



FOOD & BEVERAGE REPORT

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

VOLUME ONE, NUMBER TWO

MARCH/APRIL 1990

INSIDE

RETAILERS:

Be sure to attend the Bureau of State Lottery public hearing about proposed rules for lottery terminal placement on April 5. See page 6 for more information.

Learn how to avoid food stamp confusion with guidelines on page 19.

MANUFACTURERS:

Test your knowledge about food advertising and labeling on page 20.

NEWS AND VIEWS:

Don't miss a review of last year's products on page 4. And find out what's new on page 18.

Remember what a good time you had at the trade dinner? See photographs of the fun on page 15.



ATTEND AFD'S TRADE SHOW — March 27, at Fairlane Manor, Dearborn. Don't miss this industry-wide display to find out about the new products and services available to your business. See page 8 and 9 for details.

Legislative update

AFD regularly tracks legislation and issues important to its members. Here's an update on current House and Senate bills that would affect the food and beverage industry if passed into law:

HOUSE BILLS 5093 and 5094 — Introduced by State Representative Burton Leland (D-Detroit), this legislation would suspend or revoke the lottery license of a retailer fraudulently redeeming food stamps. Both bills passed the House last

November and were sent to the Senate Committee on Regulatory Affairs.

SENATE BILL 37 — The bill, introduced by Senator Fred Dillingham (R-Fowlerville), would amend the Liquor Control Act to hike the discount rate for liquor purchases from the state from its current 17 percent to 19 percent. If passed, the bill would also increase by five percent — from 51 percent to 56 percent — the Liquor Control Commission markup on the delivered case cost of liquor.

The bill would prohibit the Commission from restricting the number of bottles of spirits that specially designated distributors (SDDs) may display for sale, as long as the display did not exceed five cases of spirits, although there could be only one display for each brand and for each code number. If the bill becomes law, a distributor could set up a maximum of 25 displays during November and December and 15 displays during the rest of the year.

The legislation, which passed the Senate in May 1989, is in the House Committee on Liquor Control.

SENATE BILLS 629 and 630 — Both bills, which address purchase, possession and consumption of alcohol by minors, were introduced by Senator James Barcia (D-Bay City). They were passed by the Senate last November and sent to the House Committee on Judiciary.

Senate Bill 629 extends the Liquor Control Act, which currently penalizes minors who purchase, possess or consume liquor, to cover minors who attempt to do so. Violation would result in mandatory suspension of the minor's driver's license. Additionally, the bill also defines furnishing liquor to a minor by a

AFD merges with Package Liquor Dealers

Associated Food Dealers of Michigan is poised to become the second largest food and beverage association of its kind in the nation with the pending acquisition of the Package Liquor Dealers Association (PLDA).

The acquisition was agreed to in principal by both associations' boards earlier this year, according to Joseph Sarafa, AFD executive director. Sarafa made the announcement Friday evening, Febru-

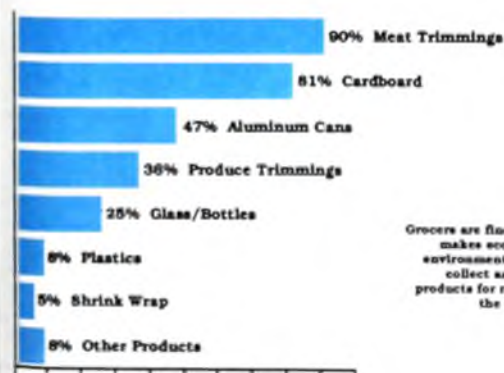


ary 9, at AFD's annual trade dinner. "We are extremely excited about the prospect of offering our services to hundreds of new members," said Sarafa. "We have a long-standing commitment to the food and beverage industry in Michigan and to the people who make up that industry. We are proud to join with the Package Liquor Dealers Association in a mutually beneficial arrangement that will strengthen the voice of our industry."

merger, continued on page 18

94 Percent of Independent Grocers Recycle

What products are they recycling?



Grocers are finding that it makes economic and environmental sense to collect and separate products for recycling at the store level.

Source: FMI Solid Waste Study, October 1989

Legislation, continued on page 22

EXECUTIVE DIRECTOR'S REPORT



By Joseph D. Sarafa, Executive Director

As executive director of the Associated Food Dealers of Michigan, it's part of my job to keep abreast of current trends that affect the food and beverage industry. It's also part of my job, in this age of consumer convenience, hectic lifestyles and diverse palates, to study the signals of future trends so that our members can remain on the cutting edge of our industry. I took a look at some trends likely to occur during this decade and made a few predictions on what to expect. In general, I think we can anticipate higher food prices, better technology and hiring shortages for the food industry in the 1990s. Here are the 14 changes I think are most likely to occur in supermarkets in the next decade:

(1) **High prices.** Averaging four

percent per year through the '90s, prices will increase due to Mother Nature's penchant for long droughts and early freezes, causing havoc in the farming industry and translating into higher food costs.

(2) **Safe food.** Food safety will be increasingly important to consumers in the '90s. The result — alternatives to fertilizers and pesticides like insect vacuums that sweep up bugs and dirt before harvest, or no pesticide used at all. Expect smaller harvests, smaller and less colorful produce, and a shorter shelf life for many products.

(3) **Increased labeling.** Nutritional labeling will become widespread with consumers not only knowing what's in the package, but its vitamin content, caloric count, and country of origin.

(4) **Labor shortage.** A trend continuing into the '90s will be a shortage of labor in the food industry. Employers will bring retirees back into the work force, offer scholarships to college students during the term of employment, and turn to high-tech solutions like automatic self-scanning registers for customers to tally their purchases before paying.

(5) **Mega-retailers.** Consumers will see fewer — but bigger — stores in the 1990s as mega-retailers make it increasingly difficult for smaller stores to survive.

(6) **More customer service.** Customer service will continue to offer the biggest competitive edge in the food industry, with stores continuing to offer traditional banking and postal services while expanding take-out and in-store dining for busy consumers. New services will be added for customer convenience, including travel agents, home delivery and even in-store babysitting for shopping parents.

(7) **More Mexican condiments.** Mexican foods ranging from the traditional salsa and guacamole dip to trendy pickled cactus will reach new heights in popularity. Mexican condiment sales will jump to the number two spot behind only ketchup.

(8) **Environmental packaging.** By the end of the 1990s, most packaging will be recyclable, reclaimable or bio-degradable as packaging concerns become a major issue in the next decade. Expect to see recycling centers located near supermarkets, with consumers separating glass, metal, plastic and paper in the not-too-distant future.

(9) **Less health food.** So-called "health foods" will decline in sales, with '80s buzz words like "natural," "pure," "nutritious," and "lite" allowed on packaging only if certain high standards are

met. Consumers will no longer trade long term health benefits for short term fads.

(10) **Food on credit.** Expect less cash and fewer checks in supermarkets as credit and debit cards become the standard. The cost of paper transactions and bad check losses will turn retailers and banks to electronic customer transfers to pay for groceries.

(11) **High-tech shopping carts.** Shoppers will increasingly use "smart carts" that will not only carry groceries but will also scan and total prices, advertise products and activate remote "shelf talkers" to promote the latest products.

(12) **Fewer new products.** Customers will see fewer new products introduced in all food categories, with the exception of frozen foods. Freezer sections will be larger than ever in the '90s with new products, new formats, new packaging and new microwavables dominating supermarket freezers in the '90s.

(13) **Standardized coupons.** Coupon sizes will be standardized as scanners are used to verify required product purchase eliminating coupon mistakes and misredemptions.

(14) **Declining alcohol sales.** Alcohol sales will continue to decline in the next decade, while non-alcoholic beers and wines experience major market growth.

LETTERS

With the March issue, AFD starts a new LETTERS TO THE EDITOR column. We encourage our members and readers to send letters to Debbie Cooper, 18470 W. Ten Mile Road, Southfield, MI 48075.

EDITOR'S NOTE: The following letters refer to an article printed in the DAGMR REPORT column in the February issue of Food and Beverage Report. The article, which ran on page 5, profiled one of several companies in the product demonstration service business.

Dear Mr. Sarafa,

Thank you for the mention of product demonstrations as a way to help consumers choose among the myriad of new products (Page 5, February 1990).

As a coordinator of large scale demonstrations, we at United

Delivery Systems personally witness the performance of as many as 17 Michigan demonstration companies in one program. We track the performance of each company and the enthusiasm and expertise which each demonstrator brings to their store. From this data, we can say that the company mentioned in the article is not alone, as was intimated, in "helping to improve the image of the demo service (industry)."

Your members may be interested to know that experience shows the following will not only bolster the "demo image" but improve the case sales at the store; which after all is the reason one does a product demonstration.

Letters, continued on page 12

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AFD works closely with the following associations:



STATEMENT OF OWNERSHIP

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Miller Brewing Co. Milwaukee, WI

CHAIRMAN'S REPORT

Long Range Planning Committee points the AFD into the 1990s



by Amir Al-Naimi

The AFD commends the efforts of its Long Range Planning Committee in developing an action agenda for the 1990s. The Committee, which has worked diligently on the report since June

1989, includes: Bill Viviano, Chairman and AFD Board officer; Jerry Inman, Paul Inman and Associates and AFD Board member; Fred Krohn, London Farm Dairy; Mel Larsen, Mel Larsen Distributors and AFD Board member; Paul Felice, Jr., Felice's Market; Curtis Estes, Big Ten Party Store; Joe Moenik, Meadowdale Foods; Joel Greenisen, Kroger Company; and Jack Harms, Proctor & Gamble Co.

AFD conducted regional meetings in Southfield, Bay City, Gaylord, Cadillac and Kalamazoo to get input on issues of interest to its membership. Nearly 100 people statewide attended, expressing interest in conducting the regional meetings on a regular basis. Another meeting is being planned for the Detroit area.

The Committee has recommended hiring two representatives to act as member liaison, supporting greater involvement

among current members and encouraging new memberships.

In an effort to strengthen AFD's outstate presence and support its outstate membership, a statewide members' convention, which will include meetings, seminars, exhibits and social activities, is being planned by the Committee for 1992. Member services such as the Blue Cross/Blue Shield insurance plan, liquor liability insurance plan and the coupon redemption program are being reviewed to strengthen them. New services, including a VISA-Mastercard bankcard services, are in the works.

A task force will be appointed by the Planning Committee to study the structure and function of AFD by reviewing its bylaws and recommending ways to streamline the association. A task force is also planned to identify state educational institutions that can work with the association in providing economic infor-

mation and in setting up scholarship awards and internship programs.

Final recommendations made by the Planning Committee centered on AFD's continuing contribution to the industry. Working closely with all Michigan industry-related groups and strengthening AFD communication with such national groups as the Food Marketing Institute, the National Association of Convenience Stores and the National Grocers Association are two ways the Planning Committee believes the AFD can accomplish this.

AFD, the oldest and largest food and beverage association in the state, has been at the forefront of this industry since its inception. One of the functions of its Planning Committee is to ensure through recommendations that AFD maintains this role. By enacting the current agenda, AFD will continue to help and lead its membership into this decade.

THE LEMPERT REPORT'S ANNUAL HITS & MISSES...

...It's that time of year again — when we put on our spectacles and walking shoes to survey the miles of supermarket aisles in search of the best and the worst that the food industry has to offer.

This was the year in which the Health Revolt, which started as a small, but feisty coup d'etat, blossomed into a virtual revolution. It was a year of fiber, of healthier frozen foods and of lower-calorie super-premium ice cream. It was also the year of Oatbranmania, when the miracle food of the moment popped up in everything from pretzels to beer.

It was a year in which the growing volume of nutritional info reached a crescendo, with everyone from local doctors to celebrities passing out their helpful tips on how to eat right (or how to get rid of weight from foods that were "wrongly" eaten).

We learned that decaffeinated coffee can increase "bad" cholesterol, that a link has been found between wine consumption and skin cancer, and that consuming less calories may actually lengthen our lifespan. Many confused consumers, reading the almost daily obituary of foods that should no longer be eaten because they're bad for you, simply threw up their hands in disgust.

This past year will be remembered for the safety scares, whether it was Alar and apples, Chilean grapes, or virtually any other fruit or vegetable from potatoes to bananas. Pesticide testing programs at the retail level picked up steam.

Organic foods also got a boost, although how they will fare in the

long run depends on pricing and how fast capacity can expand. Unfortunately, many of the public's food safety fears were fanned by overzealous media who were not about to turn down the opportunity for a front page story.

Bottled water became a celebrity of sorts, as more consumers began to question what evils lurk within the droplets of seemingly innocent tap water. For the most discriminating, there was even glacial water, imported from Canada, as well as exotic (and pricey) varieties of water from almost every favorite spring around the globe.

However, TLR believes that some good has come out of all the attention drawn to our health and food safety. People are beginning to take a good, hard look at our beleaguered environment and everyone from manufacturers to retailers is working toward promoting more "environment friendly" products. And although we are still in throes of determining what truly constitutes a healthy diet and lifestyle, many sincere producers are trying to create "body friendly" products as well.

