Summer

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# MSU forum addresses safety concerns about food supply

By Edward C. Heffron

Michigan Department of Agriculture

A food safety forum held on March 19 at Michigan State University produced an overall perspective on food safety matters.



Heffron

is safe but the communication concerning it is the problem.

The forum began with Dr. Tom Pierson and Dr. Jack Allen, both professors of agricultural economics at MSU. They pointed out that traditional canned and partially prepared foods which need substantial preparation before consumption are becoming less significant in the marketplace. These are being replaced by foods which are often obtained at the store each day, taken home and typically put into a microwave oven prior to consumption. A meal which only a few years ago

To many consumers, there are many unknown facts concerning food safety. Speakers at the forum, with the exception of a science editor for *Newsweek*, agreed that the food supply

would have required two hours to prepare, now is expected to be ready for consumption in less than 10 minutes.

The safety concern of many of these newer "processing" procedures is the lack of high cooking and the low holding temperatures used which allow foodborne illness to occur.

Dr. John Kvenberg, a microbiologist with the U.S. Food and Drug Administration's Center for Food Safety and Applied Nutrition, said the number of cases of foodborne illness occurring in the United States each year as being between 24 and 80 million.

His data projects that no less than one in 10 persons to as many as one in three persons will be made ill each year from improperly prepared foods or foods which contain natural toxins.

Dr. Dennis Heldman of the National Food Processors Association pointed out that the quality of food is much greater than in the past.

The upscale sections in stores are now seeing the greatest growth of any sections within a store, he said.

He also pointed out that all rates of cancer, except lung cancer, are in a downward turn and have been since the introduction of the use of pesticides.

He further explained 98 percent of cancer risk in humans through food is due to natural ingredients rather than added ingredients including the influence of pesticides.

One presenter's view differed from most other presenters. Sharon Begley, science editor of *Newsweek*, discussed the reasons why there is a lack of confidence in the food supply.

As a newsmagazine writer, she indicated that there has been a lack of "solid" information from trade associations, regulators and scientists and in general it is disseminated only after crisis.

She indicated that big business, government and the scientific community are often judged as prejudiced.

Dr. Eileen VanRavenswaay, a professor at MSU, confirmed the consumers viewpoint as that described by Begley. She pointed out that the safety of food will likely be judged to a great extent by emotion rather than understanding until there is greater information shared and positive efforts to inform consumers and those associated with the production and distribution of food.

Dr. Vincent Hegarty, chairman of the department of food science and human nutrition at MSU gave a closing presentation which indicated that perception would continue to be incorrect until all members of the food production and distribution community become knowledgeable and assume the responsibility for disseminating information concerning the safety of food and the influences of pesticides, additives, and other factors. He pointed out that scientists consider microbiological hazards the most severe problem in food safety while pesticides are the least of six major concerns. The reverse is generally the perception of consumers.

The forum offered an opportunity by representatives of a manufacturing company, a retail grocery chain, the Michigan Department of Agriculture, the U.S. Food and Drug Administration, and the Michigan Department of Public Health to explain what they are doing to respond to the requests of the consumers and to educate consumers so that there can be improvements not only in the perception of food safety, but when possible in actual food safety.

## Michigan consumer and farmer attitudes about food safety issues

By Dr. Charles Atkin

Michigan State University

A series of national studies in 1989 discovered alarming trends, including a sharp decline in consumer confidence in food product safety. Polling of food shoppers by the Food Marketing Institute revealed widespread concerns:

During 1989, the proportion of consumers feeling confident in the safety of foods in the supermarket dropped from 81 percent to 67 percent between January and August. (A later survey by Jefferson Davis Associates shows that only 42 percent display confidence.) This decline is partly due publicity about the use of the chemical alar on apples, the tampering incident involving Chilean grapes, and the salmonella scare at poultry processing facilities.

Growing concern is also demonstrated by the finding that 38 percent of the shoppers typically avoid buying certain food items that they feel are unsafe. Furthermore, 82 percent of the consumers feel that pesticide/herbicide residues constitute a "serious health hazard," compared to 75 percent in 1988. Antibiotics and hormones in poultry and livestock are regarded as seriously hazardous by 61 percent of the sample.

In Michigan, the survey of food shoppers shows that on the surface, safety concerns are not salient:

In a question paralleling the national studies (asking "how confident are you that the food in your food store is safe"), 86 percent express confidence, including 37 percent saying "very confident" and 49 percent "somewhat confident." Just 12 percent exhibit doubt, including 9 percent who are "somewhat doubtful" and 3 percent who are "very doubtful."

Another parallel item asked if consumers currently "avoid certain food products due to safety concerns." Avoidance is reported by 23 percent, but a follow-up item probing for an explanation reveals that most do so for diet or health reasons rather than safety reasons. Just 10 percent say they avoid foods because of concerns about pesticides/chemicals, spoilage, or packaging problems.

In addition, most shoppers in the statewide tracking sample feel that the safety of Michigan food products is improving: 63 percent say that foods today are "more safe than five years ago," while 20 percent say "less safe and the rest say "about the same."

Before explicitly raising the issue of safety in the survey, the initial question had asked consumers for an open-end response about "the most important considerations that determine which foods you buy or don't buy." This item gauges the top-of-the-mind salience of

• See Safety, page 19

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# Merchandising techniques can help increase liquor profits

Tom Forkin is a management and marketing consultant and owner of Retail Consulting Services, specializing in food and beverage store operations. He has just completed a book, *Retail Beverage Merchandising: Guide to Increasing Sales and Profits*, which will be published in the next few months. The following is an excerpt from the book:

## Liquor merchandising

The merchandising and display of liquor is somewhat more difficult than beer or wine for several reasons. The most obvious reason is that every retailer in the state must sell liquor at the same price. No retailer can offer sales or discounts on the price of any liquor item in Michigan. Thus, you can't offer any type of price advantage over your competition to the consumer.

Another important reason is that the merchandising, promotional and display techniques available to wine and beer are not all equally available to liquor. The bottle facing law which limits the number of facings on your shelves and displays is one example that comes to mind.

In spite of these limitations, liquor can be successfully and profitably retailed if the merchandising and display techniques you use for wine, beer and other products are used within the parameters of LCC regulations.

This includes using displays, signage, advertising, and promotion. The same things you do for beer, wine, and other products in your store. Think of liquor not as a separate, isolated department of your store, but as an integral and equal part of your alcoholic beverage mix and profits.

Although the markup on liquor is somewhat lower than on wine in Michigan, the dollar profits are greater than wine because of the higher retails and faster turnover rates. Also, the liquor consumer tends to be more of a regular customer in terms of dollars spent per visit and number of visits per week.

Find out what percentage of your annual sales is just liquor. Compare this to wine. I'll bet it is at least three times that of wine. Do you spend three times as much time promoting liquor than you do wine? Probably not.

I'm not suggesting that you de-emphasize your wine department. Just give your liquor department as much or more merchandising, displays and promotion as you give your wine department. Your liquor sales will immediately increase along with your dollar profits.

Keep this in mind when you are allocating display space on your floor. A good mix of liquor, beer and wine displays will offer you the greatest chance of substantial profits and increasing your liquor sales.

## 'Dark Ages' test

One of the easiest ways to increase your liquor sales and profits is to get out of the "Dark Ages." This means you

should evaluate how your liquor department can be organized and set up according to today's marketing standards. Answer the following questions:

1. Do you put all your half-gallons on the top shelf of your liquor section instead of next to the fifths and pints?
2. Is your liquor department set up for your convenience instead of that of the customer?
3. Do you still put bottles on the bottom shelf behind the counter where no customers will ever see them?
4. Do you still put your largest bottle sizes on the left instead of using the "right hand trade-up" theory?
5. Do you have liquor products still in the 500 ml or 16 oz size?
6. Have you evaluated a self-service format for your liquor section?
7. Do you understand basic shelf management techniques such as "right hand trade-up," "vertical blocking" and "price progression?"
8. Have you ever put up a case display of liquor on your floor?
9. Do you use, signs, rebates and shelf talkers in your liquor section?
10. Do you know how much money you have tied up in slow-moving or discontinued liquor items?

Give yourself 10 points for each "no" answer in the first five questions and 10 points for each "yes" answer from the bottom five questions. Add up your points and see where you are.

100 points: Excellent retailer. Your bottom line probably looks good. You are maximizing the profit potential of your liquor department by taking advantage of today's merchandising techniques.

80-90 points: Good retailer. You're

doing great! Work just a little harder. A few small changes and your liquor sales will increase.

50-70 points: Average retailer. The chances of increasing your liquor sales and profits can be greatly enhanced if you follow some of the ideas presented in this article. Spend a little more time merchandising your liquor.

20-40 points: Poor retailer. Having problems paying the bills? It's because you're still living in the past or you don't care about your business. You need to make some major changes in your liquor department right away if you want to increase your sales.

0-10 points: Non-retailer. Sell your license! It's worth more to someone else.

## Premium brands

In free-spending and tight-fisted times alike, when customers across the country are surveyed and asked to name the single most important factor in choosing a liquor brand, they have named quality. While other factors contribute to the buying decision, product quality is found to outweigh all others by a combined ratio of two to one. This reinforces the soundness of the perennial trade maxim, "trade up, never trade down."

People follow trends, and many customers are often more impressed with what others think of a brand than in specific facts about it. Premium brands are advertised nationally as part of the good lifestyle and gracious living. Continue this theme in your displays and in-store promotions.

One of the ongoing trends in the trade is the strength of big-tag, higher

profit super premium liquors such as cognacs, single malt scotches and premium tequilas. Are you getting your full share? To take advantage of this trend, it helps to understand it.

