



# AFD

## FOOD & BEVERAGE REPORT

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

VOLUME ONE, NUMBER THREE

MAY 1990

### INSIDE

#### Creative marketing

Have "dogs" taking up space on your beverage shelves? Don't know what items to stock? By using creative marketing you can entice buyers and improve your beverage sales.

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#### Distributor profile

This distributing company has a unique perspective on retailers. James McColgan of M & B Distributing Company uses his experience as a retailer to relate to his customers.

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#### Legislator profile

Rep. Paul Wartner has gone from bootstraps to the ballot box. The representative is one of the strongest supporters of small business in Lansing.

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#### Don't get burned

Know the limitations of your fire insurance policy. Not knowing if you have adequate coverage can leave you unprotected in some instances.

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Cherries are just one of the many foods grown in Michigan.

## Michigan Week

May 18-26 is great time to encourage customers to sample the many products this state has to offer

**M**ay 18-26 has been designated Michigan Week to focus attention on all the wonderful things the state has to offer.

Michigan is known for lakes and the beautiful variety of its seasons, but the fact that it's a national treasure for food and beverage products is overlooked.

The state is ideally located in the Temperate Zone and is nourished by the fresh water of the Great Lakes and fertile soil. More varieties of fruits and vegetables are produced in Michigan than in any state except California.

With the help of modern technology, each Michigan farmer is able to produce enough food to feed himself and 78 other people. One farm worker produces an

average of 107,000 pounds of food and creates jobs for more than five non-farm workers who process, transport and merchandise the crops as well as produce farm items.

Many beverages are also produced in Michigan. Beer brewing and winemaking have been Michigan industries for many years. By 1980, when the first national winegrowing census was taken, Michigan had more than 2,000 acres under vine and was producing more than 25,000 cases of wine. The state is also known for its specially brewed beers.

In honor of Michigan Week, encourage your customers to sample Michigan products.

## Annual AFD Trade Show was success

The Associated Food Dealer's Annual Trade Show, held March 27, at Fairlane Manor, Dearborn, was a great success, according to those attending.

The show, themed "Profit for the '90s," offered retailers an opportunity to see new products and services in the food and beverage industry.

Retailers from all over the state enjoyed the displays, taste-testing, prize giveaways, and discount buying available to them at this year's show.

"I drove all the way from Douglas to attend the show," said Tony Herell, of Little Stores II. "It was the best show we've been to."

More than 75 companies exhibited their wares. Those attending enjoyed delicious food and beverages and had the chance to learn about the latest equipment in the industry.

"We enjoyed the opportunity to interact with our partners in sale and profit," said Dave Kirkpatrick, of Coca-Cola Bottlers. "We introduced our new Caffeine Free Classic Coke, and it was the most successful new product introduction since Diet Coke."

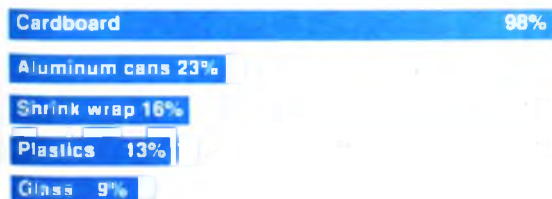
AFD sponsors a trade show every spring. Participating in the show is a fantastic way to introduce new products and maintain market awareness.

"Our objective in participating in the AFD show was to show support of the independent retailer and address any needs or concerns they may have," said Pat Leahy, of Prince. "We're looking forward to next year."

• Photo feature, see pages 12, 13

### What recyclables retailers collect

84 percent of wholesalers and large retailers collect recyclables at distribution centers. They collect a wide variety of recyclables from their communities as well as their own operations. What do they collect?



Source: FMI Solid Waste Survey, October 1989

# SCHOOL'S OUT

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# Michigan law and penalties for stocking obscene materials

Freedom of speech, expression, communication, privacy and association are protected by the First Amendment to the United States Constitution. Over the years, the U.S. Supreme Court has defined what is protected and what is outside the protection of the Constitution. This article is not meant to be a description of the precise lines drawn by the Court but, rather, a generalized discussion of the limits reflected by recent Michigan law.

Nearly all forms of expression and communication are allowed by law, but a few types of communication are prohibited. Some types of communication are prohibited depending upon the time, place and manner of the expression or communication. For example, a manufacturer should not falsely label his merchandise; nor should a customer issue a forged, altered, not-sufficient-funds or counterfeit check.

Of course, in the privacy of one's home, one may alter or switch the labels on packages, cans, etc., as he or she wishes. And, one may write millions of dollars in NSF checks in the privacy of your home and not violate any law, so long as the checks are not "passed." Thus, "unsafe or illegal" sometimes depends upon where, when or how an idea is communicated, e.g. taking a bath in your home as opposed to bathing on the front lawn, yelling "fire" in a crowded movie theater as opposed to an empty theater, etc.

Michigan law prohibits the marketing of obscene materials. "Obscene" means any material which meets all of the following criteria:

## Pornography is difficult to define

The explosion of video rentals on the marketplace has brought the problem of pornography into grocery and party stores.

The purpose of this article is to caution you that the sale or rental of X-rated videos, books, magazines, may put you, and your store's licenses, in the middle of this battle. It may be time to rethink whether the limited profit in adult videos and magazines is worth the risk.

Raymond Walsh, a member of the Wayne County Prosecutor's Office has provided an article which attempts to describe and define the Michigan statute.

For decades, the courts, state legislatures and the public at large have been attempting to distinguish between what communication is protected under the First Amendment to the Constitution and what is defined as pornography.

The Michigan Legislature is

currently studying a revision to the obscenity statute which would allow each community the right to define, by its own community standards, what is and what is not pornography. However, every time a state legislature attempts to redefine pornography or whenever a court interprets a pornography statute, years of litigation follow.

The cost is enormous. And often, when the litigation ends, the issue is even more clouded than when it began.

While the food and beverage industry is entitled to First Amendment protection and the AFD supports those constitutional rights, the problem is that neither the courts nor the legislatures have yet been able to determine clearly and unequivocally where First Amendment rights end and pornography begins.

of not more than \$100,000 or both.

A person is guilty of obscenity in the second degree when the person markets obscene material and is subject to a punishment of imprisonment for not more than one year, or a fine of not more than \$5,000 or both.

A wholesale seller shall not, as a condition to a sale, or consignment to a retailer require or demand that the retailer receive for resale or further commercial distribution any obscene material.

Nor shall a franchiser penalize or threaten to deny or revoke a franchise because of the failure or refusal to accept obscene materials. A person who violates this section is guilty of a misdemeanor.

"Knowledge of content and character" means having reason to know, or a belief which warrants further inquiry, of the nature and character of the material involved.

A person has such knowledge when he or she knows that the material depicts or describes sexual conduct whether or not such person has precise knowledge of the specific contents of the material.

How is one to tell what is obscene and what is not?

If the material shows or describes sexual organs or conduct which is not within customary limits of candid and decent communications, then it probably is obscene.

If this communication is not a commonly decent form of candid expression among people, then carefully reread the definitions in this article because it is probably obscene.

- The average individual, applying contemporary community standards, would find that the material taken as a whole, appeals to the prurient interest.
  - The material taken as a whole, lacks serious literary, artistic, political or scientific value.
  - The material depicts or describes, in a patently offensive way, sexual conduct.
- "Contemporary community standards" means the customary limits of candor and decency.