So without further ado, let us introduce The Lempert Report's 1989 Annual Hits & Misses:

HITS

1. **Benefit Cereal**, General Mills got a lot of unanticipated publicity with this new cereal, containing oat bran, rice and the high soluble fiber psyllium, shown to reduce cholesterol when eaten as part of a low-fat diet. Competitors, in particular, have been bent out of shape by such health-related claims. But

we applaud GM for sticking its neck out to try and make a product which can make a difference. After all, isn't that what innovation is all about?

2. **President's Choice GREEN Products**. Loblaw is among the first to admit that protecting the environment is a young and, therefore, imprecise science. So when it comes out with a large and varied group of products it promotes as "environment friendly," there's bound to be some disagreement. Splitting hairs over whether a product is really as benign as it claims to be diverts attention away from the real value of this effort — that a food concern as large as this one is willing to take a stand and put its money where its mouth is. Whether you're talking about phosphate-free laundry detergent or chlorine-free coffee filters, it's an idea whose time has come.

3. **Campbell's Fresh Hydroponics**. This produce is grown indoors under carefully controlled conditions, in a soilless medium without growth regulators, pesticides or other chemicals. The result is tomatoes, lettuce and

cucumbers which are often superior in looks and taste to field-grown produce. They may be more expensive than conventionally-grown products, but you get what you pay for. More than ever, consumers are looking for fresh produce, but they're concerned about pesticides. And, let's face it, while beauty may only be skin deep, organic produce is often downright ugly. Here's agricultural know-how at its best.

Stolichnaya Cristall. Chalk another one up to glasnost. Premium vodkas have been coming on strong in the U.S. and this product, called "Golden Ring" in Russia, is said to be among the finest vodkas in the world. It was exported to the West for the first time this year, selling here for around \$18 to \$20 a bottle. As Russians and Americans concentrate less on differences and more on what they have in common, both sides may be raising a glass or two of this ultra-premium liquor.

5. **Borscht**. This beet-based liquid has been no stranger to households where a grandparent or

Hits & misses, continued on page 12

Tax help available

Tax time is here, and many people don't realize that free help is available in preparing their tax returns. The Tax Assistance Program, sponsored by the Accounting Aid Society and National Association of Black Accountants, provides free help to people in the Detroit area who meet a certain income level.

The program, which is partially funded by the Michigan Association of Certified Public Accountants and the United Way for Southeastern Michigan, provides free tax-return help to low-income people using the following scale

HOUSEHOLD SIZE	TOTAL INCOME
one person	\$ 9,000
two people	\$12,000
three people	\$15,000
four people	\$18,000
five or more people	\$ 3,000 for each additional person

To find out more about getting free tax return assistance, call (313) 961-1842 in the Detroit area and (313) 456-8817 in Pontiac

AFD's Board of Directors



Jerry Yono,
Vice-Chairman



Tom Simaan



Thom Welch



Cal Abbo



Jerry Inman



Frank Arcori,
Vice-Chairman



Sam Dallo



Frank Tumharello

Elections for AFD's Board of Directors were held. The new and re-elected officers were chosen from a group of well-qualified nominees.



The gravel was passed from Sam Yono right to the new Chairman, Amir Al-Naimi. Yono will continue to sit on the Board.



Bill Viviano,
Treasurer



Terry Farida



Fred Dally



Mel Larsen,
Secretary



Richard George

not pictured —
Tony Munaco,
Vice-Chairman,
Jim Bellanca,
Legal Counsel,
Mark Karme



Barbara
Weiss-Street



Nabby Yono



Ron Paradowski



Louie Stephen

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LEGAL ADVISOR



by Anthony J. Bellanca, Esq.

Reader's Question: If you are being sued for \$200,000 because of an automobile accident or an injury to someone on your sidewalk, and you only have \$25,000 in insurance coverage, should you hire your own lawyer to defend you?

Answer: Your insurance company is legally obligated to defend

any lawsuits brought against you. Under your automobile policy, your insurance company must defend you or those people you permit to drive your vehicle. Under your homeowner's policy, the insurance company must defend you against a guest or passerby who is injured through alleged negligence in maintaining your home. However, this duty to defend you extends only to the dollar limit of your insurance coverage. Thus, if you're being sued for \$200,000 and have only \$25,000 in coverage, it's advisable to have your own attorney represent you. In fact, insurance companies routinely advise a policyholder to hire an attorney if the lawsuit amount is higher than the policy coverage limit.

Here's an example of how your own attorney can be helpful in protecting your interests.

The attorney, while investigating the case, may discover that the person suing you wants to settle for less than your policy amount. Using the above situation, let's say the person wants to settle for \$20,000. If your own attorney has evaluated the case as worth a higher potential jury award than what the person wants to settle for, then your attorney will advise the insurance company to settle the case. This means that the insurance company would pay the entire \$20,000, settling within your \$25,000 policy limit.

This would free you from the worry of a potentially higher jury verdict which would be paid partially by you and partially by the insurance company.

The insurance company could

refuse to settle the case for an amount within your policy limit (\$25,000 in this case). Under Michigan law, an attorney could protect your rights by fighting to attach responsibility to the insurance company for any settlement award in the case, no matter how high, because it acted in bad faith for not settling the case before trial.

This situation exemplifies how having your own attorney can help protect your rights. Although you must pay the fee, the security of knowing that you have some protection from judgements beyond your insurance coverage is well worth the expense.

If you have a legal question for this column, please send it to: The Food & Beverage Report, 18470 W. Ten Mile, Southfield, MI 48075.

U.S. DEPARTMENT OF AGRICULTURE

Distinguishing items eligible for purchase with food stamps under the U.S. Department of Agriculture's Food Stamp Program can be confusing for both the retailer and employee. Yet, retailers face stiff government penalties and even criminal prosecution for violating food stamp laws.

The Food Stamp Act of 1977 defines eligible food as any food or food product intended for home consumption. Current regulations require that the food purchased with food stamps be for human consumption. General guidelines have divided items into food items, which are eligible, and non-food items, which are ineligible.

According to the Midwest Region Food and Nutrition Service of the USDA, retail food store employees have no problem identifying food and non-food products, but some items are confusing and not easy to distinguish in either category. "We average eight to ten phone calls per week asking if a certain item is eligible to be purchased with food stamps," said J.W. Younce, officer-in-charge of the

Food and Nutrition Service Detroit office.

To help retailers and employees identify which items are eligible for purchase with food stamps, the Food and Nutrition Service has developed a list of items most commonly questioned:

ELIGIBLE ITEMS

- candy, gum and other snack foods such as potato chips.
- cold deli items such as sandwiches, salads or trays. They must be wrapped or packed in containers and intended for off-premises consumption.
- fruit baskets that don't contain alcohol.
- ice.
- imitation beer products that don't contain alcohol.
- distilled and spring water.
- wedding and specialty cakes.
- garden vegetable seeds and food producing plants.
- herbs and spices.
- returnable bottle or container deposits which are part of the cost of the food.
- live fish, including trout, catfish and other finned fish; shellfish, including crab, shrimp and

crayfish; and mollusks, including oysters, clams, mussels, conch, squid and octopus.

— specialty foods such as dietetic and diabetic foods; enriched or fortified foods; infant formulas; and health foods, including wheat germ, brewer's yeast and sunflower seeds.

— items normally consumed as an ingredient of food, such as pectin, a base in making jam and jellies.

INELIGIBLE ITEMS

- alcoholic beverages, except for cooking wine and wine vinegar, which are not considered beverages.
- tobacco and tobacco products, including cigars, cigarettes, snuff and chewing tobacco.
- prepared food sold for on-premises consumption such as foods hot at point of sale, food warmed above room temperature to keep it suitable for immediate consumption (cooked chicken in a heated display case, hot soups, stews, chili and beverages such as hot coffee, tea and cocoa); food intended to be heated on premises in a microwave oven or other heating device (pizza, hamburgers, sand-

wiches, hot dogs, sweet rolls and pastries).

— drug store medication such as antacids and cough drops.

— food preservation equipment such as canning jars and freezer containers.

— live, air-breathing animals such as pigs, cattle, turkey and chickens. The animal is eligible if slaughtered before leaving the premises.

— items not intended for human consumption such as pet food and birdseed.

— vitamins and minerals in any form.

More than 300,000 retail food stores nationwide participate in the 25-year-old food stamp program. Violation penalties include a six-month to 10-year program disqualification for selling ineligible items, permanent program disqualification for trafficking (exchanging food stamps for cash) and criminal prosecution with a \$10,000 fine and/or a five-year prison sentence.

For further information, contact the Food and Nutrition Service in Detroit at (313) 226-4930 or in Grand Rapids at (616) 456-2482.

T.I.P.S.

With a growing public awareness of the affects of alcohol, the retailer's role and responsibility in the sale of alcohol has increased. AFD plans to sponsor a program called TIPS to help its members establish acceptable standards of practice for selling alcoholic beverages. TIPS, which stands for Training for Intervention Procedures for Sellers of Alcohol, will help AFD members learn more about what they can do when selling alcohol to:

- help create a friendly atmosphere
- exercise control
- avoid troublesome situations.

By using the methods in this program,

you can create a responsible environment and maintain congenial customer relations even during the busiest times in your business. The program teaches a positive, action-oriented way of handling everyday alcohol-purchase situations in grocery, convenience and liquor stores. TIPS prepares you to help customers purchase alcohol responsibly.

The TIPS program, which is on videotape, introduces several customers at different intoxication levels. Most store owners are familiar with the outward behavior of someone who's had too much to drink. The program outlines how to use behavioral cues to respond more effectively to customers and deal with prob-

lems. The tape details the inside story, too, discussing the effects of alcohol on a person's body.

Other areas covered in the training program include checking identification (how to correctly check ID and how to detect false ID) and guidelines for cutting off people who have had more than the legal limit. To encourage customer safety in alcohol consumption, the guidelines recommend that sellers suggest alternatives to alcohol if they believe someone has had too much to drink, or, if in doubt, simply don't sell it to the customer. The guidelines instruct sellers to say no and keep the line moving, give clear reasons

for saying no if questioned (but never tell the customer he's drunk) and call for backup if the customer causes trouble.

Selling alcohol can be a magnet for certain problems, but TIPS will prepare you to handle them effectively and responsibly with a minimum amount of trouble to your business.

Scott Forbes is recognized as one of the top TIPS trainers in the country and is the only master trainer of TIPS in Michigan. He has participated in the TIPS program for about six years.

Campbell's Delivers.

Look for information on Campbell's upcoming
"School's-Out" promotion
 Tie in with the brands that deliver!



CAMPBELL SALES CO.

32000 Northwestern Highway — Suite 190
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PROFIT FOR THE '90s

AFD's Trade Show Exposition

Tuesday, March 27

Noon-8 p.m.

Fairlane Manor

Dearborn, Michigan

Join the Associated Food Dealers of Michigan at its annual Trade Show Exposition on Tuesday, March 27 at the Fairlane Manor in Dearborn. Plenty of free parking is available at the Manor, located at 19000 Hubbard. The trade show is the food and beverage industry's chance to demonstrate its latest products and services. Participants can take advantage of special trade show discounts, or broaden their customer base by exhibiting their own products and services.

SEE and SAMPLE DEMONSTRATION

PRODUCT AND SERVICE DEMONSTRATIONS AND DISPLAYS

Industry representatives with new products and services for the '90s will offer:

- terrific discounts for buyers during the trade show.
- demonstrations and displays on services and equipment.
- product samples and promotional materials.
- Prizes, gifts, and games will be a part of many of the exhibitions.
- This '90s exposition is for retailers only and their key employees.

**AFD'S
TRADE SHOW EXPOSITION
"PROFIT for the 90's"
for the
FOOD & BEVERAGE
INDUSTRY**

QUESTION & ANSWER SESSIONS

A series of 45 minute question and answer sessions will be offered. These informal sessions allow the retailer to ask the experts questions concerning the topics listed below. Everyone is welcome to attend all or any of the sessions.

1:00-1:45 p.m.:

"ELECTRONICS" hosted by the LIQUOR CONTROL COMMISSION with Diana Popp, this session will help you order alcohol and maintain inventory through either the TELTON BOX, or through computer transmissions.

2:00-2:45 p.m.:

"BASEBALL AND KENO" hosted by the BUREAU OF STATE LOTTERY, this session will introduce the all new "Michigan Baseball Game," and give information on Keno.

3:00-3:45 p.m.:

"FINDING GOOD EMPLOYEES" hosted by Wayne State University's Placement Services, this session will show you how to take advantage of a new state-wide service which offers full and part-time employees.

4:00-4:45 p.m.:

"T.I.P.S." (training intervention procedures by sellers) hosted by Scott Forbes, this session explains what you need to know as a seller of alcoholic beverages.

5:00-5:45 p.m.:

"NO CHECKS — NO PROBLEMS" hosted by Michigan National Bank, this session covers AFD's new services, the Magic Touch System and the Visa/Master Charge Card program.