There are three underlying reasons why premium brands are so popular. One is the increased discretionary spending power of all consumers, especially the Baby Boom generation.

Another is that among a lot of consumers, there is a greater appreciation of quality, price is secondary. The final reason is self-perception. Self-esteem motivates more and more customers to seek to individualize themselves, to stand out from the crowd. Choosing a top-quality brand helps create such a self image.

If you can profit from the super premium trend, ask yourself if your displays are geared to do so. Do you have a clearly identifiable super premium section that customers can easily find?

To sell super premiums, your sales people must know super premiums and their major selling points. The store's credibility demands that your people have product knowledge at their fingertips.

Most customers also have special occasions that call for non-routine buys. These are ideal opportunities to recommend big-ticket items.

Store advertising that routinely includes super premium brands is effective. A special in-store display helps strengthen your reputation as the place to buy the very best.

A good selection of top name brands creates the impression they are in wide demand and adds to the prestige of the establishment.

## Retail Beverage Merchandising

Guide to increasing sales and profits



By Tom Forkin,  
Marketing and Management Specialist

## Retail Beverage Merchandising

Guide to increasing sales and profits

by Tom Forkin  
Marketing and Management Specialist

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# U.S. makers slice into the speciality cheese market

Great specialty cheeses seem as indigenous to Europe as great wines. But just as American winemakers are giving Europeans a run for their money, so might U.S. cheesemakers be successful in getting their cut of the specialty cheese market.

Some companies, such as Blue Moon Cheese Co., Zivney Cheese Co. and Pollio, have already decided the time is ripe for such a move.

Pavia Gorgonzola, Havarti, Sonoma Jack, and New Rochelle are a few of the types of U.S.-made cheeses crowding the cases. In addition, many European companies are considering coming to the United States to set up plants.

The timing is good for American firms to get into the specialty market for several reasons: the weakened U.S. dollar has made European imports more expensive and domestic pricing more attractive. In the past few years, prices for European specialty cheeses have gone up by as much as 50 percent.

In the past year, U.S. milk prices have fallen, while, in Western Europe, the prices paid to farmers have been increasing at a rate of almost five percent a year. In fact, the Europeans are cutting back on the volume of cheese they are exporting to the United States since they are having enough trouble filling their own countries' demand for cheese, according to one expert. Finally, there has been some concern in this country about contaminated cheeses which have come from overseas.

Despite health concerns, U.S. cheese consumption continues to grow at a healthy clip. In 1988, per capita consumption was 25 pounds, up from 7.5 pounds in 1954. The United States is the leading country in cheese consumption growth. *Business Trends*



With U.S. cheese consumption on the rise, many U.S. makers are now producing specialty cheeses.

*Analysts predicts that per capita consumption could reach 49.9 pounds by 1995.*

Natural and processed cheeses accounted for about \$12.5 billion in sales in 1988, according to the USDA, up from \$11.5 billion in 1987 and \$10.9

billion in 1986.

Specialty cheeses — defined by the USDA as anything other than American cheeses — represent a respectable portion of that growth. Production of specialty cheeses totaled 2.5 billion pounds through November 1988, a

jump of 120 million over the year before. Today there are more than 400 varieties of cheeses sold in the United States. Experts predict an annual growth rate in this category of five percent through 1995.

*The Lemberg Report*



Sales of frozen yogurt are expected to double by 1993.

## Sales of frozen yogurt are heating up

Consumers who are looking for healthier dessert alternatives have been giving frozen yogurt a warm reception. And the way things are shaping up, this low-cholesterol treat could well become the dessert of the '90s.

Its popularity has come, in part, from frozen yogurt franchises, such as I Can't Believe It's Yogurt and TCBY, which have sprung up in malls and other shopping centers across the country. But packaged frozen yogurt, sold through supermarkets, has also been doing well.

Overall, the retail market for the product category reached approximately \$1.2 billion in 1989 and is expected

to more than double to \$2.6 billion by 1993, according to FIND/SVP.

Total supermarket sales of frozen yogurt are estimated to be almost \$100 million in 1989, up from only \$25 million in 1986. Sales are expected to climb as high as \$250 million for 1989 and could total \$850 million by 1993.

The growth of more than 500 percent for the entire retail category since 1985 can be largely traced to an increased number of outlets offering frozen yogurt, including shops which have traditionally limited their selections to ice cream such as Haagen-Dazs and Baskin-Robbins. The number

of frozen yogurt outlets has gone from about 2,700 in 1985 to almost 9,000 in 1989, the FIND/SVP report states. That number is expected to leap to more than 14,000 by 1993. Even some fast food franchises are reportedly considering adding frozen yogurt to their menus as a dessert selection.

Greater interest is also being shown in the category due to a marked improvement in the variety of flavors offered, the taste and texture.

Additional sales are expected to come from more widespread use of low-fat frozen yogurt. It is estimated that in the near future as much as half of all frozen yogurt sold in shops will be non-fat.

## JUNE DAIRY MONTH

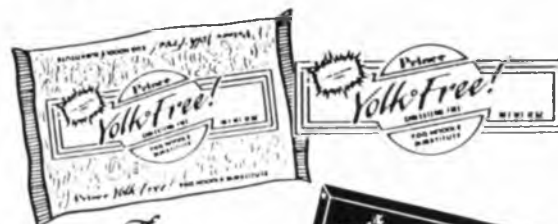


### Dairy history milestones in the U.S.

- 1525. Spanish priests bring cows to West Coast missions
- 1611. Cows arrive at Jamestown Colony
- 1624. Cows reach Plymouth Colony
- 1841. First regular shipment of milk by rail
- 1846. Rotary paddle freezer invented, stimulating commercial manufacture of ice cream
- 1851. First U.S. cheese factory opened
- 1856. Pasteur begins experiments which discover that microbes can be killed with controlled heat
- 1856. Condensed milk patented by Gail Borden in United States and England.
- 1871. First creamery for butter manufacturing built
- 1878. Dr. Gustav De Laval invents continuous centrifugal cream separator, making it easy to remove cream from milk
- 1884. Milk bottle invented by Dr. Hervey D. Thatcher
- 1890. Tuberculin testing of dairy herds introduced. Test for fat content of milk and cream perfected by Dr. S.M. Babcock
- 1904. Ice cream cone created at St. Louis World's Fair
- 1908. First compulsory pasteurization law applied to all milk except that from tuberculin-tested cows
- 1913. Dr. E. V. McCollum discovers vitamin A in milk
- 1914. Tank trucks first used for transporting milk
- 1919. Homogenized milk goes on sale for first time
- 1932. Ways of increasing vitamin D in milk developed
- 1937. June Dairy Month introduced as a national event
- 1938. Farm built tanks for milk begin to replace milk cans
- 1939. Soft ice cream invented
- 1942. Every-other-day milk delivery starts
- 1946. Vacuum pasteurization method perfected
- 1948. Ultra-high temperature pasteurization introduced
- 1955. Flavor control equipment for milk introduced
- 1974. Nutrition labeling of fluid milk products introduced
- 1981. Shelf-stable milk begins commercial distribution

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## DISTRIBUTOR PROFILE

# Service and quality make a difference for London's Farm Dairy

London's Farm Dairy, Inc. has been an outstanding example of a quality Michigan supplier since its inception in 1936.

It was founded in Port Huron by three farm brothers and today is one of the 10 largest dairies in the state. It markets a full line of dairy products including ice cream, chip dip and cottage cheese through its more than 2,000 wholesale outlets in eastern Michigan.

Their building covers one city block and gets raw product from 310 farms. There is a frozen product plant in Burton.

"It is the service and quality that make a difference," said Douglas H. Mowat, president. "It's been an up-by-the-bootstraps company."

In 1989, the company was purchased by Finevest Partnership becoming part of the partnership's Midwestern Dairy Group which does business in Michigan, Illinois, Indiana, Ohio, and Kentucky. The day-to-day operations are still handled by London's management.

The company is continually improving and expanding the product line. "The movement to low-fat products is here to stay," said Mowat. Last year London's introduced light



London's Farm Dairy has more than 2,000 wholesale outlets in eastern Michigan.

products and this year will introduce non-fat products for the first time in Michigan. A non-fat cottage cheese is being considered for distribution in the

fall.

"We rely heavily on vendorship to decide what new products are needed," said Mowat. "We keep an ear to the

ground."

This commitment to quality keeps London's Farm Dairy in the forefront of quality Michigan product suppliers.

## RETAILER PROFILE

# Richard George follows his own bold lead to success

Richard George has developed a bold philosophy during his years of contribution to the retail industry. "Do not be afraid of your competitor," he said. "It is important not to follow what your competitor is doing. They will follow your lead."

George has devoted his life to buying and renovating stores and then in some case reselling them.

His concept of charging more by offering more has proven successful. While he feels location is the single most important factor in the success of a store, he feels that the contribution made by good service and selection should not be undermined.

"Gas stations are the newest competitors to independents," he said. "The industry is taking this too lightly. Personal service is what we have to offer. Most independents are owner-operated, so they care more."

George started running a store for Melody Farms in 1979. He operates this in addition to owning three other stores.

His family helps run the stores and each member is a partial owner. Each contributes his special talent to the businesses.

George's father was in the supermarket business until the family acquired its first party store in Livonia.

All this experience translates into concrete ways of doing business well. "You have to keep inventory up and have an absolutely clean store and pleasant employees," said George.

George also believes it is important for retailers to contribute to their industry. He has been a member of the AFD since 1969 and has become very active over the past several years. "We are accomplishing a lot, but we could do even more with



Richard George: "Do not be afraid of your competitor."

members getting involved," he said. "Many people don't understand the important political role of AFD. Being

heard in Lansing is a long, tough process."