"Prurient interest" means a shameful or morbid interest in nudity, sex, etc.

"Sexual conduct" means representations or descriptions of sexual acts, normal or perverted, actual or simulated, etc.

A person is guilty of obscenity in the first degree when the person markets obscene material as a predominant and regular part of business and is subject to imprisonment for not more than one year or by a fine

## Many Americans are finding 'light' to their liking

For most Americans, "light" or "lite" foods and beverages are now staples of leaner, healthier eating, according to a recent national survey conducted for the Calorie Control Council.

Currently, two out of every three adult Americans consume "light" products, an average of nearly four times each week, the survey found. Light foods and beverages are equally popular among men (66% are light consumers) and women (67%).

"The tremendous popularity of light foods and beverages and the growing number of light product choices clearly points to the '90s as the 'light decade,'" said Robert Gelardi, executive director of the Council.

The Gallup Organization conducted the survey for the Council. The findings are based on a nationally projectable sample of 1,035 people age 18 and over, who were interviewed in

September 1989.

Staying in better overall health was mentioned most among light product consumers (86%) as a reason to consume light foods and beverages. Controlling calories (85%) and fat (83%) are also major reasons for use. The most popular light products, according to the survey, are light beverages (consumed by 70%), light cheese, yogurt and sour cream (65%), and light ice cream and frozen desserts (46%).

The survey revealed that most people understand that "light" can refer to a variety of product qualities, depending on the product. When people aware of light foods and beverages were asked to define "light," 69% said lower in calories on the first response.

"Today's consumers are sophisticated about these products," said Gelardi. "Though most people associate the term with lower calories,

they also understand 'light' can have other meanings. Indeed, the majority of people agree that 'light' can and should be used in different contexts, as long as it is clearly explained," he added.

Nearly three-fourths of those aware of light foods and beverages said they knew that "light" is used to refer to a variety of product qualities such as lower in calories, fat, cholesterol or sodium or lighter in texture, color, taste, or weight.

The vast majority (67%) of light product consumers agreed that using the term "light" to refer to different product qualities is appropriate, as long as "light" is clearly explained. A smaller percentage (54%) said the term's meaning should be limited to calorie, fat or sodium reduction.

The Calorie Control Council is an international association of manufacturers of low-calorie and diet foods and beverages.

### Most popular 'light' foods and beverages:

Light Product	Percent Who Purchase
Beverages	70%
Cheese, yogurt, sour cream, and other dairy products	65%
Ice cream and other frozen desserts	46%
Cakes, breads and other baked goods	40%
Chips and other snack food	38%
Dinner entrees	32%

Source: Calorie Control Council 1989 national survey conducted by the Gallup Organization.

## EXECUTIVE DIRECTOR'S REPORT

# We must work together to meet our goals for the future

**By Joseph D. Sarafa**  
Executive Director, AFD

For the past three and a half years I have had the privilege and honor of serving the Associated Food Dealers as executive director. While it is often



Sarafa

very time-consuming, it is also very rewarding. I take great pride in the leadership and service AFD has provided to so many. Our long-range planning committee has given us a direction for the future. Sound financial management will allow AFD to continue to be a strong and viable organization. Our continued membership growth makes AFD the voice of the food and beverage industry in Michigan.

Our member services are a source of pride for all of us. From liquor liability to Visa and Mastercard, from trade shows to college scholarships, we offer programs you want and need to improve your bottom line. Our new publication, our public relations

program and legislative activity have earned AFD the title of "watchdog for the food and beverage industry in Michigan."

Obviously, one person alone could not have accomplished all of this. We owe a deep debt of gratitude to the dedicated staff who works so closely with me. And, I owe a special heartfelt thanks to the Board of Directors who give so generously of their time, energy, ideas, and their money.

I could never thank them enough for getting AFD where it is today. But now we are four months into the last decade of the 20th century. There are only about 3,530 shopping days left until the year 2000. Where will the food industry be at the dawn of the 21st century? No one knows for sure, but one thing is absolutely certain. I cannot, you cannot, we cannot maintain the status quo. To do so would bring about the almost certain demise of large segments of our industry.

We can no longer be reactive. We must be proactive. We can no longer be fractured; we must be indivisible. In unity, there is strength. There are many challenges in the 1990s, but there are many opportunities. If we work as a

**"I cannot, you cannot, we cannot maintain the status quo. To do so would bring about the almost certain demise of large segments of our industry."**

team, we can meet the challenges and take advantage of the opportunities.

I was born and raised in the food industry. And I remember how it used to be. But "used to be" is no longer good enough. We must get better. Labor shortages, food safety and environmental concerns like solid waste are the challenges. Technology, education and cooperation are the solutions. The food industry is not a part of the problem. We are a very important part of the solution. The food industry is one of the nation's biggest employers, one of the biggest taxpayers and one of the biggest providers. We will change. We will lead and grow and prosper and we will do it together.

## Statement of ownership

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# Creative marketing of retail beverages can boost sales

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

## Inventory suggestions

The selection, variety, and depth of your inventory is very important to your sales and profits. Low inventory levels and out-of-stock situations can hurt your business significantly. Your selection should be a balance between what your customer wants and what you can afford to offer them in terms of space and cash flow.

One inventory concept I have always used is called "sticking with the winners." This means that you should always emphasize products that are proven good sellers. You can't lose when you promote industry and category leaders. The brands that sell the best are usually supported with excellent POS materials and are nationally advertised.

You should also carry and promote other items that have good price/value ratios, are new products, or have attractive packaging.

## Promotion

Rotation of beverage alcohol is a must for any store owner who cares about the complete satisfaction of his customers. Consumers expect the taste of a product to be the same everywhere they purchase that product and every time they drink that beverage.

A customer purchasing a product from your store which turns out to be bad can severely and instantly damage your long-standing reputation as a retailer of quality merchandise. If a customer does come back with a problem, handle the situation with extreme care and remedy the cause of the occurrence immediately.

Create a written system of handling customer dissatisfaction situations, and make sure you quickly inform your supplier about the bad products and try to get an exchange or a credit on your account.

Also, include in your employee training the importance of proper rotation, and teach your staff how to spot bad bottles of wine.

Here are some other rotation tips to help make sure your products are always at their freshest:

- Keep all stacks of beer rotated with each delivery and learn to read the pull dates on beer packages from your suppliers.
- Use the FIFO method of rotation (First In, First Out) for all items in your store. Good rotation of your merchandise ensures that your customers are getting the same excellent quality every time they buy.

- Use dated price stickers to help with rotation.

## Products

There are new products coming out every month. They are introduced in response to consumer demand or to stimulate added sales in a likely area. New products mean extra investment, but it's hard to do business without them.

Evaluate new products carefully. Try them yourself and with your family. Let your employees sample them. Assess their reactions. Find out how much and what kind of advertising and merchandising support will be given.

Also, inquire about distribution and future supply conditions. You can now make a well-informed decision about the new product. If your instincts tell you that this new item is going to be a hit, buy big and promote it heavily. If you're not too confident but you feel this new product might sell, buy just a case or two and carefully monitor its early sales, and then react accordingly.

Make sure you give every new product you buy a good, honest chance to sell. Don't hide new products on the bottom shelf or in the corner. Put them where your customers will discover them. You might want to create a special section near the checkout just for new items. Put up signs highlighting the area.