BOARD MEMBER PROFILE



Thom Welch, buyer for Hollywood Super Markets (left) and Tom Carroll, assistant store manager

Hooray for Hollywood

"In my mind personal contact between the employees and the customer is the most important thing," said Thom Welch, buyer/merchandiser for

Hollywood Super Markets of Troy and Associated Food Dealers board member. "Personal service is the big difference between us as an independent."

Hollywood Super Markets is comprised of five stores: two in Royal Oak (including the first store opened), one in Troy, one in Shelby Township and one in Auburn Hills. Store sizes range from 5,000 square feet up to about 23,000 square feet. "Even with five stores I don't consider us a chain. We don't have a chain atmosphere," said Welch. "There's a lot of autonomy as far as merchandising in our stores."

Hollywood has its own warehouse in Pontiac which stores 100 percent of candy and health and beauty aids; 70 percent of groceries and 40 percent of dairy products. A distributor is used for back-up.

This family business was started by Welch's father and his father's stepfather in 1950. Welch's brother and cousins work for Hollywood, continuing the tradition. The fourth generation has already begun to get involved, with Welch's and his brother's sons helping out in the summer.

Many Hollywood employees have been with the company for a long time. All of the managers have worked there for at least 10 years, some for more than 30 years. This adds to the family-type management style which comes through in the service.

Welch believes this personal commitment contributes to a friendly atmosphere and can't be replaced with technology. "When people care enough about you to make sure you get out of the store in a reasonable amount of time it is a service that technology isn't going to provide," said Welch. "The fact is that all of this new technology is coming in in is taking away from the personal contact that is necessary for the neighborhood-type concept."

Welch has been in the business since he was a child and has been a buyer for five years. He has learned the business hands-on and studied under Ed Young who was the buyer for Hollywood for 40 years before Welch's tenure.

Two major trends Welch believes will mark the food industry in the future are environmental concerns and the growing number of items demanded by customers.

As a buyer Welch says the biggest problem is the copycat items which don't expand category size but detract from sales of similar items. "Stores are so tight now it's more a matter of looking for what's new and interesting," he said.

Welch also believes recyclable packaging will become a big issue for the industry. "There is going to have to be some very strong recycling programs put together in this country," he said. "If that doesn't happen probably 80 percent of the packaging on our shelves is going to have to be banned."

Through the years, though, personal service is likely to remain the constant of Hollywood Super Markets. "The neighborhood store concept is how the business started out and that's probably the one major thing that has remained the same since day one," said Welch.

WHOLESALE PROFILE

Foodland offers wide range of services

Although Foodland Distributors has just celebrated its fifth anniversary, it is one of the largest independent food wholesalers in Michigan, supplying more than 100 supermarkets. "We were fortunate to start with a base of business as a supplier to Kroger so that gave us a significant advantage in the marketplace," said Gregory Gallus, president. "Since that time we have been building our independent market base."

Based in Livonia, Foodland services markets statewide as far north as Bay City.

Foodland is a full-line, full-serve wholesaler that goes way beyond the supplying merchandise. Services range from



Gregory Gallus, president of Foodland Distributors

advertising, retail accounting, store development planning, market analysis, customer surveys, computer and scanning support. "This business is certainly more complex than simply putting a case of beans on a truck. The other things we are capable of doing support the opportunity to sell that case of product," said Gallus.

If a company is planning to open in a new location, Foodland experts will analyze what its competitors are doing, what it will have to do to be successful, and how to merchandise products for the greatest impact of the particular neighborhood.

Foodland Distributors conducts seminars to keep retailers on the cutting

edge of business. The seminars range from servicing delis and bakeries to produce handling to techniques for increasing sales. "Sometimes we lose sight of the fact that we are learning more about the business everyday," said Gallus. "And on occasion we have to reinforce what we already know. That's the idea behind the seminars."

While he acknowledges the impact new technology is having on the industry, Gallus believes marketing techniques and service are the most important tenets to retail success. "What I'm fearful of is that as we strive to make ourselves a one stop shopping location, we will lose the basics of merchandising," he said. "It is still a selling game."

ELECTRIC

ELECTRIC COOKING IS LESS OF A MESS. SO YOU DON'T GET TAKEN TO THE CLEANERS.

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Detroit Edison

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RETAILER PROFILE



Jacob (left) and Eddie Bakal owners of 7-Van

7-Van store gets a new look

"Everything is changed," said Jacob Bakal, co-owner of 7-Van Drugs, located on the corner of East 7 Mile Road and Van Dyke in Detroit. He and his brother Eddie have renovated the store which they run together with the help of about 10 employees.

"We didn't want to move the location because it's a busy corner," said Jacob Bakal. "We wanted to increase business and are hoping the city will keep going so we can serve the community better." Already they notice that business has

picked up. "By May and June we should reach our potential," said Jacob Bakal. "There is a lot of competition."

The store now offers a pharmacy because the Bakals wanted to be more like a drug store than a party store, although they do sell liquor. The interior of the store is decorated with bright lights and posters and the sign outside is new. Parking is now in the front of the store. Western Union and fax service is available and there is a large video section. The Bakals also rent out the space for three stores in the strip building.

The Bakals work long hours to make the store a success. "We work 18 hours a day," said Jacob Bakal. "It gives us an edge."

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- To use your own agent or choose from over 600 agents available throughout the state
- Legislative representation in Lansing from the most respected lobbyist in the state. AFD monitors and addresses every issue affecting the industry and continues to fight to get the liquor profit increased from 17% to 19 %.

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SCHOLARSHIP MONEY — COLLEGE EDUCATION

AFD's college Scholarship Program is now open for applicants. Those eligible to apply are high school seniors or college freshmen, sophomores or juniors. The applicant must be working for an AFD member, or his/her parents must be working for a member company. Fourteen students will be awarded from \$500 to \$1000.

If you are interested in applying for a scholarship, send in the application request below to obtain the forms you need to complete

Winners will be announced in May.

cut here

Please send me an AFD Scholarship application and brochure.
Please check two of the appropriate spaces

☐ I am a high school senior

☐ I am a college student

☐ I am an employee of a member of AFD. I've been employed at least one year as of January 1, 1990. My son or daughter is either a high school or college student

☐ I am a student who is a part-time employee of a member of AFD. I have been employed at least six months as of January 1, 1990

Name of Applicant _____

Address _____

City _____ State _____ Zip _____

Home Phone Number _____

Name of AFD member firm _____

Name of employee _____

Send this request to: Associated Food Dealers of Michigan
Scholarship Program
18470 W. Ten Mile Road
Southfield, MI 48075

Hits and Misses

continued from page 4

great-uncle or aunt came over from the Old Country. But borscht should be getting a new lease on life in soup and drink form as the wall which separated Eastern and Western tastes in food continues to crumble. A hard to pronounce Eastern Bloc name and unique taste is sure to be a hit with the now politically-sympathetic boomers.

6. **Spicer's Wheat Snacks.** Forget the secret formulas, tiny food packages which cost an arm and a leg, or strange diet incantations. Spicer's offers a 100 percent natural food, which uses the process of protein expansion to act as an appetite depressant. The weight loss product, which is medically safe, was tested and proven through trials at the University of Miami Medical School and written up in the *American Journal of Clinical Nutrition*. With all the strange and foolish diet programs out there, this one is a healthy alternative.

7. **Grappis.** This Italian brandy, distilled from the fermented remains of grapes after pressing, is starting to develop cachet in the U.S., thanks to some of the more upscale Italian restaurants which have started to feature it. At least 30 to 40 varieties are now available, and are often flavored with a variety of ingredients such as honey, artichokes, coffee and radicchio. Viva Italia and pass the snifter!

8. **Simplese.** It could be time to reacquaint yourself with old favorites such as superpremium ice cream, sour cream and mayonnaise. Unlike some other products in development, this fat substitute, developed by the NutraSweet Company, is made of all-natural protein from egg whites and milk which emulate fat in taste and texture. Products which incorporate Simplese boast a drastic reduction in calories — sometimes by as much as 60 percent. FDA approval is pending and could be granted by this turn of the year.

9. **Ocean Spray Fruit Spoonables.** The concept is so simple it might even work.

Take bite-sized chunks of fruit, such as blueberry, apple, strawberry or cherry, mix with cranberries in a fruit sauce, sprinkle crunchy granola on top and throw in a spoon for a healthy, fruit-filled snack. Whether Ocean Spray decides to introduce the product nationwide depends on how it does in test markets. We hope it is successful since it answers a number of consumer needs, including those for health and convenience (not to mention Ocean Spray's need to expand the uses for its cranberries).

10. **Healthy Choice.** Frozen dinners have not gotten the best reputation for healthy ingredients, but this line from ConAgra is a welcome exception. The tasty meals, which are low in fat, cholesterol and sodium, were the brainchild of ConAgra's CEO who was recovering from a heart attack and couldn't find products compatible with the diet the doctor ordered. Not only do the products meet the recommendations of the National Cholesterol Education Program, but the packages include educational information from the National Heart, Lung and Blood Institute and the National Academy of Sciences. At long last, a food innovation which truly does our hearts good.

MISSSES

1. **New Stretchy Boogers Gummy Candy.** If we were rating products on their gross-out factor, this one would surely head the list. Needless to say, Confex did not even try to put any useful ingredients in this confection, largely conjured up from corn syrup, sugar and gelatin. Flavors include Goopy Grape, Lumpy Lemon, Clingy Cherry and Wobble Melon. On the package, kids are encouraged to send in Booger Joke Entries, the most hilarious of which garner a place on the package. Now we're not saying that kids don't like this product, but in terms of picking, parental discretion is advised.

2. **Robert's American Gourmet Potato Chips With Oat Bran.** No cholesterol or preservatives. Lightly salted. Now with oat bran. Okay, maybe we buy the fac-

tual content, but when the company claims "you can enjoy these treats to your heart's delight" and "all the health benefits of oat bran," we think that the company has pushed the limits of credibility. We're talking about a potato chip fried in peanut oil, for godsakes. Even the plain brown packaging and simply drawn picture on the label can't obscure this product's essence: a tired exploiter.

3. **Otto's Original Oat Bran Beer.** We can be reasonably understanding about bread with added oat bran, breadsticks and even pieshells. But when you add oat bran to beer and try to sell consumers on the idea that you can do healthy things with beer other than wash your hair with it, we think you've gone too far. Oat Bran Beer is touted as having a taste similar to other leading national brands, but without the cholesterol. Two belches and a thumbo down for this one.

4. **Franko-American SportyOs and TeddyOs.** When a company as innovative as Campbell's Soup comes out with the first new item in its children's canned pasta line in some time, you tend to expect big things — not little things, remarkably like their counterpart, Spaghettios, which have been popular for over 20 years. These items, too, have an obscenely high sodium content of almost 1,000 milligrams per serving — right around the 1,000 to 3,000 limit the American Heart Association sets for maximum daily allowances for adults. The only thing which seems to differentiate these new products are the skateboard, roller skate, bicycle, ball and teddy bear shapes. Oh, what an opportunity lost!

5. **Hostess Lights.** Some people love their vanilla pudding filled chocolate cakes and that's that. The package boldly states "New," "Low Fat/Cholesterol Free" and "Only 400 Calories." One thing that is new is Continental Baking's discovery of the magic words "cholesterol free." We admire their attempt to jump on the health bandwagon by substantially lowering their fat content, but check out the 16 lines of ingredients which are still included in these temptations.

6. **Crisco.** Consumers, look out. If they can get away with this one, they could get away with anything. This well-known product now bears the label "cholesterol free." We're talking about good old-fashioned vegetable shortening which, of course, since it does not contain animal fat does not contain dietary cholesterol. But that doesn't mean that the shortening has no effect on the body's cholesterol level. Cheap shot, we say.

7. **Sunshine's Hydrox Cookies.** Guess what new label this product proudly bears? You guessed it, they're "cholesterol free." But just what is that thick white stuff in the middle of the cookies anyway? Companies such as this one are taking advantage of the fact that most consumers have little idea of the difference between dietary cholesterol and foods which have no dietary cholesterol, but whose fat content impact blood cholesterol levels. Worse yet, their ads say, "Have one or have them all, it has no cholesterol," and "The way to a healthy heart for your children." We've had it up to here with companies that try to pull one over on the consumer, particularly in these health-conscious times.

8. **American Heart Association's Heart Guide Program.** This program, which allows products to bear the Heart Guide logo if they meet the AHA's criteria for sodium, fat and cholesterol content, has been embroiled in a lot of controversy. Critics feel that it offers too simplistic a view of nutrition. Our beef is with the

burden it places on the industry; participating companies have been asked to pay a non-refundable administration fee of \$400,000 per brand and educational fees of \$5,000 to \$1 million. Why penalize those companies which care enough to have more nutritionally sound products and, ultimately, consumers who may be forced to shoulder some of those costs?