"Retailers have to remember the objective is to

make money beyond just survival," said George. "If you offer more, you can charge more."

## NEW PRODUCTS

### London's Farm Dairy offers Blue Ribbon ice cream

London's Farm Dairy has introduced a new line of ice cream, Blue Ribbon Flavors.

London's Blue Ribbon line is available in half-gallon square containers with an approximate suggested retail price of \$2.49.

"We are pleased to offer the Blue Ribbon line to retailers," said Fred Krohn, vice-president of sales for London's. "As a reasonably priced, top-quality ice cream, we expect the product to be a big hit with consumers, translating to increased sales at the register."

London's Blue Ribbon line features 12 ice cream flavors: strawberry, neopolitan, vanilla, chocolate, chocolate fudge swirl, butterscotch swirl, orange pineapple, superpal, fuzzy navel, double chocolate frosted brownie, chunky vanilla, and chocolate swirl.

London's will support the product introduction with trade advertisements and a retailer's merchandising kit, including a variety of advertisement slicks and store distribution letter.

For more information, contact London's Farm Dairy at 2136 Pine Grove Ave., Port Huron, MI 48061-0887, (313) 984-5111.

### Grosse Pointe firm brings Brazilian chocolate to U.S.

Grosse Pointe's Brazilian American Marketing has brought the largest chocolate company in the Southern Hemisphere north to the United States.

Brazilian, under the name Garoto Chocolate USA, has exclusive rights to sell Garoto Chocolates of Brazil in all of North America. A new product mix and packaging were developed for the U.S. market, and Garoto Chocolates were introduced at the National Candy Wholesalers Show in Washington, D.C. last July.

Brokers began selling the chocolate in the United States in January. The concept of selling pure packs of each of the 14 flavors in bulk has been a great success in the produce markets, according to company officials. Some stores are selling 500 pounds a week at \$4.99 a pound.

Garoto USA has also come out with a three-pound plastic jar filled with all 14 flavors. Candy wholesalers are selling the jar to convenience stores for around \$13.50 and the retailer is netting \$21.50 a jar selling each piece at 25 cents.

For more information, contact Garoto USA at 42 McKinley Place, Grosse Pointe Farms, MI 48236, 882-8824.

### Environmentally friendly filters added by Cadillac

With concern being expressed nationally by consumers over the use of chlorine and associated dioxins in white paper products, Cadillac Coffee is



**Above:** London's Blue Ribbon line is available in half-gallon square containers in 12 ice cream flavors. **Left:** Brazil's Garoto Chocolates are now available in the United States.

now supplying coffee filters that are 100 percent oxygen whitened, non-chlorine bleached and biodegradable.

Recent tests have indicated that the premium pulp used in these filters has no detectable dioxins and does not impart to the brew any unwanted tastes, odors or impurities that are prevalent with the "natural" brown paper alternative.

For more information, contact Cadillac Coffee at 4740 E. Nevada Ave., Detroit, MI 48234, (313) 369-9020.

### Foodland stores introduce lower-fat fried chicken

Forty percent of consumers buy ready-to-eat fried chicken at least once a month, according to studies. But until now, fried chicken was taboo for anyone watching fat or calorie intake.

Foodland Distributors, a supermarket wholesaler in Livonia, has introduced World's Fare Certi-fried Chicken in its affiliated supermarkets.

Produced by ConAgra Deli Company, World's Fare Certi-fried Chicken has 35 percent less fat than regular batter-dipped fried chicken, according to U.S. Department of Agriculture data. The chicken also has 20 percent fewer calories and 10 percent less cholesterol than the chicken available in most take-out restaurants.

"Consumers are very health-conscious these days," said Ron Russell, director of the Deli/Bakery Department at Foodland Distributors. "We're very pleased that we can introduce this product, because it meets people's needs for less fat and cholesterol without losing the good taste everyone expects from fried chicken."

Foodland stores are the only supermarkets in southeastern Michigan offering the World's Fare Certi-fried Chicken at this time. The chicken will be sold by the piece and in eight-piece buckets.

### Several new products join Hiram Walker line

Hiram Walker, Inc. recently introduced new products to their line:

Opal Nera Sambuca — This 80 Proof Sambuca is the first product under the new label "Import Selections of Hiram Walker." The label's success in selected test markets has prompted introduction of this black translucent-colored product in California, Florida, Alaska, Hawaii, and Wisconsin.

Hiram Walker Liqueurs — In addition to distributing new lower-proofed Schnapps and Liqueurs in Michigan last year, Hiram Walker also introduced Polish Style Blackberry Brandy on the East Coast.

In addition, Hiram Walker will be introducing new labels for Tuaca Liqueur Italiano and Walker's Deluxe Bourbon later this year.

### First product made with natural fat substitute debuts

The NutraSweet Company recently introduced Simple Pleasures frozen dairy dessert, the first product to be made with Simplex all-natural fat substitute.

Simple Pleasures delivers the rich, creamy taste of popular high-fat ice creams, but without the fat and with significantly reduced calories and cholesterol, said company officials.

The introduction of Simple Pleasures follows the recent Food and Drug Administration affirmation that Simplex is "generally recognized as safe" and can be marketed in frozen desserts.

Simplex is made by cooking and blending egg whites and milk protein to create a creamy, rich fluid with the texture of fat.

Introductory Simple Pleasures flavors will include chocolate, strawberry, rum raisin, coffee, peach, and toffee crunch. Over time, other flavors will be added to the line. Simple Pleasures can be found in the ice cream freezer at local supermarkets.

### Twice-Baked Potatoes not a half-baked idea for Ore-Ida

Ore-Ida Foods, Inc. has introduced a new product to their existing retail line of frozen potato products.

The product, Twice-Baked Potatoes, is on the shelf in 75 percent of the country. Shipments to the northeast are scheduled for Fall.

Priced at \$1.59 for two potatoes, the microwaveable side dishes are available in three flavors: cheddar cheese, butter flavor and sour cream and chives.

Ore-Ida plans to expand the line of baked potato side dishes with the October introduction of two Top Baked Potatoes, featuring a baked potato topped with vegetable and cream or cheese sauce.

For more information, call (1-800) 383-6243.

## PEOPLE

### Foodland Distributors appoints new vice president

Foodland Distributors, a wholesale supermarket supplier in Livonia has appointed David G. Barens vice president/procurement and advertising.

In his new position, Barens will be responsible for the management of all procurement and advertising activities.

Barens, 41, a South Lyon resident, has had 24 years experience in the supermarket business, most recently as president and chief executive officer of Allied Grocers, a cooperative wholesaler in Windsor, Conn.

He previously worked at Affiliated Food Stores in Keller, Texas, as vice-president for sales and marketing. Barens, a Detroit native, started in business at Allied Supermarkets, where he spent 17 years at various positions, including store manager and corporate director of sales and operations.

Foodland Distributors, one of the largest independent food wholesalers in Michigan, supplies 108 supermarkets throughout the state.

### Weinberg joins Grocery Manufacturers as director

The Grocery Manufacturers of America, Inc. (GMA) recently announced that Nancy Weinberg is joining GMA as director of environmental affairs, a newly created position. Prior to joining GMA Weinberg served as director of Safety, Health and the Environment with the American Textile Manufacturer's Institute. She holds a J.D. from American University's Washington College of Law and received a B.A. in Political Science from Indiana University.

### M & B Distributing makes personnel changes

M & B Distributing Company, Inc., announced the following changes in the Purchasing and Marketing Department:

Russ Stein is the newest member of the M & B buying staff.

Stein worked for many years with the Kroger Company in store management, then for Chatham Supermarkets in management and purchasing, and most recently with Metro Wholesalers in grocery purchasing.

Stein is responsible for the vendors formerly purchased by Ralph Furlo. These commodities include coffee, tuna fish, canned fruits and vegetables, dry beans, and paper and plastic products.

Furlo has been reassigned. His day-to-day buying has been terminated so that his time and expertise can be devoted to new-item evaluations and special programs.

The M & B Purchasing and Marketing Department is headed by Larry Pierce, Director of Purchasing and Marketing.

Pierce's responsibilities include the direct supervision of all M & B

purchasing and marketing functions, including new items, quantity buys, special programs and all normal buying functions. All buyers and the department staff report to Pierce. Pierce reports directly to Mark Hooks, general manager, M & B Distributing Company, Inc.

### Spartan Stores announces organizational changes

Spartan Stores, Inc. announces two promotions within the organization.

First, Thomas Beckett, former director of Grand Rapids Operations at Spartan, has moved to the position of president of Lansing Wholesale Grocery, a subsidiary of Spartan Stores. Beckett replaces Roy Thornburg who previously held this position. George Williams will fill the vacated position of director of Grand Rapids Operations. In addition to his former responsibilities as director of transportation, Williams now is also accountable for total warehousing at Spartan Stores.

Beckett takes to Lansing Wholesale Grocery more than 30 years of grocery retailing and wholesaling experience. He joined Spartan Stores, Inc. in March 1987 as warehouse project manager, was promoted to director of perishables warehouse operations, and in June 1989 was named director of warehousing operations.

Williams joined Spartan Stores in the summer of 1987 bringing with him more than 17 years of experience in the transportation field. Started as director of fleet operations, he was accountable for Spartan's fleet stationed out of the Grand Rapids and Plymouth distribution facilities as well as all subsidiaries and Spartan's Reclamation Center. Williams began his career with Roadway Express, where he gained experience in all phases of operations and in sales and terminal management. He also served as corporate traffic manager and vice president of a transportation subsidiary at Watterau, Inc. and was responsible for fleet operation at Sweetlife Foods in Connecticut.