Have your clerks inform your customers of new products that are arriving soon. Remember, your competitors will also be offered these same new products, so keep abreast of their selection decisions. New products

can be exciting and mean added profit to your business. Try to look at them as a positive way to increase sales and to meet your customers' new tastes.

## Non-alcoholic section

Set up a small section somewhere in your store exclusively for non-alcoholic beers, wines and champagnes. Offer a selection consisting of both cans and bottles of domestic and imported beers and wines in all price ranges. Break up some of the six packs, and offer the consumer the option of a single can or bottle purchase as a trial size.

Put a large sign above the section boldly proclaiming this area as a non-alcoholic section. Announce this new department in your advertising and in-store promotions.

You may legally sample some non-alcoholic products in your store, so why not run a particular brand on special one weekend with a big display and free taste samplings. Make sure you check with the LCC before you actually sample these products to protect yourself. You'd be amazed how unaware most consumers are about the great taste of some non-alcoholic and low-alcoholic draft beer is also now available. Maintain a selection of these products in your cold box, too. You may also want to set up a small section of all the low-alcohol products currently available.

America is entering an era of new wave beverage consumption. Influenced by the increasing interest in health and physical fitness, new lifestyles, and the impact of DWI publicity, consumers are experimenting

with a wide range of beverage products, including low- and no-alcohol beverages. Many retailers consider it socially responsible to make alcohol-free beverages available to their customers.

## How to get rid of 'dogs'

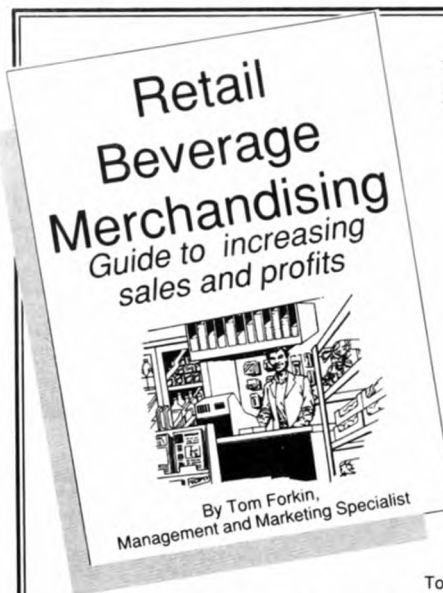
Try to be creative in getting rid of your "dogs." Apply the same merchandising techniques you use for fast-selling products. One way is to cross-merchandise the "dog" with a related product.

For example, one retailer was overloaded with green Creme de Menthe 500mls. Realizing that this item was not a particularly fast mover, he cleverly decided to put some Creme de Menthe on top of the ice cream cooler with a sign suggesting that his customers try something new: "Ice Cream and Creme de Menthe, A Delicious, Minty Combination." The sales effect was so spectacular that he now keeps some bottles on top of his ice cream cooler year round.

Another way to get rid of "dogs" is to include them in gift sets or baskets. Put a special "dog" section right by the checkout area or on a shelf right behind the cash register with a sign promoting this "Clearance" center.

Inform your clerks of the items you want to delete from your inventory. Write up a clearance list and have them suggest these items to customers.

Fill a dump display or floor rack with your clearance items and price them for multiple-bottle selling, such as 3 for \$5.



## Retail Beverage Merchandising

Guide to increasing sales and profits

by Tom Forkin  
Marketing and Management Specialist

Tom Forkin, successful retailer turned management consultant presents the first operator's guide designed especially for Michigan retail licensees. At last, retailers can get professional advice on:

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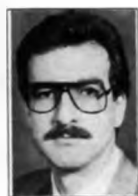
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## Pollution control industry offers opportunities for financial growth

By Carl Damian Gill

The environment is getting a great deal of attention these days. Everyone from the President to kids in grade school has something to say.



Gill

No matter who's talking, two things are agreed upon: 1) More environmental clean-up is needed; 2) this clean-up is going to cost a lot of money.

Today, nearly 25 million dollars per year is spent disposing of non-hazardous commercial and residential waste, and this figure is expected to increase by 15%-20% annually.

It's estimated that cleaning up nuclear waste sites will cost between 170-200 billion dollars. Project that over the next decade and 1.5-5 billion dollars per year will be spent on pollution control.

Massive expenditures are being mandated by the environmental crisis and numerous companies specializing in waste management have emerged

over the last few years to meet this demand. The tremendous cost associated with environmental clean-up represents a virtually untapped rescue bonanza.

Because of the scope of the problem, the coming environmental mobilization could create the greatest growth industry the world has seen since the ascendancy of the U.S. military/industrial complex in the aftermath of World War II.

In the years ahead, Congress may have no choice but to enact sweeping environmental mandates, dramatically changing the way goods and services are produced and used throughout every area of commerce and industry. From toothpaste to transportation, from elastic bands to electric power generation, industries will have to acquire new technologies and processes to clean up their operations.

As large as the task of clean-up is here in the United States, it represents only a drop in the global bucket.

Eastern and Western Europe are years behind the United States in pollution control efforts and are struggling to catch up. This creates a world market for the already-established American

pollution control industry.

Today there are several companies that dominate the waste disposal, air scrubbers and water treatment markets. The following list names just a few:

### Domestic

- Tyco Labs
- Safely Kleen
- Calgon Carbon
- Zurn Industries
- Waste Management

### Foreign

- Laidlaw, Canada
- Technocell AG
- Norit NV
- Nippon Synth
- Asahi Glass

These companies all demonstrate accelerating earnings and an average growth of no less than 25% per year for the past several years! (For a complete list of Pollution Control Stocks and their vital statistics, call me at the number listed at the end of this article.)

If you are interested in investing in this new growth industry let an expert help you make your buying decisions.

A fund or public money manager specializing in pollution control stocks

can help you select adequate diversification; and can get you the maximum discounts to buy and sell. Concerning diversification: They will own not only the proven Blue Chip leaders (for stability and income) but also the emerging growth industries in this sector. In addition, they are more likely to know about management changes, law suits or mergers.

In conclusion, I would like to ask: What are you doing now to profit from the current boom in pollution control? Would a potential return of 20% or more a year bring you closer to your retirement goals? Could you have more peace of mind by having a professional management fund compound your growth to realize this return? Call (1-800) 858-4801 for our complimentary reprint on *Pollution Control — A Growth Industry*

Carl Damian 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.

# Summer

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of any corporation."



## RETAILER PROFILE

# Commitment to renovation helps revitalize Great Scott! chain

Great Scott! Supermarkets, Inc., has been a fixture in the Detroit market for more than 30 years.

Since 1985, under the leadership of its current management, the chain has undergone a remarkable revitalization. This is due in part to an extensive renovation, remodeling and remerchandising program which has resulted in an exciting period of growth for the company.

In July 1987, publicly held Allied Supermarkets, Inc., merged with The Vons Companies, Inc. At that time, a group composed of Allied's top management formed Meadowdale and bought the Great Scott! and Abner Wolf operations.

Great Scott! operates 34 supermarkets. This makes it the third largest supermarket chain in the tri-county area. The average supermarket is 26,000 square feet in size. Great Scott! has four stores under construction, one in Clarkston, one in New Baltimore, one in Harrison Township, and one in Farmington Hills. The new stores planned for the near future will average more than 40,000 square feet.