9. **Fruit-Flavored Pasta.** Didn't anyone tell the people making this product that Yuppies are no longer in fashion, even with those who possess the necessary demographic requirements? Who else would buy such a frivolous product? We love pasta as much as the next guy, but when you start mixing in blueberries, strawberries or even chocolate flavors, you've botched up a good thing. And the idea of adding staples such as tomato sauce to strawberry-flavored pasta is less than appealing.

10. **Frosty Paws.** We think this product would be a good contender for a spot on The David Letterman Show in the "Stupid Pet-Foods" segment. Golden Valley Dairy is selling a non-dairy ice cream for dogs which can be found in the ice cream section of supermarkets, right next to the people food. The only problem is that this isn't ice cream at all, but a cold concoction made of soy flour, dry whey and crude fat. Even if dogs behave in an exemplary fashion and even if they like the stuff, we're not sold on the idea that this is what owners should give as their "just desserts."

Letters

continued from page 2

1. Have the demonstration at the optimum location in each store.

2. Put the product on sale.

3. Have the store manager check on the demonstrator to make sure he/she has everything they need to be successful.

4. Have sufficient inventory for 2-10X normal velocity.

5. Put an enthusiastic, trained demonstrator on the floor.

6. Analyze the "Daily Demo Reports" to look for ways to improve the next promotion.

Good luck with your efforts.

Sincerely,
Jack Ponstine
Vice President Operations
United Deliver Systems

Dear Mr. Sarafa:

We as a group of demonstrating companies are responding to the article in the February issue of the Association Food Dealers Food and Beverage Report evaluating the status of Point of Sale Demonstrators.

The writer lays claims to Point of Sale turning the demonstrating industry around and making it again respectable.

We other demonstrating agencies that work together for the betterment of this industry feel we have already earned our respectability through the many years of experience in this field. We recruit our people ethically and not from the ranks of existing agencies. We pay dearly to train our demonstrators and are proud of their ability to promote. Our standards are indeed high. We do not make false promises nor do we make questionable claims.

We as a group object to the adverse portrayal of us printed in the DAGMR column.

Yours truly,
Intro Marketing
J.R. Marketing & Promotions
Retail Demonstrators



Be healthy,



wealthy



and wise.

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AFD's Trade Dinner a roaring success



Costumes from the '20s helped set the festive mood.

AFD's 74th Annual Trade Dinner, held on February 9 at Laurel Manor in Livonia, was enjoyed by more than 700 guests making it the largest turn-out ever. Good food, exciting entertainment, and camaraderie contributed to an unforgettable event.



Trade Dinner Committee Chairman Ron Paradoski from Coca-Cola Co.



The emcee was Don Gundie, Pfeister Company.



Laurel Manor was the perfect setting for fun.



AFD's new board was sworn in and Sam Yono passed the chairman's gavel to Amir Al-Naimi.



Beautiful centerpieces adorned each table.



Products donated by the sponsors including Adolph Coors Co., 7-UP of Detroit, Inc., and The Paddington Corporation, were enjoyed. Prince Macaroni and Foodland Distributors also contributed to the event.



Caricaturists captured smiles.



The Tailgaters Band (above) and The Larados provided musical entertainment.



Joseph Sarafa, executive director of AFD, Don Gundie, emcee, and Richard Romanelli select the winning door prize ticket stubs.



The AFD Door Prize winners Teresa Hoy (left), Clea LeGamel, Shirley Brown, and Jeanne Dutcher. The PAC Raffle, headed by Jim Bellanca, also caused excitement.

Liquor License Violations

1. Licensee:
FREDERICK ROUMAYAH
d/b/a Ebony's Market SSD SDM
13045 Charlevoix
Detroit, MI 48215
Charge: Selling alcoholic liquor
before noon on Sunday.
Hearing Held: November 14, 1989
— Lincoln Park
Comm. Order: \$200 fine due
1/15/90.

2. Licensee:
THOMAS & NITA CANNON
d/b/a McDonnell DrugsSDM SDD
16634-16636 Harper
Detroit, MI 48224
Charge: Allow a person, one
Sonya Cannon, who had not then
attained the age of 18 years, to
sell, serve, furnish or give away
alcoholic liquor.
Hearing Held: November 14, 1989
— Lincoln Park
Comm. Order: \$100 fine due
1/15/90.

3. Licensee:
NABEEL M. MASHNI
a/k/a NABIL M. MASHNI SDM
d/b/a Crestwood Party Store
25854 Ford Road
Dearborn Heights, MI 48127
Charge: Selling to person under 21
years of age.
Hearing Held: November 13, 1989
— Lincoln Park
Comm. Order: \$750 fine due
1/15/90.

4. Licensee:
MIKHAIL BAHOURA
d/b/a Mound Party Store SDM
21271 Mound Road
Warren, MI 48091
Charge: (1) Sell or transfer in-
terest in license without MLCC
consent.
(2) Allow a person whose name
does not appear on the license to
derive use or benefit from the
license.
Hearing Held:
ACKNOWLEDGED
Comm. Order: \$300 fine and seven
days suspension on each count,
due 1/15/90 and effective
1/18/90.

5. Licensee:
CHECKER DRUG OF DEAR-
BORN HEIGHTS, INC.
d/b/a Checker Drug SDD SDM
8641 N. Telegraph Road
Dearborn Heights, MI 48127
Charge: Selling to person under 21
years of age.
Hearing Held:
ACKNOWLEDGED
Comm. Order: \$200 fine due
1/15/90

6. Licensee:
MICHAEL C. WARN
d/b/a Gourmet Galley IISDD SDM
4940 S. Division
Kentwood, MI 49508
Charge: Sell alcoholic liquor
before noon on Sunday.

Hearing Held:
ACKNOWLEDGED
Comm. Order: \$100 fine due
1/15/90.

7. Licensee:
BARRY MCMINN
d/b/a Barry's Beer & Deli Inc.
SDM
116 Catalpa Drive
Royal Oak, MI 48067
Charge: (1) Selling to person
under 21 years of age.
(2) Selling alcoholic liquor after
the legal hour.
Hearing Held:
ACKNOWLEDGED
Comm. Order: (1) \$400 fine due
1/15/90; and (2) \$150 fine due
1/15/90.

8. Licensee:
JOHN C. CAWTHRA
d/b/a The Store SDM SDD
1947 South Shore Drive
Holland, MI 49423
Charge: (1 & 2) Selling to person
under 21 years of age.
Hearing Held:
ACKNOWLEDGED
Comm. Order: \$300 fine full penal-
ty of which half is waived, due
1/15/90.

9. Licensee:
ODEH S. BATAYEH
d/b/a Uncle Tony's Market SDM
1253 Green
Detroit, MI 48209
Charge: Selling to person under 21
years of age.
Hearing Held:
ACKNOWLEDGED
Comm. Order: \$200 fine due
1/15/90.

10. Licensee:
A AND Y CORPORATION
d/b/a Sunkist Market #2 SDM
18685 W. Eight Mile Road
Detroit, MI 48219
Charge: (1) Sell, furnish or give
away alcoholic liquor to a per-
son, one Scott Michael Helmer,
who had not then attained the
age of 21 years.
(2) Sell, furnish or give away
alcoholic liquor to a person, one
Kevin Garrett Adelson, who had
not then attained the age of 21
years.
(3) Allow a person, one Wasan
Rita Jarbo, who had not then at-
tained the age of 18 years, to sell,
serve, furnish or give away
alcoholic liquor.
(4) 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: November 20, 1989
— Lincoln Park
Comm. Order: (1) \$200 fine due
1/22/90.
(2) Merged with #1.
(3) \$100 fine due 1/22/90.
(4) Dismissed.

11. Licensee:
FLEETWOOD MANAGEMENT,
INC. "C"
10631-10635 Whittier
Detroit, MI 48224
Charge: Allow employee under 18
years of age to sell alcoholic
liquor.
Hearing Held:
ACKNOWLEDGED
Comm. Order: Suspended as of
1/2/90 with said suspension be-
ing waived if Catherine Colleen
Hoebke is not employed in any
capacity in this licensed
establishment until she is 18
years of age.

12. Licensee:
R & A, INC.
d/b/a Vino Village Party Store
SDM
4036 Fort Street
Lincoln Park, MI 48146
Charge: Selling to person under 21
years of age.
Hearing Held: November 14, 1989
— Lincoln Park
Comm. Order: \$300 fine due
1/22/90.

13. Licensee:
MOHSIN EL-GARBI
d/b/a Maso's Party Store SDM
14432 Northline
Southgate, MI 48195
Charge: Sell, furnish or give away
alcoholic liquor to a person, one
Thomas DeLand Mecure, who
had not then attained the age of
21 years of age.
Hearing Held:
ACKNOWLEDGED
Comm. Order: \$200 fine due
1/22/90.

14. Licensee:
TAHSIN F. PUTRIS
FARID P.G. YONO
d/b/a Trenton Easy Pick Mini
Market SDM
22764 West
Trenton, MI 48183
Charge: Selling to person under 21
years of age.
Hearing Held: November 13, 1989
— Lincoln Park
Comm. Order: \$200 fine waived.

15. Licensee:
MEADOWDALE FOODS, INC.
d/b/a Great Scott Super Market
SDM
45501 Schoenherr
Utica, MI 48087
Charge: Selling to persons under
21 years of age.
Hearing Held:
ACKNOWLEDGED
Comm. Order: \$300 fine due
1/22/90.

16. Licensee:
MATHEW A PREISZ
d/b/a Ebb Tide SDM RESORT C
35100 Twenty Three Mile Road
New Baltimore, MI 48047
Charge: (1) Permit his premises
to be occupied by persons other

than himself or his working bona
fide employees, to wit: Sharon
Marie Holt, between the hours of
2:30 a.m. and 7:00 a.m.
(2) Allow an inside connection be-
tween the licensed premises and
an unlicensed portion of the
same building or another
building without prior written
approval of the Commission.
Hearing Held: November 7, 1989
— Port Huron
Comm. Order: (1) Dismissed.
(2) \$100 fine due 1/22/90; and
Suspended as of February 2,
1990 unless in compliance to
Commissioner's satisfaction.

17. Licensee:
BLUE LIGHT ENTERPRISES,
INC.
d/b/a Blue Light Party StoresDD
SDM
8840-8844 Mack
Detroit, MI 48214
Charge: Allow narcotic parapher-
nalia, to wit: glass pipes and/or
a metric scale and/or boxes of
coin envelopes, wire screen
filters and/or cello bags and/or
cutting agents, to be stored
and/or sold on the licensed
premises, contrary to Rule R
436.1011(5) (3), as promulgated
in the Michigan Administrative
Code.
Hearing Held: December 12, 1989
— Lincoln Park
Comm. Order: 60 days suspension
effective 12/26/89.

18. Licensee:
GRAND SQUARE LIQUOR
SHOPPED, INC.
d/b/a Grand Square Liquor
Shopee SDM SDD
38441 Grand River
Charge: Selling to person under 21
years of age.
Hearing Held:
ACKNOWLEDGED
Comm. Order: \$400 fine due
12/14/89.

19. Licensee:
ROBERTSON'S MARKET, INC.
d/b/a Robertson's Market SDM
SDD
2329 S. Venoy
Westland, MI 48185
Charge: Selling to person under 21
years of age.
Hearing Held: October 31, 1989 —
Lincoln Park
Comm. Order: \$100 fine due
12/11/89 and 7-day suspension ef-
fective 12/15/89.

20. Licensee:
FRANK T. SAROKI
d/b/a Saroki's Market SDM SDD
2055 Wixom Road, Route 3
Wixom, MI 48096
Charge: Selling to person under 21
years of age.
Hearing Held: October 4, 1989 —
Pontiac
Comm. Order: \$300 fine due
12/14/89.

PEOPLE

Brothers killed in robbery

Two AFD members were shot and killed in a January store robbery on Detroit's west side.

Joe Thweni, 33, of Oak Park, and his brother Frank Thweni, 40, of Southfield, were gunned down in the Foodliner Supermarket at 11334 Rosa Parks Blvd. on the morning of January 29. Police said the gunman, who demanded money from the cashier, wore a ski mask and dark clothing. After the gunman took the money, he demanded more from Joe Thweni. When Thweni said he had none, the gunman forced him toward a meat counter at the back of the store, asking for Frank Thweni. The gunman then shot both brothers, dropped the gun and fled.

Both men had operated the store, owned by relative Roupail Thweni, for five years.



Raymond Amyot

Amyot joins AFD

Raymond Amyot, former Detroit Free Press senior account executive, has joined the staff of the Associated Food Dealers of Michigan (AFD), announced Joseph Sarafa, AFD executive director.

Amyot, who has more than 30 years of food-related industry experience, is the association's (north central Michigan) membership service director.

Amyot is a former board member of DAGMR. He is a current member of the Adcraft Club and has been closely associated with the Detroit Food

Brokers' Association, Michigan Food Dealers, and the national Food Marketing Institute.

AFD board member appointed CEO

AFD board member Gerald C. Inman has been appointed chief executive officer of Paul Inman Associates, Inc., a brokerage company. Inman is currently chairman of the company's executive committee and vice chairman of its board of directors.