### NACS elects new chairman of the board of directors

The National Association of Convenience Stores (NACS) announced that Glen S. Dewese has been elected as the association's chairman of the board of directors.

Dewese is president of Super Stop! of Meridian, Miss. Super Stop! operates more than 70 stores in Alabama and Mississippi.

The NACS board of directors also elected Stephen G. Sheetz, Altoona, Penn., to the position of vice chairman executive committee for finance/membership; Joseph F. Leonardo, Casselberry, Fla., to the position of vice chairman executive committee for annual meeting; and Jim Yates, Texarkana, Texas, to the position of vice chairman executive committee for government relations. T.C. Godwin

Jr., Dunn, N.C., was re-elected as vice chairman executive committee for education and training.

### Baum named president of new Campbell division

Campbell Soup Company said recently it will bring together two operating units, Campbell USA and Campbell Soup Ltd. (Canada), into a major new division, the North America Division.

Herbert M. Baum, executive vice president and president, Campbell USA, was promoted to president of the North America Division.

David W. Johnson, Campbell president and chief executive officer said, "The change addresses the exciting and enormous potential of an American Common Market arising from the Canada-U.S. Free Trade Agreement and is pivotal for Campbell's future."

"It will provide us with a strong network of manufacturing and marketing systems and will strengthen our competitive stance in North America as we face a unified Europe and an aggressive Pacific rim," he said. "The Canadian and U.S. units will retain their separate legal identities but will achieve much greater synergy under the new structure."

Campbell Soup Company Ltd. (Canada) was formerly a part of the International Division of Campbell Soup Company.

The Canadian company will continue under its chairman, president and chief executive officer, C. David Clark. Clark will now report to Baum.

## CLASSIFIED

**Food closeouts:** Buy far-below wholesale costs, brand-name grocery items. New arrivals daily: DelMonte, Town House, Heinz, Keebler, Colgate, Crest, Palmolive soap, diapers, and much more. For more information, call A.R.M. Inc. Phone (313) 552-003. Fax (313) 552-0133.

**Wanted to buy:** Overstock items, discontinued items, no-name products, wines, spirits, any items that you want to sell we have ready buyers. We deal in more than 10 counties and can move large quantities. Send all detail information including inventory to A.R.M. Inc. 17135 W. 10 Mile, Suite 112, Southfield, MI 48075. Phone (313) 552-003. Fax (313) 552-0133.

**Building wanted for lease:** Single-story, 8,500-14,000 sq. feet, adequate for grocery retailing environment, joint venture possible, terms negotiable. Send inquiries to J. Erickson, PO Box 339, Coldwater, MI 49036.

## CORRECTION

The article "Michigan law and penalties for stocking obscene materials" should have been attributed to Raymond Walsh, assistant Wayne County prosecuting attorney and "Pornography is difficult to define" should have been attributed to James Bellanca Jr., Bellanca, Beattie, and Delisle and AFD legal adviser.

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# REACH MORE THAN 1,000 POTENTIAL CUSTOMERS IN ONE AFTERNOON EXHIBIT IN AFD's TRADE EXPOSITION

- April 16, 1991
- Fairlane Manor
- Noon 9 p.m.

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or 1-800-66-66-AFD**



## Safety

**From page 9**  
food safety, without providing any cues to direct their attention to the safety factor. The most widely cited factor is price (57 percent), followed by quality/value (27 percent).

Various health or nutrition considerations account for about one-fourth of all answers (nutrition, fat, cholesterol, salt, calorie, and sugar content). Factors directly relating to safety are rarely cited.

A subsequent open-end item asking "what food safety issue concerns you the most" focused specifically on the safety factor. Two concerns lead the list: freshness/spoilage and pesticides/chemicals. These are followed by packaging, additive/preservatives and tampering.

Based on these measures, it would appear that the vast majority of consumers are presently confident that food products are safe, and that most food shoppers don't even consciously consider safety as they select foods.

Nevertheless, deeper questioning of consumers reveals widespread beliefs that food products pose serious health risks, indicating an underlying uneasiness about food safety shared by a large majority of the public.

### Solutions to the problem

Each survey explored a variety of options for improving the safety of food products in Michigan. The key issues involve testing, regulation, and reduction or possible elimination of chemical use.

Consumers favor increased testing of food products, and many seek greater controls over the use of farm chemicals.

Food shoppers were provided a list of five possible solutions and asked to indicate which one is the "single-best method to improve food safety." At the top of the list is "increase testing of food products," which is preferred by 40 percent of the consumers. This is followed by "increase regulation of farm chemicals," "reduce chemical usage on farms," and "totally eliminate chemical usage."

Thus, half of the consumers express a preference involving the three chemical-related solutions; there is much greater support for regulation and reduction of chemical usage rather than elimination. The option to "increase regulation of food stores" is favored by 10 percent of the public.

### Ensuring food safety

There are many parties that can play a role in helping ensure a safe food supply. Both the consumer and farmer surveys sought opinions about who should have the major responsibility, and explored the various roles of the Michigan Department of Agriculture.

The public suggests that a broad variety of government agencies and industry entities are responsible, and most consumers consider themselves responsible for the safety of the foods

they consume:

The food shoppers were asked to indicate which of 10 parties "should be most responsible for ensuring food safety in Michigan." Two government agencies lead the list: Michigan Department of Agriculture and U.S. Department of Agriculture. Very high proportions also feel that the responsibility lies with food processors, farmers, the Food and Drug Administration, "myself as an individual," food stores, food wholesalers, and consumer organizations. About half pick the Cooperative Extension Service.

The concept of food safety councils in Michigan receives a positive response from a large majority of consumers.

Since the public is unlikely to be familiar with the idea of food safety


councils, the interviewer provided a brief explanation before asking for reactions to plans for statewide and regional councils: "The Michigan Department of Agriculture is developing plans for a statewide food safety council, as well as regional food safety councils. These groups will provide consumers with information and accurate facts about food safety, and would convey local food safety concerns to the Department of Agriculture. Would you support the development of these groups?" If yes: "Would you prefer to get information from a council composed of leaders from statewide organizations or from a council of regional leaders?"

Fully 84 percent of Michigan consumers favor the safety council proposal; only 10 percent do not indicate support. Among consumers

who are supportive, 51 percent prefer regional councils and 34 percent prefer a statewide structure.

### Survey research methodology

Consumer survey interviews were conducted via telephone with a statewide random sample of 600 persons who are responsible for the majority of food shopping in their household; 74 percent of the respondents were female. The survey was carried out in March of 1990. The sampling error for each survey is 3 percent to 4 percent above or below the figures obtained from these samples of the wider population.



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How did you hear about this conference? \_\_\_\_\_

What is your title? \_\_\_\_\_

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What is your company's business hours? \_\_\_\_\_

What is your company's contact person? \_\_\_\_\_

What is your company's contact phone number? \_\_\_\_\_

What is your company's contact fax number? \_\_\_\_\_

What is your company's contact e-mail address? \_\_\_\_\_

What is your company's contact website? \_\_\_\_\_

What is your company's business hours? \_\_\_\_\_

What is your company's contact person? \_\_\_\_\_

What is your company's contact phone number? \_\_\_\_\_

What is your company's contact fax number? \_\_\_\_\_

What is your company's contact e-mail address? \_\_\_\_\_

What is your company's contact website? \_\_\_\_\_

## LEGISLATIVE BRIEFS

### Dept. of Agriculture continues investigation of illegal sulfite use

The Department of Agriculture is continuing its investigation of suspected illegal sulfite use in grocery stores following the clearing of four previously involved stores.

"Our monitoring programs are designed to find illegal additives. Therefore, when we find them we come down hard . . . because our job is to protect customers," said Department Director Robert Mitchell. "Because of these incidents, we will continue to monitor all of the affected stores in addition to continuing our routine sampling."

Those stores cleared of using sulfite and sulfite products include Billy Joe's Fruit Market and Moschecks Downriver Meats, both in Allen Park; Saveland Supermarket, Taylor; and Joe's Quality Beef, Riverview.

### Deadline nears for alcoholic beverage occupational taxes

The Bureau of Alcohol, Tobacco and Firearms (ATF) reminds all retailers and wholesalers of alcoholic beverages that July 1 is the deadline for payment of special occupational taxes.

Special taxes are due every June 1 from more than 600,000 retailers and wholesalers of all types of alcoholic beverages — distilled spirits, wines and beer. For each place of business, retailers owe \$250 and wholesalers \$500.

ATF Director Stephen E. Higgins said that it is in the taxpayers' interest to pay the taxes on time.

The following examples indicate how a few dollars can mount up when taxes, interest and penalties are added: For example, if a retailer pays his special occupational tax on time, it costs \$250. If he fails to pay by July 1, and ATF discovers it in January the cost rises to \$333. In another case, a retailer who owed \$1,664 for a number of years ended up paying a total of \$6,302.

### Alcoholic beverage warning labels clarified

The Bureau of Alcohol, Tobacco and Firearms (BATF) recently answered questions arising from the U.S. Government warning label.

The Alcohol Beverage Labeling Act of 1988 required a U.S. government warning statement to appear on all containers of alcohol beverages bottled after Nov. 18, 1989, and since have been publishing rules implementing the federal act. The final rule requirements will become effective and mandatory on Nov. 14, 1990 for all alcohol beverages bottled on or after that date.

A recent BAFT circular (March 21) set forth the following information:

1 The term "alcoholic beverage" includes any beverage in liquid form

which contains not less than one-half of one percent (.5 percent) of alcohol by volume and is intended for human consumption. Therefore, the government warning label is required on distilled spirits, malt beverages and wine products containing .5 percent or more alcohol by volume.