A recent \$30-million capital expenditure program has made Great Scott! one of the most modern chains with remodeled stores employing state-of-the-art equipment and technology to improve customer service and control costs. Great Scott! uses talking checkout scanner systems and video point-of-sale promotions and demonstrations. "We have tried to and succeeded at being the first with the most new things, like live lobsters and salad bars," said Joseph Mocnik, executive vice president and chief operating officer.

Employees are as important to the



Great Scott! operates 34 supermarkets, making it the third largest supermarket chain in the tri-county area.

Great Scott! success story as high technology. Retail store managers average more than 25 years of industry experience. Many have recently received special communications training to sharpen their interpersonal skills.

There has also been an expanded selection of products and services. Typically, Great Scott! stocks approximately 22,000 items. The new stores are expected to offer an even larger number of items.

The management team is headed by David K. Page, chairman of the board and chief executive officer and Joseph Mocnik, executive vice president and chief operating officer. Corporate officers include: Desmond Defeigredo, vice president-information systems; Donald R. Gapp, vice president-controller; David McQueen, vice president-store operations; Larry Rasmussen, vice president-real estate and store development; Lloyd Silberman, vice president-

administration and treasurer; Edward Suzina, vice president-wholesale sales and merchandising; and David McQueen, vice president-retail operations.

"We give the customers what they want," said Mocnik. "I think if you look at the variety of brands and items we have at the stores, you can see why we are so successful. If you want something you'll find it at our store, from the fanciest olive to the cheapest olive."

## DISTRIBUTOR PROFILE

# The McColgan family finds success in two companies in the food industry

It is not often that an individual is successfully involved in more than one aspect of the food industry.

In 1969, James McColgan Sr. and his brother formed M & B Distributing Company, a wholesale food distributor. One year later, Jim purchased his brother's interest and became sole owner.

Originally operating out of Flint, M & B expanded to Dallas, Houston, and Atlanta in the early 1980s. The company employs about 200 people.

In 1988, McColgan assumed control of the Hamady supermarket chain.

When McColgan started with Hamdy, the company was losing \$600,000 to \$700,000 each month and was in Chapter 11 bankruptcy.

In just more than a year after McColgan started at Hamady, the company began making a profit.

"It's a tremendously exciting industry," said McColgan. "The businesses are different, but my philosophy is if you run a good company it doesn't make a difference what the business is."

McColgan is involved with both M & B Distributing and

Hamady but his son James McColgan Jr. runs the wholesale side of the company.

McColgan believes his retail experience gives him a perspective that makes him more sensitive to the needs of his wholesale customers.

"When we are acting as a distributor, we understand the needs of the retailers, what they go through," said McColgan.

"At the wholesale end of it you have to deal with a few people, while in retail you have to deal with a multitude of people. The challenges are different for both and very gratifying."

In addition to McColgan Jr., other members of the family are involved in the business. Another of McColgan's sons, Robbie, is vice president of M & B Distributing, his wife, Jane, is secretary, his son Erin is a Hamady supervisor, and his two son-in-laws are managers.

M & B is a full-line distributor and carries in excess of 10,000 items including a complete line of dry groceries, dairy products, and frozen foods. The warehouse stores in excess of 7,000 items.



James McColgan Sr.



# Abner Wolf introduces a new private label product line

Abner Wolf Distributors, a division of Meadowdale Foods, Inc., announces the introduction of "President's Choice," an innovative new product line of superior quality private label supermarket products now available in Michigan exclusively through Abner Wolf Distributors.

Abner Wolf is one of only five distributors in the entire United States that offer the new President's Choice brand. This new private label line includes premium products from all over the world which sell for less than national brands. Many new products were developed especially for the President's Choice program, and 65% of the line is produced in the United States.

Ed Sudzina, vice president of marketing says, "on the basis of their superior quality alone, we are anxious to bring these products to our Abner Wolf distribution accounts. The fact that we could price President's Choice products lower than their national brand counterparts confirms our decision. We now have 150 products with the President's Choice logo and have plans for 40 more within the next six months."

Product developers of President's Choice consult with the leading experts in the field in developing value-priced products from pizza to pet foods. More importantly, while President's Choice products are manufactured to strict standards to ensure they're equal to or better than the leading national brand, they are also offered at the lowest possible price.

President's Choice has been developed and marketed by Loblaw Companies, Ltd. The company has been selling President's Choice in Canada for more than five years and is now actively extending distribution to selected retailers in the United States and elsewhere internationally.

To further complement the line, Abner Wolf Distributors is also unveiling a multi-faceted new environmental program, called the G-R-E-E-N program.

The G-R-E-E-N program which made its debut March 12, introduces a line of 37 grocery and food products which are designated environmentally friendly or body friendly.

The G-R-E-E-N products are part of the President's Choice private label line. In developing the G-R-E-E-N product line, Loblaw officials consulted with environmental organizations like Pollution Probe, Friends of the Earth and Greenpeace to identify major environmental and health concerns, and in some cases, to develop specific products the groups felt were needed.

As part of the G-R-E-E-N program, which Abner Wolf is undertaking in response to growing consumer awareness of environmental and health issues, they are also offering programs

to help recycle packaging materials in an effort to become more environmentally aware and responsible.

"The more we learn about landfills, polluted streams and toxic dump sites, the more we realize our obligation to the consumer to take a leadership position in this shared responsibility," said Joseph Mocnik, Meadowdale executive vice president and chief operating officer. "We must point out that this is only a single step toward a

cleaner, healthier environment. If G-R-E-E-N products do nothing more than teach us that something can be done — even by individuals — to help improve the planet, they will have made an important contribution."

The President's Choice G-R-E-E-N Environment Friendly line features grocery items that help reduce pollution and preserve the environment through biodegradable products and recyclable materials.

Environment Friendly products include President's Choice G-R-E-E-N disposable diapers that use special fluff pulp which is bleached with hydrogen peroxide rather than chlorine, and require half the number of trees needed to produce conventional disposal diapers. Additionally, the wastes from the hydrogen bleaching process are water and oxygen, rather than the toxic chemicals produced by conventional mills.



## ATTEND FMI'S CONVENTION AND PROFIT!

Large store or small, FMI's Supermarket Industry Convention is filled with opportunities and ideas to increase your bottom line.

Over 1,000 manufacturers will be present, eager to show you new money-making ideas. You'll see products and services designed to benefit every size operation.

And in today's highly competitive market, staying abreast of industry trends is critical. That's why FMI offers 50 up-to-the-minute workshops on every aspect of the business. Like advertising and promotions. Traffic-building ideas for every supermarket department. Ways to streamline operations, and hire the right people. It's all there for you — from consumer trends to the latest technology.

So be sure to attend . . . to your profits.  
At FMI's Supermarket Industry Convention.



### The Supermarket Industry Convention and Educational Exposition

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Chicago, Illinois USA

For more information,  
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## LEGISLATOR PROFILE

# Rep. Paul Wartner — From bootstraps to the ballot box

The Speaker gets his phone calls returned! Somebody's ox is gonna' get gored! You don't win fights with 800-pound gorillas!

In Lansing, some things are just accepted as fact.

To that list you can add ... "if there's an issue involving small business, Paul Wartner is close by!"