Richard Hackendahl

AFD staff member makes a move

After three years at AFD, Richard Hackendahl is leaving the association in March to take a position in Pennsylvania.

"I'm leaving with mixed emotions," said Hackendahl. "It's been a great three years and I know that AFD will continue to grow and expand under Joe Sarafa's leadership."

Hackendahl, who is currently responsible for a variety of duties at AFD, including general marketing, will exchange his job to wear two hats in southwestern Pennsylvania. He'll be

working as executive vice-president of the Greater Union Town Area Chamber of Commerce to reorganize the county-wide chamber and will also work as executive vice-president of the Greater Union Town Industrial Fund managing the development of four industrial parks.

AFD expands staff

Heather Heinrichs recently joined the AFD staff as a receptionist. She graduated from Michigan State University with a B.A. in theater arts. Most recently, Heinrichs worked for Hamilton, Miller, Hudson & Fayne Travel Agency. She was married in August 1989 and lives in West Bloomfield.



Heather Heinrichs

Romanelli named V.P.

Richard Romanelli has been named division vice president for Seven-Up of Detroit, Inc., a subsidiary of Brooks Beverage Management, Inc. in Holland, Michigan. He'll oversee sales, profits and investment returns for the soft drink distribution center of Seven-Up of Detroit, Inc.

Romanelli began his career in the soft drink industry as a route salesman, working his way up to an eventual promotion as general sales manager for General Cinema Beverages, Inc. He served in that position from April 1973 to May 1976.

His next step was to vice president and general manager for General Cinema in Youngstown, Ohio. He worked there through November 1981, when he accepted a position as vice president and general manager for General Cinema in Washington, D.C. He held that position through February 1987.

Romanelli's most recent position was vice president and general manager of Johnston Coca-Cola in Cincinnati, Ohio. He managed manufacturing and distribution operations in southwestern Ohio and northern Kentucky.

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NEW PRODUCTS

Miller introduces non-alcoholic beer

The Miller Brewing Company has introduced Miller Sharp, a non-alcoholic brew, to markets nationwide in mid-December.

David Krishock, new products category director for Miller, said that the company has developed a brewing process, coined Ever-Cool, which allows the beverage to retain the taste of beer.

"To produce a non-alcoholic product, most brewers use a normal brewing cycle and then remove the alcohol, along with the real beer taste," Krishock said. "The Ever-Cool process enables us to brew at lower temperatures, which minimizes alcohol production, but allows for the full development of beer flavor and taste."

Krishock said the company has applied for a U.S. patent covering both the brew and the process by which it's made.

Miller Sharp has 74 calories per 12-ounce serving and is available in 12-ounce non-returnable bottles, 12-ounce cans and kegs. Federal regulations stipulate that non-alcoholic beers contain less than .5% of alcohol by volume.

Miller is a wholly-owned subsidiary of Philip Morris Companies, Inc.

Hillshire Farms & Kahn's offer healthy alternative

Hillshire Farm & Kahn's, a division of Sara Lee Corporation, recently introduced several new products it claims are lower in fat, calories and sodium.

The products include two new sausages, Lite Smoked Sausage and Lite Polska Kielbasa, which are 25 percent leaner and 22 percent lower in calories than traditional sausage, according to the company. Both are made from pork, turkey and beef.

Other products include Deli Select thin-sliced lunch meats (up to 98 percent fat-free); low salt Country Smoked Bacon (contains 35 percent less sodium and no sugar added); Deli-Fresh Lite Lunch meats (85-96 percent fat-free products including bologna and salami); and Lean and Family Classic Hams (96 percent fat-free).

Hillshire Farm & Kahn's is the largest meat division of Sara Lee Corporation, with manufacturing facilities located in Wisconsin, Ohio and Kentucky.

Dips find their niche

Going from bank employee to "Dip Lady" is not the usual route to success for a small-business woman. Yet that's exactly the path Shirley Kautman-Jones took in establishing her business, Country Home Creations.

Kautman-Jones left her bank job to convert an old dentist's office in Goodrich, Michigan into a storefront for her new dip and potpourri business.

Known as the "Dip Lady" in her area, Kautman-Jones traveled to arts and crafts shows to offer free samples because business was slow at first.

However, within three years, her business began to grow. Mail orders mushroomed, and wholesale accounts to gift and gourmet stores grew so much that Kautman-Jones had to close her store at regular intervals to replenish stock.

Her culinary wares range from Country Dilly Dip Mix to Country Mulling Brew Mix. Country Home Creations pro-

ducts start at \$2, with gift baskets starting at \$8. For more information, call (313) 636-7348 or (313) 636-7345.

Cassette duplication service available

American Sound & Video Corporation, formed more than two decades ago, created music history with its duplication of the first music cassette tape in the United States. Since that time it has grown into the largest and oldest music audio cassette duplicator in the country.

The company's powerful production capabilities enables quality reproduction from a master copy of more than 100,000 audio cassettes and 25,000 video cassettes per day. Duplication services for educational, motivational and seminar cassettes are available.

For more information, contact the company's Michigan office in Warren at (313) 536-9100.

Lite products introduced by Eckrich

Swift-Eckrich, Inc., is currently marketing a line of Lite products that will interest health-conscious consumers. Their new line of processed meats, which the company expanded into all markets last November, is between 96 percent and 98 percent fat-free.

Lite products, according to Swift-Eckrich, are specially formulated with only select cuts of pork, beef and turkey to produce meats with 25 percent less fat.

The products are comparable to the size and price of regular Eckrich products. The new Lite line is also 99 percent cholesterol-free.

Swift-Eckrich sold nine of the 13 products in special test markets during April 1989. Because of the success of the products, Swift-Eckrich added four more products to the line in November, and then expanded into all markets.

Coupon promo set for March

Diet RC Cola has packed 10 million coupons into Stouffer's Lean Cuisine products in a tie-in promotion that runs through March. The 50-cent coupon is aimed at the upscale diet-conscious frozen entree buyer. Diet RC Cola is expecting to move a million units of its soft drink as a result of the promotion.

Lean Cuisine products are top sellers in the low-calorie frozen dinner category, purchased by consumers in the 25 to 54 year-old age range with an annual household income above \$40,000. More than half of the buyers are women.

Breeding for leaner beef

American Meats Marketing & Seminars plans to set up seminars to educate retailers about beef bred with Belgium Blue cattle. According to Jack Seman, American Meat, crossbreeding with the Belgium Blue results in meat with three to four percent fat and little marbling. "It is tender with a good

flavor," said Seman. "People want leaner meat with lower cholesterol."

Seman has been researching the possibility of using the Belgium Blue for breeding on a large scale in Michigan. "It would be a shot in the arm for the industry and be good for the consumer," he said.

Merger continued from page 1

The Package Liquor Dealers Association represents more than 700 members statewide, consisting of full-service retailers who also hold SDD (Specially Designated Distributor) liquor licenses for off-premise consumption of alcohol. The association was formed in 1965. When the acquisition is complete, PLDA Executive Director John Dagenais will serve as a consultant to the Associated Food Dealers on issues impacting the retail liquor industry.

"Package Liquor Dealers Association saw a vital need to merge with a group not only strong in the general food industry — but also strongly concerned with the many licensees selling beer, wine and liquor for takeout, as well as lottery agents. That's why this merger will give strength to the package liquor stores and give us one solid voice in Lansing," said Dagenais.

"I've always said the bigger the club, the bigger the bang," concurred Tom Croff, president of the PLDA. "I think this merger with AFD, on an overall basis, will make our industry much stronger."

New Pepsi facility under construction

Construction for a new Pepsi-Cola Company bottling facility in Detroit, first announced last August, is in the planning stages. The plant will be the largest production facility in Pepsi's Central region, according to the company.

Pepsi-Cola Central announced plans last summer to invest \$33 million in the facility's construction. The company signed a letter of agreement to purchase

an undeveloped 38-acre parcel of land in Forest Park, two miles north of downtown Detroit. The 316,000 square-foot plant, planned to open this fall, is expected to draw more than 300 employees from the Pepsi facility on Exeter Avenue in Detroit and facilities in Dearborn and Warren.

The plant will use three production

lines with a 1,600-can and 400-bottle per minute capacity to produce a full line of Pepsi products, including Pepsi, Slice and Mountain Dew.

Pepsi-Cola Central, which covers 11 midwestern states, has its headquarters in Itasca, Illinois. It is one of four geographic divisions of the Pepsi-Cola Company.



NEWS AND VIEWS

Produce misting system linked to disease

In a recent letter to its members, the Food Marketing Institute (FMI) outlined information and guidelines from the Food and Drug Administration on a misting system implicated in an outbreak of Legionnaires' disease in Louisiana last fall.

FMI offers the following information to retailers:

- The Legionnaire's disease outbreak in Louisiana is still viewed as an isolated case. No similar cases involving misting systems have been reported anywhere else in the United States.

- The outbreak was connected to a very specific type of produce mister — an automatic, continuous reservoir model equipped with an ultrasonic nebulizer that generates a fine aerosol mist.

- The Legionnaires' bacteria (*Legionella pneumophila*) is not food-borne and cannot be transmitted by eating produce. Legionnaires' disease is a respiratory illness caused by inhaling small water droplets containing the bacteria.

- The bacteria cannot be transmitted from person to person.

- Before reactivating misting systems, notify local health officials that you are doing so in accordance with FDA guidelines.

- Inform consumers through signs, pamphlets, etc., that the misting systems are operating in compliance with state and federal guidelines.

For more information, call FMI during business hours at (202) 452-8444 or its crisis hotline after hours at (301) 650-7852. For technical guidance, contact FMI Vice President of Scientific and Technical Services John Farquhar.

New lottery rules proposed

Chain store companies may be considered separately from other contractors for online lottery terminals in each outlet under new rules proposed by the Michigan Bureau of State Lottery.

Currently chains and small businesses compete directly for lottery terminal contracts with the state. A small business economic impact statement developed by the Department of Management and Budget stated that the proposed rules will decrease the competition by allowing chain stores to contract for terminals separately, without reducing the number of terminals allocated to other businesses.

The proposed rules stipulate that terminals would be placed in every store only if the chain meets certain eligibility criteria. For example, a chain must have 25 or more Michigan outlets doing business in the state for at least three years and must also be willing to promote lottery products while maintaining a specified level of lottery sales.

A public hearing on the proposed rules, which would take effect 15 days after being filed with the Secretary of State, will be conducted by the Bureau of State Lottery to obtain public comment.

The hearing will be held on Thursday,

April 5 at the bureau's offices located at 101 E. Hillsdale Street in Lansing. Copies of the proposed rules may be obtained by writing to the commissioner of the Bureau of State Lottery at that address.

Lottery game introduced

The Bureau of State Lottery is announcing a new Lottery game, Keno! It offers a top cash prize of \$250,000. Sales for Keno! will begin April 7 and the first drawing will be held April 9.

The Keno! game is among the largest on-line cash payouts of the 32 states and the District of Columbia now operating lotteries.

To play Keno!, players will select 10 numbers from a field of 80. The Lottery will randomly draw 22 numbers from which players will need to match 10, 9, 8, 7, 6, or zero numbers to win. Keno! drawings are held four times each week with drawing results announced each Monday, Tuesday, Thursday, and Friday at 7:29 p.m. A ticket will cost \$1 per wager and include an "easy pick" option. Multi-draw wagers up to 20 consecutive draws (over five weeks) will also be available.

Players who want a large cash prize with a better chance of winning than the Lotto Jackpot will find this an attractive option.

Retailers will earn a six percent commission on all tickets sold. The Lottery will provide point-of-sale materials as well as radio and television advertising to inform the public of this game.

Overall odds of winning a Keno! prize are 1:18.36.

WIC vendor letter clarified

AFD, by working with the Department of Public Health and specifically with WIC, has encouraged them to clarify a letter recently sent to WIC vendors concerning peer group average prices for approved food items.

To reiterate, retailers must report actual shelf prices on the price list portion of the WIC Vendor Application. The prices listed on the application will be compared to the peer group average prices. Vendors with lower prices will have a competitive advantage in the selection process.

Future peer groups average prices will be based upon quarterly submission of subsequent Vendor Price Reports (VPR). The next VPR will be due April 5, 1990. VPR averages will be determined by peer group and used to monitor vendor prices on an ongoing basis. Documentation that a vendor has deliberately misrepresented prices on the WIC application in order to gain a competitive advantage in the selection process or on subsequent Vendor Price Reports may result in termination from the program.

AFD representatives working on the WIC Advisory Committee are Joseph Sarafa, Frank Arcori, Sam Dallo, and Carl Loewe.



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NEWS AND VIEWS

Minimum wage to increase in April

Legislation to gradually increase the minimum wage during the next year and a half will take effect April 1. The legislation was passed overwhelmingly by Congress and signed into law by President Bush early last November.

The new law, which amends the 1938 Fair Labor Standards Act (FLSA), increases the federal minimum wage from \$3.35 per hour to \$4.25 in two 45-cent jumps over the next 17 months. The minimum wage will jump to \$3.80 on April 1 this year and to \$4.25 on April 1, 1991.