2. Alcohol beverages bottled before Nov. 18, 1989 are not required to bear the warning label. Alcohol beverages bottled on or after Nov. 18, 1989 but before Nov. 14, 1990 must bear the government warning label.

3. Alcohol beverages bottled on or after Nov. 14, 1990 must bear the U.S. government statement.

4. A minimum type size requirement of one millimeter for each letter printed on the label must appear for containers having a capacity of 237 milliliters (8 fluid ounces) or less. Over 237 milliliters to 3 liters (101 fluid ounces) calls for a minimum letter type of 2 millimeters, while containers over 3 liters (101 fluid ounces) requires a minimum type size of 3 millimeters.

5. Religious altar wine must also bear the government warning label. Samples for consumer taste testing must also bear the warning label.

6. Kegs are also required to show the government warning label.

7. The government warning label is required on sparkling wine corked and sealed after Nov. 18, 1989. Sparkling wine is not considered "bottled" until the final cork and seal are in place.

Violations of the federal warning label act subjects the manufacturer, bottlers or importer to a civil penalty of up to \$10,000 per day for each day that the alcoholic beverages are manufactured, bottled or imported for sale or distribution in the United States without the warning label.

Telephone inquiries on these regulations may be directed to the Bureau of Alcohol, Tobacco and Firearms, Washington, D.C., by calling (202) 789-3150.

### Food labeling plan is announced by HHS

Health and Human Services Secretary Louis W. Sullivan has announced a series of major changes the Food and Drug Administration will propose in food labels.

Mandatory and consistent nutrition labeling requirements of most foods, standardization of key factors, including serving size and descriptions such as "low fat" and "high fat," as well as a revised format for the food label itself, will be part of the proposed plan.

However, states would still be able to add additional labeling information. Sullivan outlined the changes March 7 at the 1990 National Food Policy Conference. Most of the changes will be proposed for public comment during next year.

FDA concluded a series of public hearings throughout the U.S. last December and has received thousands

of comments on which to base this initiative.

Changes in the label will be proposed in three phases, beginning with those areas where there is the greatest public health impact.

In the next six months the FDA will issue official proposals for mandatory nutrition labeling and for revisions on nutrition labeling content.

Definitions of food descriptions and regulations to enhance ingredient labeling are expected to be published by the end of the year.

A final policy on health messages for foods and progress toward identifying a proposed new label format will be announced in early 1991.

### Treasury Department announces EBT pilot project

The U.S. Treasury Department has entered into an interagency agreement with the Department of Justice to conduct an Electronic Benefits Transfer (EBT) project to develop and test the delivery of direct federal government benefits — Social Security, Supplemental Security Income, and Veterans' compensations and pension benefits — through existing ATMs and POS terminals in grocery stores.

The project will also examine the criminal justice implications of delivering benefits via ATMs and POS terminals vs. paper check.

The Treasury Department had identified three cities as target test locations: Los Angeles; Tampa/St. Petersburg; and Houston. In order to select among these three sites, additional information is needed on costs and retailer/network/financial institution interest in this project.

### Health care access plan endorsed by commission

A plan for universal access to health care for all Americans and a federal long-term care proposal was endorsed by the U.S. Bipartisan Commission on Comprehensive Health Care, the "Pepper Commission," March 2.

By an eight-seven vote, the commission decided all Americans would be required to have health insurance provided by their employer.

A public health plan would be established to provide benefits to people without job-related coverage. Long-term care would be phased over four years, beginning with 200 hours of home care coverage in the first year. The proposal on long-term care passed on an 11-4 vote.

The commission's proposals would cost the federal government in excess of \$66 billion over seven years.

### EPA extends insurance requirements for USTs

The Environmental Protection Agency announced that owners of 100 or fewer underground storage tanks (USTs) will get a one-year extension on financial responsibility requirements

under the EPA's directive. Tank owners with 13 to 99 tanks now have until April 26, 1991 to secure a \$1-million insurance policy for cleanups and third-party damage resulting from leaks. Those with one to 12 tanks, fewer than 100 tanks at one site, or nonmarketers with less than \$10 million tangible net worth have until Oct. 26, 1991.

The EPA extended the deadlines after hearing numerous complaints from small business organizations and members of Congress that tank owners are unable to get insurance because insurance companies are fearful of potential environmental liability problems and that tank insurance is not readily available because of the lack of companies offering this type of insurance.

According to a recent survey by the Petroleum Marketers Association of American, owners of fewer than 100 tanks have experience insurance premium increases of more than 460 percent since 1986. Many small businesses cannot absorb these costs or self insure, and many are choosing to close their doors. The EPA's action will allow state trust funds and other assistance programs to be put in place. It will also give retail grocers time to test, upgrade and replace their tanks, increasing insurability for tank owners.

Owners of 1,000 or more USTs and non-marketers with more than \$20 million in tangible net worth were required to comply in January 1989. Owners of between 100 and 999 USTs were required to comply in October 1989.

### Study: Firm market power has no effect on prices

After more than eight years, the U.S. Department of Agriculture's Economic Research Service (ERS) has released its study of retail food prices.

Back on April 17, 1981, the USDA announced it would examine the reason for retail price differences between cities, and between inner-city and suburban stores in the same city.

The December 1989 study, which just appeared in print, found that supermarket size and sales volume, occupancy costs, store services, and warehouse stores contributed to firm price differences within cities.

The ERS used data from seven randomly selected cities and collected prices from 616 supermarkets in the early 1980s. Market growth, market rivalry, and market entry accounted for firm price differences between cities.

There was no evidence that firm market power — the ability to unilaterally raise prices — had a significant effect on supermarket prices.

Copies of the study, *Supermarket Prices and Price Difference: City, Firm and Store-Level Determinants*, are available for \$8 from ERS-NSSS, P.O. Box 1608, Rockville, MD 20849-1608, or may be ordered by calling (1-800) 999-6779. Ask for publication number TB-1776.

# Workers' compensation costs double in past decade

The amount employers spend today for workers' compensation insurance is double what it was in 1980.

Nearly \$45 billion was spent by private sector and government employers in 1989. Nationally, that amounts to about 2 percent of the total payroll.

National averages, however, mask workers' compensation costs for certain high-risk occupations like construction. Those industries pay as much as 10 percent of payroll in insurance premiums.

As the convenience store industry matures, it is not inconceivable that current security concerns and other factors could combine to have the industry become rated higher than average for risk of work-related injury.

From the insurer's viewpoint

benefits paid during the 1980s tripled. Three factors combined to produce the increases: (1) higher medical costs; (2) higher cash benefits; and (3) more claims. Benefits paid out exceed \$33 billion in 1989 and the National Council on Compensation Insurance estimates that insurers operated at a loss in 1989 by paying out \$1.17 in benefits for every \$1 in premium.

Partial solutions to the problem of workers' compensation will come at the hands of state legislatures and increased participation by employers in assigned risk pools established by the state.

But a look at some statistics suggest that a fundamental solution lies in controlling medical costs. Workers' compensation claims include payments of medical costs as well as cash payments for wage replacement during

the period of disability. Over the decade, the average payout for wage replacement has risen by 31 percent to \$5,794 while medical payouts have more than doubled from \$1,590 in 1980 to \$3,300 in 1988. The average total cost of claims involving lost time at work will reach nearly \$10,000 in 1990 compared with \$6,000 in 1980.

For the future, the workers' compensation system could also be challenged as more and different types of occupational-related injuries become compensable. Repetitive-motion injuries are common today, but the biggest area of concern for the future lies in stress-related claims. This is a broad area and not as clear cut as other injuries. Expect more of these claims in the 1990s.

*The Washington Report*

## Wage

### • From page 1

if the employer obtains a statement to that effect signed by that employee.

If the employee has been employed at any time after Jan. 1, the employer must obtain a list, prepared and signed by the employee, of the employee's prior employers, the starting and ending dates of each employment, and the wage rate paid by each prior employer.

A signed employment application will satisfy this requirement if it contains the required information.

Employers must retain the written proof submitted by an employee for at least three years after it is submitted.

### Notice

The employer must provide each training wage employee with a copy of the DOL notice.

### Maximum hour restriction

An employer may pay a training wage for a maximum of 25 percent of the total hours worked in any month by all employees in an establishment. Where an employer exceeds the 25 percent threshold, it may not pay a training wage for any hours worked that month.

### Prohibited acts

The fifth and final requirement is that the employer not commit a prohibited act that would disqualify it from using the training wage. There are two disqualifying acts: (1) hiring an employee at a training wage if any employee has been laid off from the position to be filled or a substantially equivalent position; and (2) displacing any employee with the intention of replacing him with a training wage worker.

### Second 90-day period

As noted above, the new law will permit employers, under certain conditions, to pay employees a training wage for a second 90-day period.

These requirements are more stringent than the provisions for the first 90-day period discussed above, but are available to companies who can

benefit from them.

In order for an eligible employee to be paid a training wage for a second 90-day period, all of following elements must be satisfied:

1. The employer must not have employed the worker for any part of his first 90-day period.

2. The employer must prepare a written training program that outlines the on-the-job training to be provided to the employee.

3. The employer must furnish a copy of the training program to the employee.

4. The employer must provide training to the worker in accordance with the program.

5. The employer must post a notice of the types of jobs for which on-the-job training is being provided.

6. The employer must furnish a copy of that notice to the Secretary of Labor annually.

### Training program

One of the prerequisites of paying an individual training wage for a second 90 days is the development and implementation of a written training program. There is no required format for the training, but it must provide for the development of both job-specific and personal skills. Additional details are outlined in the DOL notice.