It really comes as no surprise that Rep. Paul Wartner justifiably enjoys a reputation as a champion of business in general, and independent business people in particular. The Portage Republican earned the label the hard way, by fighting in committees and on the floor to ensure Michigan continues to be an attractive place to do business.

From his position as Minority Vice-Chair of the Insurance Committee, he consistently raises his voice on behalf of Michigan's business community. He also serves on the Corporations and Finance Committee, and of particular interest to AFD members, he is a respected and vocal member of the Liquor Control Committee.

One word that aptly describes Paul Wartner's approach to politics is "equity." He doesn't believe in giving an individual or industry an unfair advantage, something for nothing. But if people are willing to work and abide by the rough and tumble rules of free enterprise, he'll fight to make sure they have an opportunity to compete. Nothing more — but nothing less.

That sense of fairness was evident during the legislative battle over the unredeemed deposits. The bill was subject to lengthy and frequently rancorous discussion, both in the Liquor Control Committee and on the House floor.

During the public debate, and behind the scenes as well, Paul Wartner tenaciously held the position that some relief for the retailer was long overdue. He prevailed. Along with Rep. Pete Weeks (D-Warren), Wartner crafted a compromise that provided retailers with 25 percent of the unclaimed deposits.

His effectiveness in the Legislature can be traced directly to the respect he enjoys from colleagues on both sides of the aisle. When the issue involves equity, the Capitol has learned that Paul Wartner is a formidable opponent.

Wartner benefitted from a strong work ethic instilled early in life. He grew up in a large family in Detroit. "With nine kids you didn't have any money, so you did whatever you could to make a buck," he says, recalling those early days. One of his many jobs was that of a Tiger batboy.

His uncle, John Hand — the subject of warm tribute from Detroit News Sports Editor Joe Falls just prior to Hand's death last April — was the clubhouse manager. Wartner's specific tasks quickly dispel the glamorous image that working for a major league team invokes.

"We got six dollars a day," he says, with a large grin that spreads easily across his face. "We started at eight o'clock in the morning and got to knock the dirt off hundreds of pair of spikes; then shine those shoes. After that, we had to clean out the clubhouse, and then fill the pop and beer coolers. When the ballplayers came in after their morning workout, we had to cater to them."

While working as a mailman after high school, Wartner was encouraged by a former teacher to attend Michigan State University. He did. And in what was becoming typical Paul Wartner style, gritty determination proved to be the driving force that got him through college.

He worked three jobs, obtained student loans and was awarded academic scholarships. "I was appreciative of the free enterprise system and how you can make it on your own," he said. "But I paid back every nickel I borrowed."

A variety of jobs followed college. He worked for General Motors, the Michigan Department of Education and the Portage Schools. In his spare time, Wartner completed a Masters of Business Administration from Michigan State University.

Living in Portage, he now has his own successful real estate and bookkeeping business. But something was missing.

"My name recognition in the community was high," he says. "I was President of the Chamber of Commerce and the Rotary Club." He decided to try politics, and for the right reason: he could help more people.



Rep. Paul Wartner takes time to visit with a retailer.

Wartner says the most rewarding aspect of being a legislator is helping people navigate through governmental red tape. His broad experience has proved invaluable in providing that assistance. "My tax background enables me to really help my constituents. For my lower-income senior citizens, I prepare their tax returns myself, free of charge."

He also sets aside time to teach

government to children, preferring the younger set. "They have a little bit of knowledge and want to expand it," he said. "They're interested in learning and it's fun teaching them."

Paul Wartner didn't set out to court favor with AFD. But his voting record, strong support for the free enterprise system and willingness to let fairness be his voting guide, makes him one of AFD's best friends in Lansing.

## What you can do about workers' comp costs

Controlling workers' compensation costs must be a priority for all convenience store employers. Consider this checklist:

### Your employees

- Maintain an effective safety program.
- Research and analyze injury trends.
- Get injured workers back to work quickly.

### Classification and claims

Change rate classes for some employees (Some insurers may work with you to classify certain occupations at lower rates than others.).

- Pay small claims yourself.
- Ask for premium discount if you believe your company is safer than the industry average.

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

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**SDD/SDM**

By John Dagenais

**Top Michigan liquor buyers are announced**

Associated Food Dealers presents the top 30 independent package liquor store buyers from the Michigan Liquor Control Commission during 1989. The chart (right) excludes large chain operations and highlights independent retailer purchases made last year.

For the record, Meijer's Thrifty Acres store in Royal Oak had purchases of \$1,176,147, which were the highest in Michigan last year. Meijer's store in Northville followed with purchases of \$1,152,493 and the Taylor location bought \$828,535.

Total SDD liquor purchases from the Michigan Liquor Control Commission in 1989 amounted to \$385,486,299. The biggest buyer by county was Wayne with a little more than \$137 million, followed by Oakland with about \$50 million.

**The top liquor store buyers**

Independent SDD buyers of liquor for 1989 are as follows:

1. Flick's Liquor, Lambertville	\$979,071
2. Bottle & Basket, Birmingham	\$917,752
3. Showerman's, Livonia	\$841,537
4. Cloverleaf Market, Southfield	\$743,588
5. Maryland Beverage, Detroit	\$737,917
6. Grodi Beer Store, Erie	\$716,289
7. Nansi Corp., Livonia	\$617,351
8. Tradewinds Liquor, Detroit	\$607,874
9. Walsh's Party Store, Port Huron	\$571,864
10. Beverage Warehouse, Beverly Hills	\$553,714
11. Merchant of Vint, Troy	\$551,952
12. Glen's Market, Sault Ste. Marie	\$547,645
13. Oram's Party Shoppe, Detroit	\$545,016
14. Busatti's Liquor, Southgate	\$535,100
15. Big Ten Party Store, Ann Arbor	\$500,635
16. Bacchus Wines & Spirits, Kalamazoo	\$492,150
17. Casino Party Store, Detroit	\$492,136
18. Alger Party Store, Grosse Pointe	\$486,960
19. House of Liquor, Detroit	\$485,910
20. Happy Four Party Store, Detroit	\$475,727
21. Alban's, Birmingham	\$450,598
22. Big Top Market, Detroit	\$450,453
23. Liquor & Company, Detroit	\$446,135
24. Parkway Party Center, Mt. Clemens	\$441,223
25. Wood's Party Store, Grosse Pte. Woods	\$433,715
26. Red Wagon Shoppe, Rochester Hills	\$432,203
27. Kenwood Market, Detroit	\$428,075
28. B.B.'s Party Store, Warren	\$426,979
29. Telkari Market, Detroit	\$426,232
30. Cox's Beer Store, Temperence	\$419,125

**Coca-Cola promotion offers canned money**

Coca-Cola will introduce its "Magic Summer '90" prize giveaway promotion from mid-May through August offering \$100 million prizes. The prizes will be given away in Coca-Cola Classic cans.

Cash awards will go as high as \$200, but higher cash prizes will be given through a voucher system.

Prize-winning cans will not contain any soda. The winning cans have specially bonded tops that hold the prize and a water-filled section with the can.

The special cans were made at a secret location and took more than two years to develop. They look and feel like any other Coca-Cola Classic can.

More than 750,000 cans will be sold individually or in the multi-pack system. Another 120 million cans with surprise stickers will be distributed at more than 40,000 participating restaurants and stores.

Giveaways include expensive trips and tickets to sporting events.