Under the new law, grocers, convenience store operators and other employers can pay a \$3.35 per hour training wage for a 90-day period to employees not more than 19 years old. A mandated increase in that training wage will lift it to \$3.61 per hour on April 1, 1991.

Certain restrictions have also been established on the use of training wages for newly-hired employees. For example, employers cannot pay the training rate to more than 25 percent of their work force. Employers are also barred from terminating, laying off or reducing the hours of regular employees to hire workers at a training rate. If an employer meets annual Department of Labor certification and training criteria for providing on-the-job training posts, an employee's training wage may be extended an additional 90 days.

Michigan is considering similar legislation that would increase the state's minimum wage to \$5 an hour by April 1, 1993. If enacted, House Bill 4294 would increase Michigan's minimum wage to \$3.80 on April 1 this year, \$4.25 on April 1, 1991, \$4.65 on April 1, 1992 and \$5 on April 1, 1993.

NACS/AFD supported congressional legislation

AFD supports the National Association of Convenience Stores' positions on the following legislation pending in Congress:

Occupational Tax on Alcohol — Two bills intended to provide relief from the \$250 annual tax on alcohol retailers are H.R. 2285 and H.R. 3556. H.R. 2285 would impose a three-year statute of limitations for collecting the occupational tax retroactive to 1985. H.R. 3556 would reduce the tax on retailers to \$165 with a statute of limitations retroactive to 1987 for collecting back taxes, interest and penalties.

The NACS favors restructuring the occupational tax on alcohol to create more equitable tax rates for retailers.

Solid Waste Disposal — Bills have been introduced in both the Senate and the House. S 201 would require all consumer products to be categorized according to recyclability or degradability and would ban non-degradable food and beverage containers of products intended for immediate consumption.

NACS supports a comprehensive approach to the solid waste issue and recycling.

Excise Taxes on Alcohol, Gas and Tobacco — NACS opposes increases in regressive federal excise taxes as a way to reduce the federal budget deficit. These taxes are regressive because they place an unfair burden on low-income workers who can least afford them. H.R. 41 was introduced to prohibit gasoline excise taxes from being used for any purpose other than transportation infrastructure improvements.

Mandated Health Benefits — Legislation that would require employers to provide a minimum package of basic health case benefits was introduced in the Senate in the form of S 768. No action on this issue has been taken in the House. NACS opposes federally-mandated employee health benefits.

Degradable products challenged

Efforts to promote degradable plastic products could cause more environmental problems than they are meant to solve. Environmentalists, researchers and some major plastic producers say the ingredients added to make a plastic product break down can make it less fit for recycling programs (because it can't be used again) and could release toxic chemicals. Many degradable products have little value because disintegration takes place slowly in the oxygen-starved, dry environment of modern landfills. Also, such products may divert people from participating in fledgling plastic-recycling efforts and may discourage recycling technologies.

The Federal Trade Commission (FTC) and several state attorneys general are investigating claims by some plastic manufacturers that their products are degradable and therefore better for the environment. Advertisements saying the products are degradable, as well as research data supporting the claim, are being reviewed. Minnesota Attorney General Hubert Humphrey III is leading a seven-state task force investigating marketers who claim their products are environmentally friendly. Humphrey said standards are needed and defining such terms as recyclable and biodegradable might be an important first step.

Health claims issue in the news

A recent article in the Detroit Free Press, reprinted here, discussed tougher rules for companies who make health claims on their food products.

WASHINGTON — The government Friday, February 9, announced plans to toughen rules on the health claims that food marketers can make about their products.

The new proposal would allow companies to make health claims only if they fall within a narrow range of messages on relationships between diet and health benefits. Recent nutritional studies by the U.S. surgeon general and the National Academy of Sciences would be used as the yardstick.

The FDA plans to consider claims concerning six areas: fat and heart disease, salt and high blood pressure, fats and cancer, fiber and cancer and calcium and osteoporosis or "brittle bone" disease.

Nearly 40 percent of new food products introduced in the first half of 1989 bore health claims and one third of the \$3.6 billion spent on food advertising currently feature health-related messages, the food industry estimates.

Liquor liability update

With the enactment of Public Act 214 of 1989, effective January 1, 1990, purchasing groups operating under the federal risk retention act in Michigan are limited to using authorized insurers, eligible unauthorized insurers (approved surplus lines insurers), or risk retention groups in providing liability coverage to their members. The major impact of this legislation for the Liquor Control Commission has been that marketing of liquor liability insurance by the Assurance Purchases Cooperative purchasing group has been halted until either its insurer, Bel-Aire Insurance Company, is approved as an eligible unauthorized insurer or until the purchasing group finds a new insurer which is so qualified.

The Department of Licensing and Regulation as of February 1 has recommended to the Liquor Control Commission that new proofs of insurance showing Bel-Aire as the liability insurance carrier not be accepted.

North Pointe Insurance is the best alternative. Available through AFD, North Pointe Insurance is the largest underwriter of liquor liability in the state. For information, call (313) 557-9600 or 1-800-66-66-AFD.

Nutrition Quiz

As consumer interest in nutrition grows, more manufacturers are advertising the nutritional value of their products. Some of the terms may be confusing to consumers, such as natural, light and low calorie. The government now regulates the use of many nutrition terms.

Test your knowledge about food advertising and labeling with the following quiz. How much do you know?

(1) Food labeled low calorie does not contain more than 40 calorie per serving. T F

(2) Food labeled or advertised as 100 percent natural does not contain any additives or preservatives. T F

(3) Foods that are low cholesterol are also low in saturated fats. T F

(4) Food labeled reduced calorie do not contain more than 100 calories per serving. T F

(5) Food advertised as having food energy contain special ingredients that provide more energy than other foods. T F

Answers

(1) True. According to the Food and Drug Administration (FDA), low calorie foods cannot contain more than 40 calories per serving.

(2) False. While many foods advertised or labeled as natural do not contain additives or preservatives, there is no prescribed definition of the term regulating its use. You can check a claim of natural by reading the label of the product's ingredients.

(3) False. Not all foods that are low in cholesterol are low in saturated fats. For instance, foods that contain little or no cholesterol, such as margarine and peanut butter, are not necessarily low in saturated fats.

(4) True. According to the FDA, foods labeled reduced calorie are not limited in calories per serving. However, reduced calorie foods must be at least one-third lower in calorie content than a similar food in which calories are not advertised as reduced. For instance, if regular cheesecake contains 600 calories, reduced calorie cheesecake may contain no more than 400 calories per serving.

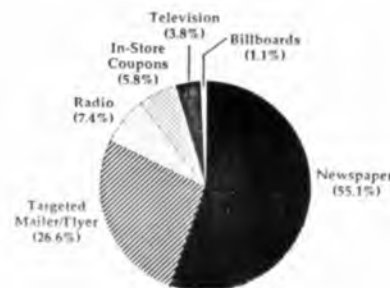
(5) False. Energy is not provided by vitamins, minerals or any special ingredients. Energy is only provided by calories. Therefore, claims of high food energy only mean that the food is high in calories.

Food stamp program requests updated application

The United States Department of Agriculture Food and Nutrition Service is sending a letter to randomly selected stores participating in the Food Stamp Program requesting updated information. Eventually all authorized stores will be required to update their authorization.

If you receive this request, you must return the application within 10 days. Failure to update your application will result in the withdrawal of your Food Stamp Program authorization.

How Independents Divide Their Advertising Dollar



Source: The Food Marketing Industry Speaks, 1988

Violations, continued from page 16

21. Licensee:
BORMAN'S INC.
d/b/a Farmer Jack's SDM
3010 Union Lake Road
Union Lake, MI 48085
Charge: Selling to person under 21 years of age.
Hearing Held: October 4, 1989 — Pontiac
Comm. Order: \$300 fine due 12/14/89.

22. Licensee:
MAC KINNON, RODNEY DEAN
d/b/a Rodney's "C" SDM
6808 S. US-23
Spruce, MI 48762
Charge: (1) Sell or transfer his licenses or an interest in the licenses to Rodney's, Inc. and/or Edwood D. MacKinnon and/or Joann MacKinnon without the prior approval of the MLCC, on or about April 1, 1985.
(2, 3, 4, 5, & 6) Obtain licenses in his name for the use and benefit of another person, one Rodney's, Inc. and/or Edwood D. MacKinnon and/or Joann MacKinnon, whose names do not appear on the licenses, on or about April 17, 1985; April 9, 1986; April 16, 1987; April, 1988 and April, 1989.
Hearing Held:
ACKNOWLEDGED
Comm. Order: Licensee is now in compliance, previous suspension is therefore waived

23. Licensee:
NORMAN L. BODELL
d/b/a Dansville GrocerySDM SDD
1370 Mason
Box 176
Dansville, MI 48819
Charge: (1) Sell or transfer his license or an interest in the

licenses to Chester Thomas Hoefts, without the prior approval of the MLCC, on or about October 7, 1988.
(2) Obtain licenses in his name for the use and benefit of another person, one Chester Thomas Hoefts, whose name does not appear on the license, on or about April 4, 1989.
Hearing Held:

ACKNOWLEDGED
Comm. Order: (1 & 2) \$300 fine due 1/18/90 on each count and 7-day suspension on each count effective 1/18/90.

24. Licensee:
MOTHER HUBBARD, INC.
d/b/a Mother Hubbard SDM
3800 Lake Michigan Dr., N.W.
Walker, Michigan 49504
Charge: Sell, furnish or give away alcoholic liquor to a person, one Kathryn Marie Mask, who had not then attained the age of 21 years.
Hearing Held: November 27, 1989 — Grand Rapids
Comm. Order: \$200 fine due 1/15/90.

25. Licensee:
MOTHER HUBBARD, INC.
801 Robbins Road SDM
Grand Haven, MI 49504
Charge: Sell, furnish or give away alcoholic liquor to a person, one Terry Lee Hinds, who had not then attained the age of 21 years.
Hearing Held: November 27, 1989 — Grand Rapids
Comm. Order: \$500 fine due 1/15/90

26. Licensee:
MOTHER HUBBARD, INC.
2871 East Paris Avenue, S.E. SDM
SDD

Kentwood, MI 49508
Charge: Sell, furnish or give away alcoholic liquor to a person, one Paul Gillispie, who had not then attained the age of 21 years.
Hearing Held: November 27, 1989 — Grand Rapids
Comm. Order: \$200 fine due 1/15/90.

27. Licensee:
MILAD IBRAHIM
JAWICH KISSRA
d/b/a Oliver Market SDM
1548 S.E. Kalamazoo
Grand Rapids, Michigan 49507
Charge: (1) Sell, furnish or give away alcoholic liquor to a person, one Aneka Schott, who had not then attained the age of 21 years.
(2) Fail to keep their 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:
ACKNOWLEDGED
Comm. Order: (1) \$300 fine due 1/15/90.
(2) Dismissed.

28. Licensee:
DIVERSIONS, INC.
d/b/a Alibi North SDM ***
910 Wright
Marquette, MI 49855
Charge: (1, 3, 5, 7 & 9) Selling to person under 21 years of age
(2, 4, 6 & 8) Allow person under 21 years of age
Hearing Held: October 17, 1989
Negaunee
Comm. Order: (1, 2, 3, 4, 5, 6 & 8) \$300 fine on each count, due 12/5/89.
(7 & 9) Dismissed.

COMING EVENTS

Please let AFD know if you plan to attend any of the following (313) 557-9600

March 4-7 National-American Wholesale Grocers' Association Annual Convention and Exposition, The Rivergate Center, New Orleans, Louisiana. For information, contact: NAWGA, 201 Park Washington Court, Falls Church, VA 22046; 1-800-356-4733.

March 19-20 - FMI, NAWGA and NACS 1990 Public Affairs Assembly, Capital Hilton Hotel, Washington, D.C. For information, contact: 1750 K Street, N.W., Suite 700, Washington D.C. 20006; 1-800-433-8200.

March 19-20 - Training for off-premise liquor licensees, City of Farmington Hills, Police Department. For information, contact (313) 557-9600

March 26-27 - The Food Marketing Program and Sigma Phi Omega's Food Marketing Conference, Western Michigan University, Kalamazoo. For information, contact: Tracy Ohi at (616) 375-8713.

April 1-4 - N.G.A. Entrepreneurial Institute seminar "Perpetuating The Family-Owned Business", Western Michigan University, Kalamazoo. For information, contact: Frank Gambino at (616) 387-7142.

April 17-18 - 1990 Governor's Conference on Agriculture, Clarion Hotel & Conference Center, Lansing. For information, call (517) 373-1104.

April 19 and 24 - TIPS (Training for Intervention Procedures by Sellers of Alcohol), sponsored by AFD, will take place in Farmington Hills, call (313) 557-9600 for information.

April 25 - National Liquor Stores Association, Inc.'s "The Challenge of American Chardonnay", Bally Hotel, Reno, Nevada. For information, call (313) 557-9600.