### Notice requirement

Finally, in order to pay employees a training wage for their second 90-day period of eligibility, the employer must post in a conspicuous place a notice of the types of jobs for which an employer is providing on-the-job training.

A notice must be prepared for each establishment. The notice, to be prepared by the employer, must include a listing of all positions in the establishment filled or to be filled by those persons in the training program.

Before employing anyone at the training wage for any portion of their second 90-day period of eligibility, the employer must provide a copy of these notices to be sent to the Secretary of Labor.

## TIPS

### • From page 1

alcohol problems."

Forbes, owner of Mr. B's restaurant in Troy, has conducted TIPS training sessions for six years. As a master trainer, he not only teaches retailers, but also instructs other TIPS trainers.

Forbes conducted AFD's first training session for area retailers in April at the Farmington Hills Police Station. "The session drew more than 40 retailers and their employees, showing a strong commitment from retailers to meet the problem head on," said Sarafa.

Don Bosco, owner of Bosco's Wine, Liquor and Deli in Farmington Hills, felt so strongly about increasing the awareness of his employees on alcohol sales that he sent his entire staff to the training session.

"I asked them (his employees) afterward, 'what did you learn from this?'" said Bosco. His employees replied that they were more aware of what they were selling and the seriousness of selling it, he said.

The TIPS training sessions are a direct result of meetings of the Minor Monitor Task Force, a group of state and local officials, educators, retailers, and other interested parties called together by Sarafa to help reduce the sale of alcohol to minors.

For more information on the TIPS program, call 557-9600.

## Dairy

### • From page 1

long been recognized, the work of McCarron, Heaney and Recker points out the importance of continued calcium intake throughout life.

Documenting the properties and value of food has been a challenge for scientists throughout the century. As a result, milk and other dairy products continue to be recognized as unique and fundamental to the human diet.

American Dairy Association

## AFD staff

**Joseph D. Sarafa**  
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**Judy Mansur**  
Blue Cross/Blue Shield  
Coupon Redemption  
**Debbie Pagett**  
Bookkeeping Worker's  
Comp. Program  
**Chris Zebari**  
Membership  
**Jim Larges**  
Computer System  
Membership Records  
**Deborah Cooper**  
Communications  
**Vicky Zuschnitt**  
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Wine Barrel Liquor & Deli  
**Mark Karmo**  
Royal Food Center  
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**McClain Communications**

## LIQUOR LICENSE VIOLATIONS

Licensee: Lawson Company  
d/b/a Dairy Mart Convenience Stores  
28480 Little Mack  
St. Clair Shores, MI 48081  
Charge: Sell, furnish or give away alcoholic liquor to a person, one Camillo Anthony Monaco and/or Michelle Lynn Ward, who had not then attained the age of 21 years.  
Hearing held: Jan. 18, Sterling Heights  
Comm. order: \$400 fine due March 26.

Licensee: MMK, Inc.  
d/b/a Main Mart  
444 E. McNeil St.  
Corunna, MI 48817  
Charge: Sell, furnish or give away alcoholic liquor to a person, one John Glenn Forsner, who had not then attained the age of 21 years.  
Hearing held: Jan. 18, Flint  
Comm. order: \$1,000 fine due March 26; and seven-day suspension effective March 29.

Licensee: Chester Coburn III, Robert L. Coburn, atty-in-fact, Mantha E. Coburn, partner  
d/b/a Express Beer & Wine  
Flint, MI 48507  
Charge: The above-named co-licensee, Chester Coburn III, was convicted of a felony, to wit: assault with intent to do great bodily harm less than murder and felony firearms.  
Hearing held: Jan. 18, Flint  
Comm. order: A seven-day suspension effective March 29. Revocation, if Chester Coburn III is not dropped from license by May 1, 1990.

Licensee: Garb-Ko, Inc.  
William H. Jones III, co-licensee  
d/b/a 7-Eleven Store  
1716 Carpenter Road  
Flint, MI 48505  
Charge: Sell, furnish or give away alcoholic liquor to a person, one Helen Tenk, who had not then attained the age of 21 years.  
Hearing held: Jan. 18, Flint  
Comm. order: \$600 fine due March 26.

Licensee: B & S Party Store, Inc.  
912 E. Cork Street  
Kalamazoo, MI 49007  
Charge: Sell, furnish or give away alcoholic liquor to a person, one Suzanne Little, who had not then attained the age of 21 years.  
Hearing held: Acknowledged  
Comm. order: \$400 fine due March 26.

Licensee: Sally M. Shirey  
d/b/a S & S party Store  
15403 Park Lake  
East Lansing, MI 48823  
Charge: Sell, furnish or give away alcoholic liquor to a person, one Brent Woodard, who had not then attained the age of 21 years.  
Hearing held: Acknowledged  
Comm. order: \$200 fine due March 26.

Licensee: All Food Stop, Inc.  
d/b/a The Korner Party Store  
552 M. Perry  
Pontiac, MI 48058  
Charge: Allow a person, one Jocelin Colon, who had not then attained the age of 18 years, to sell, serve, furnish, or give away alcoholic liquor.  
Hearing held: Feb. 5, Pontiac  
Comm. order: \$300 fine due April 23 and a 15-day suspension unless Jocelin Colon is not employed in any capacity until she reaches the age of 18 years.

Licensee: Adel H. Hermez  
d/b/a Stop 'N' Save Market  
324-326 N. Perry  
Pontiac, MI 48058  
Charge: Sell, furnish or give away alcoholic liquor to a person, one Anthony Tyrone Davis, who had not then attained the age of 21 years.  
Hearing held: Feb. 7, Pontiac  
Comm. order: \$150 fine due April 23.

Licensee: Haltham Alkas  
Mikha and Dia J. Orah  
d/b/a Star Party Store  
84 Auburn  
Pontiac, MI 48058  
Charge: Sell, furnish or give away alcoholic liquor to a person, one Anthony Tyrone Davis, who had not then attained the age of 21 years.  
Hearing held: Feb. 7, Pontiac  
Comm. order: \$150 fine due April 23.

Licensee: St. Julian Wine Co., Inc. (Wine Maker)  
d/b/a St. Julian Wine #53  
6489 Grange Hall Road  
Holly, MI 48442  
Charge: Sell, furnish or give away alcoholic liquor to a person, one Kris Van Dorn, who had not then attained the age of 21 years.  
Hearing held: Feb. 6, Pontiac  
Comm. order: \$200 fine of which \$100 is waived, due April 23.

Licensee: Halabu Enterprises, Inc.  
d/b/a Castle Wine Shoppe  
30970 Beck  
Novi, MI 48050  
Charge: (1) Between Jan. 25, 1988 and Feb. 10, 1988, make a credit sale of alcoholic beverages to Arthur Easter in various amounts. (2) On March 23, 1989, make a credit sale of alcoholic beverages to "Rob" in the amount of \$7.20. (3) Between March 21, 1989 and April 10, 1989, make a credit sale of alcoholic beverages to J. Synowiec in various amounts. (4) Between April 4, 1989 and April 11, 1989, make a credit sale of alcoholic beverages to John Madison in various amounts.  
Hearing held: Feb. 6, Pontiac  
Comm. order: \$100 fine on each count due April 23.

Licensee: Zouhair Matty  
d/b/a Super Foods  
17711 W. McNichols

Detroit, MI 48235  
Charge: (1) On March 15, 1989, did himself, or by his agent, clerk or employee, allow unlawful gambling devices on the licensed premises, to wit: possession of lottery tickets. (2) On March 15, 1989, did himself, or by his agent, clerk or employee, allow unlawful gambling on the licensed premises, to wit: lottery tickets sold by the licensee and/or employee. (3) On July 26, 1988, one Zouhair Matty, was convicted of a felony, to wit: felonious assault.  
Hearing held: Feb. 6, Pontiac  
Comm. order: Revoked unless transferred to a person or persons approved by the MLCC by Dec. 1. Further, license suspended and remain in suspension until transferred.

Licensee: Naim B. Iqal  
d/b/a Sandy's Market  
17168 Wyoming  
Detroit, MI 48221  
Charge: Sell, furnish or give away alcoholic liquor to a person, one Laura Boyer, who had not then attained the age of 21 years.  
Hearing held: Feb. 7, Lin. Park  
Comm. order: \$200 fine due April 23.

Licensee: Willie and Mattie Rollins  
d/b/a Rollins Market  
104 Visger Road  
River Rouge, MI 48218  
Charge: (1) On or about April 1, 1985, sell or transfer their license or an interest in the license to Rollins & Rollins, Inc., a Michigan corporation, without the prior approval of the Michigan Liquor Control Commission. (2) Between April 1, 1985 and April 25, 1988, obtain a license in their name for use and benefit of another person, one Rollins & Rollins, Inc., a Michigan corporation, whose name does not appear on the license.  
Hearing held: Feb. 5, Lin. Park  
Comm. order: \$100 fine on each count, of which \$100 is waived, due April 23.

Licensee: Miejer, Inc.  
d/b/a Meijer's Thrifty Acres  
5150 Coolidge  
Royal Oak, MI 48073  
Charge: Place on display on the licensed premises, more than three bottles of each code of spirits.  
Hearing held: Feb. 7, Lin. Park  
Comm. order: \$100 fine due April 23.

Licensee: Miejer, Inc.  
d/b/a Meijer's Thrifty Acres  
14640 Pardee  
Taylor, MI 48180  
Charge: Place on display on the licensed premises, more than three bottles of each code of spirits.  
Hearing held: Feb. 7, Lin. Park  
Comm. order: \$100 fine due April 23.