**Perrier will be back on shelves in May**

Perrier sparkling water carrying a special new label to distinguish it from those pulled from store shelves recently will be shipped into the Detroit-area during May.

The shipment of new bottles marked with the words "Nouvelle Production" has already started in Canada and the eastern United States.

Perrier's importer in the United States announced plans for a \$25-million marketing campaign to keep the name before the public and to rebuild sales of what had been the top-selling imported bottled water in the world.

Newspaper ads appearing in March in Detroit-area newspapers carried the message: "Perrier. Worth Waiting For."

• See SDD/SDM, page 17

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## NEW LIQUOR SHELF PRICE TAG SYSTEM

3832-7 Bacardi Silver Label 750 ML

# 8.29

(Actual Size)

Receive a Liquor Shelf Price Tag for every listed item in both the Michigan Liquor Control Commission's - LIQUOR PRICE LIST and SPECIAL ORDER PRICE LIST starting with an effective date of April 29, 1990 along with all quarterly price/change updates for a year. Each non-tear plastic coated tag contains the Michigan order code number, the brand description, volume of liquor, and the price. The price tags come 20 per sheet in 2 binders and follow the same sequence of order as listed in the Michigan Liquor Control Commissions Price Books.

Some of the benefits the system offers: 1.) Customers see a look of uniformity and organization. 2.) The uniform single unit non-tear tag construction means no more falling off of plastic numbers or dealing with broken numbers. 3.) The easy to use tags help eliminate mis-priced shelf rows and potential violations. 4.) The State Order Number on each tag makes for easy re-order and inventory control. 5.) Empty rows of liquor are now easy to determine what goes back into a particular row. 6.) Having correct price/change updates in easy to use sheet tag form reduces time and errors.

Cost for a years subscription is \$135.00 per store. Cost for a second year of price/change updates is \$100.00. Call or write:

**SAXON, INC.**

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## Attend 1991 Trade Show

The 1991 Trade Show will be at the Fairlane Manor, Dearborn, on Tuesday, April 16. It's never too early to reserve your booth! For information call AFD's Trade Show Department at (313) 557-9600.

The following companies were a part of the Associated Food Dealers very successful Trade Show at Fairlane Manor on March 27. Thank you for participating in the 1990 Trade Exposition "Profit for the '90s."

Abner Wolfe  
Acme Food Brokerage  
All American Cash Register  
All Star Foods  
Amato Foods  
American Sound & Video  
Anheuser-Busch  
Archway Cookies  
Awrey Bakeries  
Blue Cross Blue Shield of Michigan  
Brehm Broaster Sales  
Bureau of State Lottery  
Cadillac Coffee  
Central Alarm Signal  
Checkpoint Systems  
Coca-Cola Bottling Co. of Detroit  
Continental Baking  
J. Lewis Cooper  
Coors Brewing Company  
Country Home Creations  
Creative Risk Management  
Crosset Company  
DCI Food Equipment  
Detroit Edison  
Detroit Popcorn  
Faygo  
Frankenmuth Brewery  
Frito Lay  
General Liquor  
Gourmet International  
Great Lakes Data Systems  
Hiram Walker  
Hobart  
Paul Inman Associates  
Jay's Food  
Kar Nut Products  
Kowalski Sausage

Lipari Foods  
London's Farm Dairy  
Melody Distributing Company  
Merchant Cash Register  
Merrill Lynch  
Michigan Bell Telephone Company  
Michigan Cash Register  
Michigan Liquor Control Comm.  
Michigan National Bank  
Midwest Butcher & Deli  
Miller Brewing Company  
Minnesota Bar Supply  
MMI Distributing  
Mucky Duck Mustard  
Nikhlas Distributors  
North Pointe Insurance  
Otis Spunkmeyer Cookies  
Pepsi Cola  
Pfeister Company  
Philip Morris USA  
Prince  
RM Gilligan  
Royal Crown Cola  
Scot Lad Foods  
Seven Up  
Stark & Company  
Sterling Shores  
Stoltz Publication  
Sunshine Biscuit  
Supermarket Development Corp  
Swift Eckrich  
The House of Seagrams  
Tom Davis & Sons Dairy  
Tony's Pizza Service  
U.S.D.A. Food & Nutrition Services  
Ultra Lite  
Winston Sales & Service



The hall was filled with a variety of aromas, as several exhibitors cooked their specialties for sampling.



Several exhibitors decorated their booths in a festive fashion.

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Games, raffles and prizes were highlights at many of the booths at the show.



Attendees enjoyed tasting a variety of foods.



Exhibitors demonstrated their products and equipment to enthusiastic retailers.



Retailers enjoyed the many question and answer seminars.

# 1990 AFD Trade Show

## Attendees and exhibitors agree: Fairlane Manor show a success

The following are some thoughts of attendees and exhibitors about the 1990 Associated Food Dealers Annual Trade Show:

"We introduced our new GT 6000 P.O.S. Scanning Systems. It was the first introduction anywhere in the state of Michigan. We had lots of interest and many encouraging and positive compliments. It was a good show that was well attended, and we are planning to be there next year." — **Thomas Haydu, Hobart Corporation**

"Good show, better than last year's. Good to see the faces of the store owners we deal with, especially in a non-business atmosphere where we can give them more attention. We will definitely be in next year's show." — **John Wojnicki, Pepsi-Cola**

"Enjoyed the show, got food leads, will participate next year. Heard good response from the retailers, lots of people returning to get more samples." — **Joe Amato, Amato Foods**

"We exhibited in the show with the objective of presenting our new "president's choice" label. We got a lot of publicity and consider our participation a success." — **Len Werner, Abner Wolfe**

"I thought it was a wonderful show, very crowded. It was fantastic exposure for us, being a specialty product. I think it stretched our credibility by being in the show." — **Michelle Marshall, Mucky Duck**

"Great show, new ideas, such as computerized cash registers, direct wiring of daily deposits to the bank. One of the better shows. Good location and good attendance by dealers and members at large. Looking forward to next year's show." — **R.D. Martynaik, Ray's Prime Meats**

"Very good show, good booth representation, especially liked the security and equipment products. Enjoyed the drawings and prizes. Fine location." — **Larry Shaw, Pontiac I.G.A.**

"On a scale of 1 to 10, I would give this show a 10." — **Kenneth Atchoo, McK's Wine Shoppe**



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UP TO \$500,  
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AN OLD FLAME.**

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

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# Be sure you know limitations of your fire insurance coverage

'Endorsements' may give the extra protection you need

Three elements of basic fire insurance policies seem to cause frequent problems.

One such element comes under the heading of "property not covered." A second element deals with endorsements available that supplement coverage. And a third element deals with the proper way to handle "improvements and betterments."

## Property not covered

Many individuals have the erroneous impression that everything they own is automatically covered under the basic fire insurance policy. Although not considered exclusions, there is a section of the fire policy which deals with "property not covered."

The basic fire policy does not cover animals, aircraft, watercraft (including motors, equipment and accessories), to name just a few.

Most of the above-mentioned property is more properly insured under a separate insurance contract.

Also, under the heading of "property not covered" is the cost of excavations, grading or filling; foundations of buildings, machinery, boilers or engines whose foundations are below the surface of the ground; underground pilings, piers, pipes, flues and drains; and pilings which are below low watermark. Again, most of this excluded property can be picked up by endorsement.