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If we can help you please don't hesitate to call the staff members at (313) 557-9600 or 1-800-66-66 AFD

FINANCIAL ADVISOR

By Carl Damien Gill



Carl Damien Gill, a registered representative with First of Michigan, has been in the securities industry since 1983. Gill specializes in retirement planning and professional money management for individuals as well as corporations. Call Gill to learn more about financial planning at (313) 358-3290.

Recently, a great deal of media attention has focused on Europe 1992, the historic plan for a united Europe.

Now, with western European countries joining forces in an unprecedented show of economic unity, Europe is undergoing a transformation to a faster-paced, more efficient economic climate. By the end of 1992, Europe will become one of the largest common markets in the world, due to economic deregulation and the elimination of internal trade barriers.

For European countries, these deregulatory measures are stimulating unprecedented competition and promoting corporate growth and higher profits. The key to benefiting from Europe's reform is to invest specifically in those companies positioned to gain from these new economic changes.

European economies are now growing at their fastest rate in twenty years. Germany, France, Spain, and Italy are all growing at four percent this year, and we believe they will grow by at least four percent next year. Additionally, many European countries are currently enjoying trade surpluses that create attractive investment opportunities.

Given this background, gross corporate earnings are very good. In Por-

tugal, corporate earnings are growing by over 50 percent per year, in Spain by over 25 percent and in Germany by about 20 percent. The stock markets are very cheap, roughly about eight to thirteen times earnings. Now that ownership of companies can transcend country borders, takeovers across Europe are increasing and managers for the first time are being influenced by a climate favorable to takeover activity. They are operating their companies more efficiently to increase their reported earnings, and thus reach a higher share price.

In anticipation of the tremendous opportunities presented by the dismantling of European trade and investment barriers in 1992, G.T. Global established the G.T. Europe Growth Fund, the first U.S. mutual fund investing specifically in European markets.

These markets have proven time and again that they represent tremendous investment potential. In eight of the past ten years, the European stock market has out-performed other international stock markets.

The G.T. Europe Growth Fund offers

our clients an easy and affordable way to directly participate in the unique and timely investment opportunities available in Europe. For the fiscal year ending September 30, 1989, the Fund achieved a 40 percent return.

For more information about Europe's changing economies and how to benefit from these changes, call G.T. Global at 1-800-838-4801 for a free 24-page report on Europe 1992. The report outlines a comprehensive analysis of the economic, industrial and governmental forces driving the European community.



NATIONAL
LIQUOR STORES
ASSOCIATION

1990
ANNUAL
CONVENTION

April 22-26, 1990

The 90s: Facing Up To Change



bally's
hotel

RENO

N·E·V·A·D·A

1990 NLSA Convention Registration Form

CONVENTION REGISTRATION FEES

Retailers and guests ONLY:
\$149 per person

All others (suppliers, exhibitors, etc.):
\$169 per person

The convention registration fee includes all activities during the four days and nights. Cancellations after March 19 are subject to a \$10 processing fee.

☐ Enclosed is \$_____ for the following registration(s).

NAME _____

NICKNAME _____

TITLE _____

SPOUSE / GUEST _____

SPOUSE / GUEST NICKNAME _____

BUSINESS NAME _____

ADDRESS _____

CITY/STATE / ZIP _____

TELEPHONE NUMBER () _____

NOTE: Please make convention registration checks payable to the NLSA Convention. Credit cards will not be accepted for convention registration fees.

Please mail entire form to: NLSA, 5101 River Road, Suite 108, Bethesda, MD 20816, (301) 656-1494.

HOTEL RESERVATIONS

All hotel reservations should be made directly with Bally's Hotel.

You may use the room reservation card provided by NLSA to make your reservation or you may contact the hotel directly at (702) 789-2000. If you phone in your room reservation, you must identify yourself as part of the NLSA convention to receive the special reduced room rates for all NLSA attendees.

Standard Room (Single or Double)
\$79

All inquiries concerning your room should be addressed to Bally's Hotel, not to the NLSA office.

The hotel will send you confirmation. Please check it carefully. Pay the hotel bill when checking out after the convention.

IMPORTANT:
PLEASE MAKE YOUR
HOTEL RESERVATIONS EARLY!!

Bally's Hotel can only guarantee rooms up until 30 days prior to the convention; therefore, be sure to make your reservations as soon as possible.

For NLSA office use only:

Registration type _____ Check # _____
Date Paid _____ Payment Code _____
Amount Paid _____ Source Code _____
Date entered _____

Legislative Update continued from page 1

person 21 years old or older as a misdemeanor. If passed, the bill would protect a retailer participating in an undercover operation from action by the Liquor Control Commission.

Senate Bill 630, which is tie-barred to Senate Bill 629, amends the Vehicle Code to allow for driver's license suspension and issuance of restricted licenses to minors who violate the Liquor Control Act by purchasing, consuming or possessing alcohol.

Both bills strengthen current penalties against minors by discouraging alcohol purchase attempts that may jeopardize retailers.

SUPPORT THESE AFD SUPPLIER MEMBERS

BAKERIES:

Archway Cookies (616)692-6211
 Awrey Bakeries, Inc. 522-1100
 C & C Distributors 283-8693
 Continental Baking Co. 868-5600
 Franchise Bakery 674-4671
 General Biscuit Brands 352-4343
 Hostess Cakes 868-5600
 Koepfing Bakeries, Inc. 967-2020
 S & M Biscuit Distributing 893-4747
 Stella D'Or Biscuits 893-4747
 Taystee Bakeries 476-0201
 Veri-Best Baking Company 398-4200
 Wonder Bread 963-2330

BANKS:

Madison National Bank 548-2900
 Michigan National Bank 489-9100

BEVERAGES:

Adolph Coors Company 540-0654
 Anheuser-Busch, Inc. 354-1860
 Bellini Quality Beverages, Inc. 946-6300
 Central Distributors of Beer 446-6250
 Coca-Cola Bottlers of Detroit 585-1248
 Everfresh Juice Company 755-9500
 Faygo Beverages, Inc. 925-1600
 G. Heileman Brewing Co. (414)796-2530
 General Wine & Liquor 353-5040
 Goebel Brewing Company 567-6667
 Harvey Ewald 527-1654
 Hiram Walker, Inc. 638-0375
 House of Seagram 282-1375
 Hubert Distributors, Inc. 858-2340
 John D. Langdon 835-6400
 Cooper/Wieffman Company 362-1801
 L. & L. Liquor Sales Company 446-2000
 Miller Brewing Company (414)259-9444
 Pacific Ocean Pop Company 591-2560
 Paddington Corp. 345-5250
 Pepsi-Cola Bottling Group 641-7888
 Powers Distributing, Inc. 682-2010
 R.M. Gilligan, Inc. 553-9440
 Royal Crown Cola (616)392-2468
 Serv-U-Matic Corporation 528-0694
 Seven-Up Bottling Company 937-3500
 Squirt-Pak (616)396-0591
 St. Julian Wine Co., Inc. (616)657-5568
 Stroh Brewery Company 446-2000
 Towne Club Beverages 756-4880
 Vernors, Inc. 833-8500
 Viviano Wine Importers, Inc. 883-1600
 Warner Vineyards (616)657-3165

BROKERS/REPRESENTATIVES:

Acme Food Brokerage 968-0300
 Ameri-Con, Inc. 790-0047
 Arlana Food Brokers 833-8686
 Bob Arnold & Associates 646-0578
 Charles Mascari & Associates 399-0950
 Chuck Batchelder Company 595-2422
 City Foods Brokerage Company 894-3000
 Conrady-Greenson Company 362-8000
 Estabrooks Marketing (517)548-3750
 Five G's Food Brokers 765-8363
 J.B. Novak & Associates 752-6453
 James K. Tamakian Company 424-8560
 Marks & Goergens, Inc. 344-1600
 McMahon & McDonald, Inc. 477-7182
 Northland Marketing 353-0222
 Paul Inman Associates 628-6300
 Pfeister Company 591-1900
 Sahakian, Salm & Gordon 968-4800
 Stark & Company 851-5700
 United Salvage Company 772-0951
 VanDusen, Hall, Stevens, Inc. 567-3865
 VIP Food Brokers International 855-2335

CANDY & TOBACCO:

Central Sales 843-6600
 Eastern Market Candy/Tobacco 567-4604
 Wolverine Cigar Company 554-2033

CATERING/HALLS:

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

CONSULTANTS:

Bellanca, Beattie, DeLisle 964-4200
 National Exposition Services 865-1000
 DAIRY PRODUCTS:
 Borden Company, The 583-9191
 C.F. Burger Creamery 837-6000
 London's Farm Dairy 964-5111
 Melody Farms Dairy Company 525-4000
 Stroh's Ice Cream 568-5106
 Tom Davis & Sons Dairy 583-0640

DELICATESSEN:

Dudek Deli Foods 891-5226
 Plus Marketing 934-0880
 Row-Bur Distributors 825-2616

DENTISTS:

Richard E. Klein, DDS, PC 547-2910
 EGGS & POULTRY:
 Epco Foods, Inc. 857-4040
 Capitol Poultry 567-8200

Linwood Egg Company 524-9550
 Mendelson Egg Company 541-4060
 McInerney-Miller Brothers 833-4800
 Qualmann Quality Egg Company 468-0351
 FISH & SEAFOOD:
 Hamilton Fish Company, Inc. 832-6100
 Michigan Food Sales 882-7779
 Salasnek Fisheries, Inc. 567-2000
 Standard Fish Dist. 871-1115
 Tallman Fisheries (906)341-5887

FLORIST:

Flower Menageri 771-0111
 Livorno-Davison Florist 933-0081

FRESH PRODUCE:

Faro Vitale & Sons, Inc. 393-2200
 Harry Becker Produce 841-2500
 M.B.C. Foods 963-0746
 Michigan Repacking & Produce 841-0303
 Tony Serra & Sons Produce 758-0791
 Vitale Terminal Sales 393-2200

ICE PRODUCTS:

Great Lakes Ice 774-9200
 Midwest Ice Corporation 868-8800
 New City Ice Co. 485-0430

INSECT CONTROL:

Rose Exterminators 588-1005
 INSURANCE PENSION PLANS:
 Alphamerica Insurance Agency 263-1158
 Blue Cross/Blue Shield 486-2172
 Capital Insurance Group 549-2907
 Creative Risk Management Corp. 792-6355
 D.O.C. Optical Centers 354-7100
 Financial Guardian, Inc. 641-0900
 Financial & Mktg. Enterprises 547-2813
 Frank P. McBride, Jr., Inc. 445-2300
 Gadaletto, Ramsby & Assoc. (517)351-7375
 Jackson Park Agency 381-7000
 K.A. Tappan & Associates 344-2500
 Rocky Husaynu & Associates 350-3400
 Rollins Burdick Hunter 962-6442
 Sun Financial Group 323-3060
 Mitzel Agency, Inc. 773-8600
 Monroe-George Agency 646-0311
 North Pointe Insurance 358-1171
 The Campbell Agency, Inc. (616)531-9160

INVENTORY/BOOKKEEPING/TAXES:

Abacus Inventory Specialists 651-9161
 Goh's Inventory Service 353-5033
 Mencer & Urcheck P.C. 356-1620
 Quality Inventory Specialists 771-9526
 RGIS Inventory Specialists 978-1810
 George R. Shamie, Jr., P.C. 474-2000
 MANUFACTURERS:
 Absopure Water Company 358-1460
 Bernie & Sons, Inc. 943-3437
 Carnation Company 851-4880
 Del Monte Sales Company 968-1111
 Don's Chuck Wagon Products 771-9410
 General Foods Corporation 427-5500
 General Mills, Inc. 642-2894
 Groeb Farms (517)467-7659
 Hamilton Meat Pie Co. 582-2028
 Hills, Bros. Coffee 851-5774
 Home Style Foods, Inc. 874-3250
 J.N. Bech, Ltd. (616)264-5080
 Kali Enterprises, Inc. 527-7240
 Kraft Foods 261-2800
 Lancia Ravo Foods (416)766-7631
 Milton Chili Company 585-0300
 Nabisco, Inc. 478-1400
 Philip Morris U.S.A. 855-6454
 Prince Macaroni of Michigan 772-0900
 Proctor & Gamble 336-2800
 Red Pelican Food Products 921-2500
 Safie Bros. Farm Pickle Co. 949-2900
 Shedd's Food Products 868-5810
 Stehouwer Frozen Foods (616)453-2471
 Tony Packo Food Co. (419)691-1953
 Tony's Pizza Service 634-0606

MEAT PRODUCERS/PACKERS:

Bob Evans Farms 422-8000
 Butcher Boy Meats 771-9880
 Flint Sausage Works 239-3179
 Guzzardo Wholesale Meats 833-3555
 Hartig Meats 832-2080
 Herrud & Company (616)774-0711
 Hygrade Food Products 464-2400
 Kowalski Sausage Company 837-8200
 LKL Packing, Inc. 833-1590
 Maxwell Foods, Inc. 923-0900
 Naser International Wholesale 464-7053
 National Chile Company 365-5611
 Oscar Mayer & Company 464-9400
 Osten Meats 963-9660
 Potok Packing Company 893-4228
 Ray Weeks & Sons Company 727-3535
 Sheldon's Packing House (517)834-2218
 Smith Meat Packing, Inc. 965-3900
 Swift-Eckrich 937-2266
 Thorn Apple Valley, Inc. 552-0700
 Winter Sausage Mfg., Inc. 777-9080
 Wolverine Packing Company 568-1900

MEDIA:

Arab & Chaldean TV-62 Show 352-1343
 Daily Tribune 541-3000
 Detroit Free Press 222-6400
 Detroit News 222-2000
 Macomb Daily 296-0800
 Michigan Chronicle 963-5522
 Michigan Grocery News 357-4020
 The Beverage Journal 287-9140
 WDIV-TV4 222-0643
 WJBK-TV2 557-9000
 WKSG "KISS-FM" 792-6600
 WWJ-AM/WJOI-FM 222-2636

NON-FOOD DISTRIBUTORS:

D.M.F. Bail Company 681-0049
 Gibraltar National Corporation 491-3500
 Ludington News Company, Inc. 925-7600
 Sandler-Stone Company 333-4300
 Warrior Martial Arts Supplies 865-0111

OFFICE SUPPLIES:

City Office Supplies 885-5402
 POTATO CHIPS/NUTS/SNACKS:
 Better Made Potato Chips 925-4774
 Cain's Potato Chips 756-0150
 Detroit Popcorn Company 531-9200
 Express Distributors 853-7733
 Frito-Lay, Inc. 287-9477
 Jay's Foods, Inc. 946-4024
 Kar-Nut Products Company 541-7870
 Metro Snacks 525-4000
 Nicholas Distributors 571-2447
 Variety Nut & Date Company 268-4900
 Vintner Snacks 368-2447

PROMOTION/ADVERTISING:

Action Advertising Distributors 964-4600
 American Mailers 842-4000
 Gateway Outdoor Advertising 544-0200
 Haan Display Sign Service (616)243-3223
 Orient Printing & Advertising 547-7474
 P.J.M. Printing 535-6400
 Stanley's Advertising Service 961-7177
 Stephen's NU-Ad, Inc. 777-6823
 REAL ESTATE:
 Butts & Company/Earl Keim 644-7712
 Coldwell Banker 557-7700
 Kryszak Enterprises 362-1668
 O'Riley Realty & Investments 689-8844
 Sarafa Realty 851-5704
 SERVICES:
 A & A Management Services 559-7202
 A.J. Shaheen Electric Company 792-4656
 Akram Namou, C.P.A. 557-9030
 At Your Service, Ltd. 887-0628
 Central Alarm Signal, Inc. 884-8900
 Checkpoint Systems 592-8300
 Detroit Edison Company 323-7786
 Ellison Refrigeration 399-9656
 Guardian Armored Security 868-1500
 Intro Marketing 540-5000
 J.R. Marketing & Promotions 296-2246
 M & H Supply & Co. 521-5150
 Marketplace Services 557-4500
 National Exposition Service 865-1000
 Pappas Cutlery Grinding 965-3872
 Point of Sale Demo Service 887-2510
 Retail Demonstrators 846-7090
 Supermarket Development Corp. 521-5150
 Supermarkets Planning 353-5330
 Sales Control Systems 356-0700
 Telecheck Michigan, Inc. 354-5000
 Tri-County Restaurant Service 445-0653
 Toledo Seal Reliance Electric 454-1472
 Vend-A-Matic 585-7700

SPICES & EXTRACTS:

Rafal Spice Company 259-6373
 STORE SUPPLIES/EQUIPMENT:
 Ameri-Pro Systems Corp. (419)693-3276
 Belmont Paper & Bag Company 491-6550
 Black Jack Iron Works 893-7677
 Brehm Broaster Sales (517)427-5858
 Bunzi-Detroit 334-5900
 DCI Food Equipment 369-1666
 F.D. Stella Products 341-6400
 Gardell Company 567-5515
 Hobart Corporation 697-7060
 Kasco Atlantic Service Co. (800)631-7650
 MMI Distributing 582-4400
 Market Mechanical Services 546-6840
 Michigan Bakery Supply Co. 571-3300
 Midwest Butcher & Deli Supply 332-5650
 Motor City Electronics 559-4080
 Party Maker 281-1751
 Professional Floor Maintenance 828-5840
 Refrigeration Engineering (616)453-2441
 Superb Vacuum Cleaners 491-3900
 Winston Sales & Services 739-3210

WAREHOUSES:

All American Cash Register 561-4141
 Boag Cold Storage Warehouse 964-3069
 WHOLESALERS/FOOD DISTRIBUTORS:
 Abner Wolfe-Meadowdale Foods, Inc. 943-3437
 Associated Bakeries Company 924-8520
 Bernice Food Services, Inc. (616)694-9478
 Bremer Sugar (616)772-9100

Central Distributors 946-6250
 Don Lee Distributor, Inc. 584-7100
 D.S.M. Food Products, Inc. 491-3333
 Eastern Market Wholesaler 259-6161
 Foodland Distributors 523-2177
 Food Marketing Corporation (219)483-2146
 Great Lake Fish & Seafood 368-6050
 Hubert Distributors, Inc. 858-2340
 Jerusalem Falafel Mfg. 595-8505
 Jindo Specialty Foods, Inc. 852-1910
 J. Lewis Cooper Company 835-6400
 Kap's Wholesale Food Services 961-6561
 K & K Brokers Bareman's 537-2630
 Kramer Food Company 585-8141
 Lipari Foods 469-0131
 M & B Distributing Company 893-4228
 McInerney-Miller Bros. 833-8660
 Metro Grocery, Inc. 871-4000
 Metro Packing Company 259-8872
 Mel Larsen Distributors, Inc. 873-1014
 Miesel/Sysco Food Service 397-7990
 M & M Bread Distributor 235-6640
 Mucky Duck Mustard Co. 863-5750
 National Wholesale Foods 841-7730
 Norquick Distributors 522-1000
 Northern Michigan Food Service 478-6200
 Northwest Food Co. of Mich. 368-2500
 Oak Distributing Company 974-3171
 Philip Olendere & Company 921-3310
 Quick Foods Company 546-4884
 Rainbow Ethnic & Specialty Foods 646-0611
 Raskin Foods 759-3113
 Ray Weeks & Company 727-2525
 Rich Plan of Michigan 293-0900
 Sardies Wholesale Lumber 893-7677
 Scot Lad Foods, Inc. (419)228-3141
 Sena Snacks & Vending, Inc. 740-6444
 Sherwood Food Distributors 266-3100
 Spartan Stores, Inc. (616)455-1400
 State Wholesale Grocers 567-7654
 Super Food Services (517)777-1891
 Sunspout of Traverse City (616)267-5596
 Trepco Ltd. 546-3661
 Tri-State Cash & Carry (517)789-6201
 Universal L & L Liquor Sales 362-1801
 Warehouse Club Inc. 532-0529
 Wholesale House Inc. 846-6206
 Wine Dimensions 456-5700
 Wolverine Food Systems 229-9070
 Wolverine Cigar Company 554-2033

ASSOCIATES:

AAA Pallet Company 756-3555
 ABC & T Inc. 855-8882
 Alan-Dean & Company, Inc. 886-6116
 Alpha I Ltd. (616)962-6808
 Amano American, Inc. 279-3515
 American Dairy Assn. (517)349-8923
 American Synergistics, Inc. 427-4444
 Bethkay 789-5684
 Bomarke Corporation 342-1679
 Bureau of State Lottery (517)887-6820
 Canbasback Food Management 727-1173
 Cliff Seppansky Assoc. 751-2131
 Danor Corporation 557-3476
 Delta Administration Group (616)962-6808
 Derda Brothers 350-3430
 Detroit International Corp. 342-1679
 Dino's Emmet One Corporation 341-4522
 First Exchange 737-5150
 Gamma III Ltd. (616)962-6808
 General Provision 393-1900
 Great Lakes Mushroom Co-Op 757-0888
 H & S Distributors 842-6204
 Herman Rubin Sales Co. 354-6423
 Hermiz & Son, Inc. 491-5252
 Hubbard Apiaries (517)467-2051
 James Karoub & Associates (517)482-5000
 Kindred Corporation 625-7212
 Lloyd's & Assoc. 356-0472
 Lauren Kachigian Distributors 843-2898
 Lubin Schwartz & Goldman 332-3100
 Marine City Dairy Queen 765-5096
 McCulloch & Co., P.C. 544-4400
 Michigan Veal Committee (616)861-5222
 Miko & Assoc. 776-0851
 Motor City Ford Truck 591-1234
 Mr. K Restaurant 699-8540
 Pepper Tree Inc. 349-5065
 R.D.K. enterprises, Inc. 979-4493
 Ramtown Inc. 372-8200
 Red Carpet keim 557-7700
 Shamco Inc. 422-1570
 Slam's Video 255-7526
 Sullivan - Gregory 332-3060
 Tandie Inc. 522-3311
 Tee Corporation 350-3430
 Travelco Incentive Programs, Inc. 737-8822
 VIP International 885-2335
 W.A. Taylor & Co. 689-6941
 Wilden & Assoc. 588-2358
 Ypsilanti Food Co-Op 483-1520

IF YOU ARE NOT LISTED OR NEED TO CHANGE YOUR LISTING:

contact Debbie Cooper at 557-9600



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COUPON EXPLOSION



PROGRAM DETAILS

- ☆ Weeks of **APRIL 30TH** and **MAY 7TH**
- ☆ Full Color Free Standing Insert
(Supplemented with a 2 page RCP
Coupon Ad in the Michigan Multi Ad Group)
- ☆ Point of Purchase Materials include:
 - Display Cards
 - Shelf Cards
 - Freezer Cards
 - Ad Slicks
 - Window Cards

☆ Consumer Sweepstakes

COUPON DETAILS

- ☆ **GROCERY** (12 CPNS) **\$3.74 VALUE**
- ☆ **PERISHABLE** (12 CPNS) **\$3.35 VALUE**
- ☆ **HBA** (13 CPNS) **\$11.80 VALUE**
- ☆ **TOTAL PROGRAM** (37 CPNS) **\$18.89 VALUE**

NEWSPAPER INSERT CIRCULATION

STATE OF MICHIGAN OVER 2,250,000

MARKET	NEWSPAPER	CIRCULATION	MARKET	NEWSPAPER	CIRCULATION
Ann Arbor	News	48,000	Jackson	Citizen Patriot	37,000
Battle Creek	Enquirer	30,000	Kalamazoo	Gazette	62,000
Bay City	Times	39,000	Lansing	State Journal	68,000
Detroit	News	525,000	Muskegon	Chronicle	47,000
Detroit	Free Press	365,000	Owosso	Argus-Press	15,000
Flint	Journal	107,000	Pontiac	Oakland Press	74,000
Grand Rapids	Press	142,000	Port Huron	Times Herald	29,000
			Saginaw	News	58,000
		☆ FREE STANDING INSERT			1,646,000
		☆ ROP AD MICH AD GROUP			605,000

PRODUCT DETAILS

GROCERY: BUSH Baked Beans W/Onion • DOLE Pineapple • DOLE Pure & Lite Juices • DOLE Tropical Fruit Salad • GLAD Handle Tie Trash Bags • GLAD Drawstring Trash Bags • WEIGHT WATCHERS Whipped Salad Dressing • LYSOL Toilet Bowl Cleaner • OPEN PIT Special Recipe BBQ Sauce • SUNDANCE Juice Sparklers • RAGU Spaghetti Sauces • RAGU Pizza Quick Sauces • TREESWEET Citrus Juices.

PERISHABLE: MRS. T's Pierogies • HOT POCKETS • LEAN POCKETS • DOLE Seedless Raisins • DOLE Novelties • DOLE Chilled Juices • DOLE Frozen Juices • DOLE Pure & Lite Juices • HEALTHY CHOICE Dinners • MRS. PAUL's Seafood • AWAKE Breakfast Beverage • ORANGE PLUS Citrus Beverage • BETTY CROCKER Brownie Sundae • BETTY CROCKER Gold Rush Bars • WELCH's Cranberry Juice Cocktails.

HBA: AQUA Net Hair Sprays • CLOSE-UP Toothpaste • CUTEX Nail Polish Remover • POWER STICK Deodorant • Q-TIPS Cotton Swabs • VASELINE Intensive Care Lotions • RAVE Shampoos/Conditioner • DEP Conditioners • DEP Styling Spritzer • NO-NONSENSE Panty Hose • SLIM FAST Bars • SLIM FAST Powder • TAMPAX Tampons • MAXITHINS • DEXATRIM

SEE OR CALL YOUR PFEISTER REPRESENTATIVE FOR DETAILS

DETROIT (313) 591-1900

GRAND RAPIDS (516) 949-7210