Licensee: Miejer, Inc.

d/b/a Meijer's Thrifty Acres  
4500 Ford Road  
Canton, MI 48187  
Charge: Place on display on the licensed premises, more than three bottles of each code of spirits.  
Hearing held: Feb. 7, Lin. Park  
Comm. order: \$100 fine due April 23.

Licensee: Ruth A. Duda  
d/b/a Town & Country Party Store  
1200 Savage Road  
Belleville, MI 48111  
Charge: Sell, furnish or give away alcoholic liquor to a person, one Kelli Dyann Wilson, who had not then attained the age of 21 years.  
Hearing held: Feb. 5, Lin. Park  
Comm. order: \$400 fine due April 23.

Licensee: Demorest Enterprises International, Inc.  
19800 E. Nine Mile  
St. Clair Shores, MI 48080  
Charge: (1) On Feb. 29, 1988, make a credit purchase of alcoholic beverages from Baum Wine Imports, Inc., 1065 Chase Ave., Elk Grove Village, Ill., an outstate seller of wine, on invoice nos. 113780, 113781 and 113783 totalling \$16,914.27. (2) On Feb. 29, 1988, accept aid or assistance from Baum Wine Imports, Inc., 1065 Chase Ave., Elk Grove Village, Ill., an outstate seller of wine, in the form of a credit purchase of alcoholic beverages on invoice nos. 113780, 113781 and 113783 totalling \$16,914.27. (3) On May 13, 1988, make a credit purchase of alcoholic beverages from Baum Wine Imports, Inc., 1065 Chase Ave., Elk Grove Village, Ill., an outstate seller of wine, on invoice no. 114266-00 in the amount of \$43,321.64. (4) On May 13, 1988, accept aid and assistance from Baum Wine Imports, Inc., 1065 Chase Ave., Elk Grove Village, Ill., an outstate seller of wine, in the form of a credit purchase of alcoholic beverages on invoice no. 114266-00 in the amount of \$43,321.64. (5 and 7) Make a credit purchase of alcoholic beverages from Baum Wine Imports, Inc., 1065 Chase Ave., Elk Grove Village, Ill., an outstate seller of wine, on May 20, 1988 and June 20, 1988. (6 and 8) Accept aid and assistance from Baum Wine Imports, Inc., 1065 Chase Ave., Elk Grove Village, Ill., an outstate seller of wine, in the form of a credit purchase of alcoholic beverages, on May 20, 1988 and June 20, 1988.  
Hearing held: Feb. 5, Lin. Park  
Comm. order: (1 through 8) dismissed.

Licensee: Mowafaq Z. Setto, a/k/a Mike Setto  
d/b/a Rochester Keg and Wine Party Store  
286 W. Tienken Road  
Rochester Hills, MI 48063

Charge: Sell, furnish or give away alcohol liquor to a person, one Bob Labari, who had not then attained the age of 21 years.  
Hearing held: March 12, Pontiac  
Comm. order: Dismissed

Licensee: Rancorp, Inc.  
d/b/a Convenient Food Marts  
138 Main  
Rochester, MI 48063  
Charge: Sell, furnish or give away alcoholic liquor to a person, one Angie Mawhinney, who had not then attained the age of 21 years.  
Hearing held: March 26, Pontiac  
Comm. order: Dismissed

Licensee: Rancorp, Inc.  
d/b/a Convenient Food Marts  
138 Main  
Rochester, MI 48063  
Charge: Sell, furnish or give away alcoholic liquor to a person, one Daniel Phillips, who had not then attained the age of 21 years. (2) Fail to keep its license, issued by the Michigan Liquor Control Commission, signed, framed under transparent material, and display said license in full view of the licensed premises.  
Hearing held: March 26, Pontiac  
Comm. order: (1) \$250 fine due May 14. (2) \$100 fine due May 14.

Licensee: Frederick P. Schwarze, Robert W. Schwarze and Rudolph F. Schwarze  
d/b/a Rudy's Market  
9 South Main  
Clarkston, MI 48016  
Charge: Sell, furnish or give away alcoholic liquor to a person, one Walt Harvey Speer, who had not then attained the age of 21 years.  
Hearing held: Acknowledged  
Comm. order: \$200 fine due May 14.

Licensee: JoJon, Inc.  
19731 W. Eight Mile  
Detroit, MI 48219  
Charge: (1 thru 10) Allow the sale, possession, or use of a controlled substance, to wit: cocaine on the licensed premises. (11) Allow the sale, possession, or use of a controlled substance, to wit: marijuana, on the licensed premises. (12) Allow the sale, possession, or use of a controlled substance, to wit: Tylenol with codeine and other depressants, on the licensed premises. (13) Allow narcotic paraphernalia, to wit: scales, microscopes, glass bottles, plastic baggies, cutting plates and plastic envelopes, to be sold and/or stored on the licensed premises.  
Hearing held: Feb. 28, March 1 Lin. Park  
Comm. order: (1, 2, 4, & 7) dismissed. (3, 5, 6, 8, 9, 10, 11, 12 & 13) revoked.

# SUPPORT THESE AFD SUPPLIER MEMBERS

## BAKERIES:

Archway Cookies  
Awey Bakeries, Inc.  
C & C Distributors  
Continental Baking Co.  
General Biscuit Brands  
Hostess Cakes  
Koeplinger Bakeries, Inc.  
S & M Biscuit Distributing  
Taystee Bakeries  
Veri-Best Baking Company  
Wonder Bread

## BANKS:

Madison National Bank  
Michigan National Bank

## BEVERAGES:

Adolph Coors Company  
Anheuser-Busch, Inc.  
Bellini Quality Beverages, Inc.  
Central Distributors of Beer  
Coca-Cola Bottlers of Detroit  
Everfresh Juice Company  
Faygo Beverages, Inc.  
G. Heileman Brewing Co.  
General Wine & Liquor  
Hiram Walker, Inc.  
House of Seagram  
Hubert Distributors, Inc.  
Cooper/Wieffman Company  
Miller Brewing Company  
Pacific Ocean Pot Company  
Paddington Corp.  
Pepsi-Cola Bottling Group  
Powers Distributing, Inc.  
R.M. Gilligan, Inc.  
Royal Crown Cola  
Serv-U-Matic Corporation  
Seven-Up Bottling Company  
St. Julian Wine Co., Inc.  
Stroh Brewery Company  
Towne Club Beverages  
Vernors, Inc.  
Viviano Wine Importers, Inc.  
Warner Vineyards

## BROKERS/REPRESENTATIVES:

Acme Food Brokerage  
Ameri-Con, Inc.  
Arlana Food Brokers  
Bob Arnold & Associates  
Chuck Batcheller Company  
City Foods Brokerage Company  
Conrad-Greson Company  
Estabrooks Marketing  
Five G's Food Brokers  
J.B. Novak & Associates  
James K. Tamakan Company  
Marks & Goergens, Inc.  
McMahon & McDonald, Inc.  
Northland Marketing  
Paul Inman Associates  
Plester Company  
Sakalian Company  
Stark & Company  
United Salvage Company  
VanDusen, Hall, Stevens, Inc.  
CANDY & TOBACCO:

Central Sales  
Eastern Market Candy/Tobacco  
Wolverine Cigar Company  
CATERING/HALLS:  
Gourmet House, Inc.  
Penna's of Sterling  
Phil's Catering  
Southfield Manor

## CONSULTANTS:

Bellanca, Beatrice, Delisle  
National Exposition Services

## DAIRY PRODUCTS:

Borden Company, The  
C.F. Burger Creamery  
London's Farm Dairy  
Melody Farms Dairy Company  
Stroh's Ice Cream  
Tom Davis & Sons Dairy

## DELICATESSENS:

Dudek Deli Foods  
Pha Marketing  
Row Bar Distributors

## DENTISTS:

Richard E. Klein, DDS, PC  
EGGS & POULTRY:

Epo Foods, Inc.  
Capital Poultry  
Lamwood Egg Company  
Mendelson Egg Company

McInerney-Miller Brothers

Qualmann Quality Egg Company

## FISH & SEAFOOD:

Hamilton Fish Company, Inc.  
Michigan Food Sales  
Salasnek Fisheries, Inc.  
Standard Fish Dist  
Tallman Fisheries

## FLORIST:

Livernois-Davison Florist

## FRESH PRODUCE:

Faro Vitale & Sons, Inc.  
Michigan Repacking & Produce  
Tony Serra & Sons Produce  
Vitale Terminal Sales

## ICE PRODUCTS:

Great Lakes Ice  
Midwest Ice Corporation  
New City Ice Co.

## INSECT CONTROL:

Rose Exterminators

## INSURANCE PENSION PLANS:

Alphamerica Insurance Agency  
Blue Cross/Blue Shield  
Capital Insurance Group  
Creative Risk Management Corp.

Financial Guardian, Inc.  
Financial & Mktg. Enterprises  
Frank P. McBride, Jr., Inc.  
Gadaleto, Ramsby & Assoc.

Jackson Park Agency  
K.A. Tappan & Associates  
Rocky Husaynu & Associates  
Rollins Burdick Hunter

Sun Financial Group  
Mitzel Agency, Inc.  
Monroe-George Agency  
North Pointe Insurance

## INVENTORY/BOOKKEEPING/TAXES:

Abacus Inventory Specialists  
Goh's Inventory Service  
Menczer & Urchek P.C.  
Quality Inventory Specialists

George R. Shamie, JR., P.C.  
MANUFACTURERS:

Absopure Water Company  
Bernie & Sons, Inc.  
Carnation Company  
Del Monte Sales Company

Don's Chuck Wagon Products  
General Mills, Inc.  
Groeb Farms  
Hamilton Meat Pie Co.