## Endorsements

There are certain endorsements available that can be used to supplement your basic fire policy if they are needed.

- **Sprinkler leakage** — If you have sprinklers in your building you may want sprinkler leakage coverage. The damage caused by water from a sprinkler system that has been triggered by fire is covered the basic fire policy; however, accidental leakage not associated with a fire or certain other allied perils is not covered.

- **Building code consequential coverage** — Many municipalities say that if a portion of a building is destroyed by a fire, certain areas in the remaining portions of the building have to be upgraded at the time that the destroyed section is rebuilt.

It is possible to endorse the basic fire policy to cover this additional expense with a building code consequential coverage endorsement.

- **Inflation guard endorsement** — This endorsement automatically increases the value on your property during the course of the year. Normally you would not increase these values until renewal

time.

- **Demolition coverage** — Some municipalities have a rule that if structures in certain areas are destroyed by as much as 25% or 50%, then the balance of the structure has to be demolished and rebuilt from the beginning. Your insurance will cover the demolition and debris removal of that portion of your building which was destroyed by fire; but will not extend to the portion of your building which was not destroyed by fire.

- **Glass breakage** — Most property policies cover glass only if it is glass building brick. For just about any other type of glass, a separate endorsement is necessary.

- **Broad named insured clause** — The purpose of this clause is to automatically pick up all subsidiaries of your company even though those subsidiaries may not be named on the property policy.

- **Reporting form** — The essential feature of any reporting form is that an insured with property that fluctuated in value will be protected at all times and will pay a premium based on the values actually at risk — provided that values are reported correctly and promptly and a sufficient limit of insurance is maintained to cover the highest value at any time.

In other words, if the insured lives up to the policy requirements, he or she will have complete and automatic coverage, will avoid the dangers of both underinsurance and overinsurance on the property, and will be spared the necessity of increasing (often with possible short rate cancellation penalties) as values move up and down.

## Improvements and betterments

You may have invested a great sum of money in improvements and betterments as an owner or as a tenant.

If you own the building, these improvements and betterments should properly be covered as a "building" item. (Since your "building" fire rate is cheaper than your "contents" fire rate, it behooves you to make certain that your improvements and betterments evaluation has been calculated as part of your building value as opposed to your contents value.)

On the other hand, if you are a tenant you must be extremely careful to make sure that your improvements and betterments are covered at all. Strictly speaking, the improvements and betterments are part of the building and since the building belongs to your landlord, you may find that you have no right as a tenant to collect for your loss to improvements and betterments following a fire.

Don't forget Prince pasta in your cool summer salads!



**Prince**  
Made to be Number One!



Being #1 runs in the entire family of Prince products. And we're running harder than ever to sell more pasta. We thought you'd like to know

## PEOPLE



### London's Farm Dairy honors contest winners

Doug Mowat, president of London's Farm Dairy, (right) honors five Michigan students, winners in a recent national essay contest themed, "Our Future in Space." Each student will receive a scholarship for a week-long visit to U.S. Space Camp, round-trip air fare and a one-day pass to Walt Disney World. The winners are: **Shannon Trent**, 17, of Swartz Creek (left); **Sandra Schaub**, 17, of Bay City; **Linda Kraft**, 15, of Warren; **Trephina Frahm**, 13, of Reese; and **David Cybulski**, 17, of Utica.

### Spartan Stores announces two promotions

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

**Doug Domine** has become grocery purchasing manager, assuming responsibility for grocery, frozen, and dairy areas. Domine replaces **Carl Christenson** who retired after 30 years with Spartan Stores. The position of controlled brands manager, previously held by Domine, has now been filled by **Joe McKie**. McKie will oversee the sales, marketing, quality assurance and promotion of Spartan brand products.

Domine joined Spartan Stores, Inc. in 1981 and brought with him a considerable degree of supermarket experience. His background includes employment with Eberhard Foods, Allied Supermarkets in Detroit and retail work with Great Scott! Markets. Prior to his current position of grocery purchasing manager, Domine has held positions with Spartan Stores as a grocery buyer, retail account merchandiser, controlled brands marketing specialist and controlled brands manager.

McKie has been an associate of Spartan Stores, Inc. for nearly four years and has achieved rapid career growth since that time. Starting as a private label merchandiser, he progressed to account merchandiser and then to private label merchandising manager. His 15 years of retail experience and association with the Spartan brand label will contribute greatly to his new position as controlled brands manager.

Spartan Stores, Inc. is a retailer-owned cooperative wholesaler serving 500 independent members throughout Michigan, Indiana and Ohio.

### Soft drink association appoints president



**Lobenherz**

### Archway announces corporate promotions

Archway Cookies, Inc., announces the promotion of **Eugene McKay III**, and **Thomas Olin Jr.** to the National Corporate Office in Battle Creek, Michigan. Prior to joining Archway, McKay was associated with Michigan National Corporation where he served as electronic services product manager.

Since November of 1987 Thomas Olin Jr. has been associated with the Archway Cookies, Inc., bakery in Boone, Iowa, where he was sales manager. Before joining Archway, Olin was employed by Presto Products, Inc., of Appleton, Wis., as corporate product manager.



**McKay**



**Olin**

## LEGAL BRIEFS

### Public can comment on WIC Program in Michigan

WIC Program Federal Regulations require that state agencies establish procedures to ensure that the public has an opportunity to provide comment on the development of the WIC Program State Plan of Operations.

The Michigan Department of Public Health will accept written comments regarding the operation of the WIC Program in Michigan between May 1, 1990 and June 30, 1990. Comments may be related to any aspect of the operation of the WIC Program in Michigan. These comments will assist the Department to constructively review WIC operations and make improvements in the operation of the WIC Program in Michigan. Comments should be mailed to:

WIC Division  
Bureau of Community Services  
Michigan Dept. of Public Health  
P.O. Box 30195  
Lansing, Michigan 48909.

### Co-sponsor list grows for national bottle bill

The co-sponsor count for Rep. Paul Henry's (R-MI) national bottle deposit legislation has reached 94, just six co-sponsors shy of his goal of 100.

The Henry proposal, which draws heavily on the provisions of his home state's aggressive deposit law, would require a refundable deposit of at least five cents on bottles containing soft drinks, beer and wine coolers and a two-cent handling fee.

Rep. Henry still has plans to attach his measure, H.R. 586, to legislation reauthorizing the Resource Conservation and Recovery Act (RCRA). Based on RCRA reauthorization hearings held last summer, at which Rep. Henry testified for his bill, the federal government's role in solid waste management will clearly be expanded as Congress attempts to establish a comprehensive national waste management strategy. RCRA reauthorization will likely take place under H.R. 3735, a comprehensive solid waste act mandating that states achieve within four years a recycling rate of 25% of all waste generated annually.

### Administration makes food stamp proposals

High-ranking officials of the Department of Agriculture (USDA) have visited FMI to discuss possible legislative proposals they are considering to reduce fraud and abuse in the food stamp program. FMI strongly objected to two of these proposals. The first is to prohibit firms that are primarily wholesalers from accepting food stamps in retail stores they own. The second calls for a biannual reauthorization of retailers to

obtain current data on authorized firms, which is to be funded by a small annual fee assessed to the retailers. USDA also wishes to obtain the Social Security number of every store manager of authorized stores.