Hills Bros. Coffee  
Home Style Foods, Inc.  
Kalil Enterprises, Inc.  
Kraft Foods

Lancia Ravo Foods  
Milton Chili Company  
Nabisco, Inc.  
Philip Morris U.S.A.

Prince Macaroni of Michigan  
Proctor & Gamble  
Red Pelican Food Products  
Stehouwer Frozen Foods

MEAT PRODUCERS/PACKERS:

Bob Evans Farms  
Dudek Delicatessen Foods  
Flint Sausage Works  
Guzzardo Wholesale Meats

Hartig Meats  
Hillshire Farm & Kahn's  
Hygrade Food Products  
Kowalski Sausage Company

LKL Packing, Inc.  
Maxwell Foods, Inc.  
Naser International Wholesale  
National Chili Company

Oscar Mayer & Company  
Osten Meats  
Potok Packing Company  
Ray Weeks & Sons Company

Sheldon's Packing House  
Smith Meat Packing, Inc.  
Swift Eckrich  
Thorn Apple Valley, Inc.

Winter Sausage Mfg. Inc.  
Wolverine Packing Company  
MEDIA:

Arab & Chalidean TV-62 Show  
Daily Tribune  
Detroit Free Press  
Detroit News

Macomb Daily  
Michigan Chronicle

Michigan Grocery News

The Beverage Journal

WDIV-TV4

WJBK-TV2

WKSG "KISS-FM"

WWJ-AM/WJOL-FM

## NON-FOOD DISTRIBUTORS:

D.M.F. Bait Company  
Gibraltar National Corporation  
Ludington News Company, Inc.

Personal Greetings, Inc.  
Sandler-Stone Company  
Warrior Martial Arts Supplies

OFFICE SUPPLIES:

City Office Supplies  
POTATO CHIPS/NUTS/SNACKS:

Cain's Potato Chips  
Detroit Popcorn Company  
Express Distributors

Frito-Lay, Inc.  
Jay's Foods, Inc.  
Kar-Nut Products Company

Nichlas Distributors  
Variety Nut & Date Company  
Vitner Snacks

PROMOTION/ADVERTISING:

Action Advertising Distributors  
American Mailers  
Gateway Outdoor Advertising

Haas Display Sign Service  
Orient Printing & Advertising  
PJM Printing

Stanley's Advertising Service  
Stephen's NU-Ad, Inc.  
REAL ESTATE:

Kryszak Enterprises  
O'Riley Realty & Investments  
Sarafa Realty

SERVICES:

A & A Management Services  
Akram Namou, C.P.A.  
At Your Service, Ltd.

Central Alarm Signal, Inc.  
Checkpoint Systems  
Detroit Edison Company

Ellison Refrigeration  
Guardian Armored Security  
Jam Sound Specialists

J.R. Marketing & Promotions  
Marketplace Services  
Michigan Cash Register

National Exposition Service  
Pappas Culinary Grinding  
Point of Sale Demo Service

Retail Demonstrators  
Supermarket Development Corp.  
Sales Control Systems

Telecheck Michigan, Inc.  
Tri-County Restaurant Service  
Toledo Seal Reliance Electric

Vend-A-Matic  
SPICES & EXTRACTS:

Rafal Spice Company

## STORE SUPPLIES/EQUIPMENT:

Ameri-Pro Systems Corp.  
Belmont Paper & Bag Company  
Black Jack Iron Works

Brehm Broaster Sales  
Bunzi-Detroit  
Central Alarm Signal

DCI Food Equipment  
Gardell Company  
H. Raadec Inc.

Hobart Corporation  
Kasco Atlantic Service Co.  
MMI Distributing

Market Mechanical Services  
Michigan Bakery Supply Co.  
Midwest Butcher & Deli Supply

Party Maker  
Refrigeration Engineering  
Superb Vacuum Cleaners

Winston Sales & Services  
WAREHOUSES:

All American Cash Register  
Boag Cold Storage Warehouse  
Wholesalers/FOOD DISTRIBUTORS:

Abernethy Meadowdale Foods, Inc.  
Associated Bakeries Company  
Bremer Sugar

Cary's Self Serve  
Central Distributors  
Don Lee Distributor, Inc.

D.S.M. Food Products, Inc.  
Eastern Market Wholesaler

357-4020

287-9140

222-0643

557-9000

792-6600

222-2636

681-0049

491-3500

925-7600

863-1410

333-4300

865-0111

885-5402

756-0150

531-9200

853-7733

287-9477

946-4024

541-7870

571-2447

268-4900

368-2447

964-4600

842-4000

544-0200

(616)243-3223

547-7474

535-6400

961-7177

777-6823

362-1668

689-8844

851-5704

559-7202

557-9030

887-0628

884-8900

592-8300

323-7786

399-9656

868-1500

545-9912

296-2246

557-4500

545-8660

865-1000

965-3872

887-2510

846-7090

521-5150

356-0700

354-5000

454-0653

454-1472

585-7700

259-6373

(419)693-3276

491-6550

893-7677

(517)427-5858

334-5900

864-8900

369-1666

567-5515

933-6323

697-7060

(800)631-7650

582-4400

546-6840

571-3300

332-5650

281-1751

(616)453-2441

491-3500

739-3210

561-4141

964-3069

943-3437

924-8520

(616)772-9100

(616)544-6328

946-6250

584-7100

491-3333

259-6161

Easttown Distributors

Foodland Distributors

Food Marketing Corporation

Great Lake Fish & Seafood

Hubert Distributors, Inc.

Jerusalem Falafel Mfg.

Jindo Specialty Foods, Inc.

J. Lewis Cooper Company

Kap's Wholesale Food Services

K & K Brokers Bareman's

Kramer Food Company

Lipari Foods

M & B Distributing Company

McInerney-Miller Bros.

Metro Grocery, Inc.

Metro Packing Company

Mel Larsen Distributors, Inc.

Miesel/Sysco Food Service

M. & M. Bread Distributors

Mucky Duck Mustard Co.

National Wholesale Foods

Norquick Distributors

Northern Michigan Food Services

Northwest Food Co. of Mich.

Oak Distributing Company

Quick Foods Company

Rainbow Ethnic & Specialty Foods

Raskin Foods

Ray Weeks & Company

Rich Plan of Michigan

Sardies Wholesale Lumber

Scot Lad Foods, Inc.

Sena Snacks & Vending, Inc.

Sherwood Food Distributors

Spartan Stores, Inc.

State Wholesale Grocers

Super Food Services

Treppo Ltd.

Tri-State Cash & Carry

Warehouse Club Inc.

Wholesale House Inc.

Wine Dimensions

Wolverine Food Systems

Wolverine Cigar Company

ASSOCIATES:

AAA Pallet Company

ABC & T Inc.

Ackroyd's Scotch Bakery and Sausage

Alan-Dean & Company, Inc.

Alpha I Ltd.

American Dairy Asso.

American Synergistics, Inc.

Bethkay

Bonmarke Corporation

Bureau of State Lottery

Canbasback Food Management

Danor Corporation

Della Administration Group

Derda Brothers

Detroit International Corp.

Dino's Emmet One Corporation

First Exchange

Gamma III Ltd.

General Provision

Great Lakes Mushroom Co-Op

H & S Distributors

Herman Rubin Sales Co.

Hermiz & Son, Inc.

Hubbard Apiaries

James Karoub & Associates

Kindred Corporation

Lloyd's & Assoc.

Lauren Kaehagian Distributors

Lubin Schwartz &





DETROIT

36300 SCHOOLCRAFT  
LIVONIA MI 48150

SAGINAW -

3159 CHRISTY WAY  
SAGINAW MI 48603

GRAND RAPIDS

3663 BROADMOOR SE  
GRAND RAPIDS MI 49512

## SUMMER PROMOTIONAL OPPORTUNITIES



### BEVERAGES

DART CUPS

DOLE FROZEN AND GROCERY JUICES

HI-C DRINKS

MINUTE MAID FROZEN JUICES AND DRINKS

MINUTE MAID LEMONADE

SLIM FAST SHAKES

SUNDANCE JUICE SPARKLERS

TREESWEET CITRUS JUICES FROZEN AND  
GROCERY

WELCH'S & WELCH'S ORCHARD ASEPTICS  
AND FROZEN JUICES AND DRINKS

YOO HOO CHOCOLATE DRINK



### SALADS

DOLE MANDARIN ORANGES

DOLE RAISINS AND ALMONDS

DOLE TROPICAL FRUIT SALAD

HENRI'S SALAD DRESSINGS

RICH'S WHIPPED TOPPINGS

STAR KIST TUNA

WEIGHT WATCHERS CHEESES

WEIGHT WATCHERS MAYO  
AND SALAD DRESSINGS



### SNACKS

DOLE NOVELTIES

DOLE RAISINS

NESTLE NOVELTIES

SLIM FAST BARS

VROMAN NOVELTIES

WEIGHT WATCHERS NOVELTIES

WELCH NOVELTIES



DOLE CHILLED JUICES

DORMAN CHEESES

KAUKAUNA CHEESES

RICH'S FARM FRESH CREAMER

SIMPLY FRESH HASH BROWNS OR  
MASHED POTATOES

VLASIC DELI DILLS

WEIGHT WATCHERS CHEESES

WEIGHT WATCHERS COTTAGE OR  
CREAM CHEESES

WEIGHT WATCHERS MARGARINES

WEIGHT WATCHERS ULTIMATE 90 OR  
PRESTIRRED YOGURTS

WELCH'S CHILLED GRAPE JUICE DRINK

**LOOK IN YOUR WHOLESALERS MERCHANDISER FOR  
PROMOTIONAL INFORMATION.**