### FMI requests permission to investigate Unimax

FMI has written to Chairwoman Janet Steiger of the Federal Trade Commission (FTC) requesting the FTC to take immediate steps to protect consumers from the deceptive practices being employed by Unimax, Inc., an Illinois corporation.

Unimax is marketing a program called "The Smart Shoppers Club," which offers consumers who sign up by paying a membership fee, an opportunity to pay \$60 a piece for \$70 supermarket gift certificates. Unimax also offers members the opportunity to market memberships in the club for a commission. FMI has asked the FTC to take whatever steps are necessary to put an end to this apparent fraud upon consumers and supermarket operators.

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

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

On April 12, 1981, USDA had announced it would examine the reasons for retail price differences between cities, and between inner city and suburban stores in the same city. The December 1989 study, which just appeared in print, found that supermarket size and sales volume, occupancy costs, store services, and warehouse stores contributed to firm price differences within cities.

ERS used data from seven randomly selected cities and collected prices from 616 supermarkets in the early 1980s. Market growth, market rivalry, and market entry accounted for firm price differences between cities. There was no evidence that firm market power — the ability to unilaterally raise prices — had a significant effect on supermarket prices. The study found that leading firms in a market, ranked according to sales shares, had diverse pricing patterns, with no apparent relationship to four-firm market concentration, or to firm market share. Copies of the study, *Supermarket Prices and Price Differences: City, Firm and Store-Level Determinants*, are available for \$8 from ERS-NASS, P.O. Box 1608, Rockville, MD 10849-1608 or may be ordered by telephone at (1-800) 999-6779. Ask for publication number TB-1776.

• See Legal Briefs, page 17



## PRODUCTS

### Lunch will never be the same again

Boring lunches are a thing of the past with the announcement by Oscar Mayer of the national roll-out of their new product line, "Lunchables."

In test markets for two years in Seattle, Denver, Phoenix, and Cleveland, Lunchables lunch combinations have met with resounding endorsement from consumers, leading to this early national roll-out.

Lunchables is a line of convenient, ready-to-eat lunches, made up of combinations of cold cuts, cheese and crackers. They come in Ham/Swiss, Turkey/Cheddar, Bologna/American, and Salami/Mozzarella. A deluxe menu includes Ham/Turkey, Chicken/Beef, Turkey/Chicken, and Beef/Ham. Lunchables range in size from 4 1/2 to 5 1/2 ounces each. For the nutrition-conscious, they range from 330-460 calories each. Each Lunchables comes complete with a napkin and the deluxe variety also has a condiment sauce and a mint wafer.

Packaged in Oscar Mayer's distinctive yellow and red colors, Lunchables can be found in the refrigerated section of your local supermarket and are priced from \$1.49 to \$1.99. For more information, call (608) 241-3316.

### RC Cola extends family of graphics to Cherry RC

Royal Crown Cola Co. has introduced a new package for its Cherry RC Cola brand to complete RC's family of graphics. The new Cherry RC package features the sweeping lettering style characteristic of the flagship RC Cola and Diet RC Cola containers.

A new label — on both 12-ounce cans and 2-liter bottles — features the words "Cherry RC Cola" in script-style lettering against a cherry red background, broken by white horizontal pinstripes.

The prominent RC trademark on the new package will "draw consumer attention at the point of purchase," said Royal Crown Creative Services Director K. Mallory.

"Now, with RC Cola and Diet RC Cola, the new Cherry RC graphics will provide higher shelf impact and a billboard effect for the trademark," he added.

A cherry couplet on the lower half of the package gives the new label a unique visual charm.

Cherry RC, a carbonated cherry-flavored cola, was introduced in 1985. Royal Crown markets its RC Cola, Diet RC, Diet Rite, Diet Rite Flavors, and Cherry RC through 263 franchisees and distributors in the U.S. and foreign countries.



### It's the Real Thing ... only it's caffeine free

Coca-Cola is introducing a new product, Caffeine Free Coca-Cola Classic.

The caffeine-free cola segment is the fastest growing segment in soft drinks. The Coca-Cola Company is expanding in this area: first with Caffeine Free Diet Coke and now with Caffeine Free Coca-Cola Classic.

The sharp gold and red packaging of Caffeine Free Coca-Cola Classic is an added benefit for retailers since it stands out so well on the shelf — increasing awareness and prompting impulse sales.

Caffeine Free Coca-Cola Classic adds strength and visibility to one of the most recognized trademarks in the world.

### Supermarket Development Corp. expands service

Supermarket Development Corporation, a Detroit-based equipment sales and service organization announces its service department has expanded operations to Northern Michigan.

Service technicians with a minimum of 10 years experience each, will be based in Saginaw and Roscommon to assistance with equipment problems.

Supermarket Development Corporation can service the following:

- TEC scales and printers
- Antonson Bakery Printers
- Exact (Franklin Electric) wrappers/labelers/scales
- Butcher Boy-Biro-Hobart saws, grinders, slicers, cubers
- Berkel
- Heat Seal
- Ovens and fryers

Supermarket Development Corporation has become a fast-growing service agency in the Detroit area. Current customers include such accounts as: Farmer Jack, A&P, Great Scott!, Kroger, Hamady Bros., Vegas Food Centers, Savon, Shopping Center Markets, Bloomfield IGA, and Pontiac IGA.

For service, equipment quotes or more information, call (1-800) 882-9174.

### Saxon offers new liquor shelf price tag system

Saxon, Inc. has introduced a new Liquor Shelf Price Tag System. The system provides a Liquor Shelf Price Tag for every listed item in Michigan Liquor Control Commission's Liquor Price List and Special Order Price List.

Each price tag contains the Michigan order code number, the brand description, volume of liquor, and the price. The non-tear, plastic-coated tags come 20 per sheet in two binders and follow the same sequence of order as listed in the Michigan Liquor Control Commission's Price Books.

Saxon's Liquor Shelf Price Tag System is an annual service that provides in addition to the April 29, 1990 price tag books all quarterly price/change updates for a year. The price/change updates are sent to subscribers prior to the July, October and January effective change dates.

Some of the benefits the system:

- Customers see a look of uniformity and organization
- The uniform single-unit, non-tear tag construction means plastic numbers won't fall off and numbers won't break
- The easy-to-use tags help eliminate mispriced shelf rows and potential violations.
- The State Order Number on each and every tag makes for easy reorder and inventory control.

Cost for a year's subscription is \$135 per store. Cost for a second year of price/change updates is \$100. For more information, call (313) 398-2000 or (1-800) 727-1976.

## CLASSIFIED

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

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

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## LEGAL BRIEFS

• Continued from page 16

### Garbage backhauling bill reported by House

The House Energy and Commerce Committee has approved compromise legislation (H.R. 3386) regarding the hauling of garbage and chemicals in food trucks, tankers and rail cars.

The bill requires the Secretary of Transportation to list non-food products that would pose an unnecessary threat to health. These products would not be allowed to be hauled in vehicles carrying food.

The bill states explicitly that the transportation by food trucks of corrugated cardboard, pallets, beverage containers and other food packaging shall not be prohibited. The legislation is now cleared for full House action. Similar bills are pending in the Senate - S. 1904, Gore (D-TN) and S. 1751, Gorton (R-WA).

### FDA proposes rules for health claims for food

The Food and Drug Administration has published a proposal for strict new rules on health claims that can be made on food packages. Health claims will be allowed in certain instances, under the proposal, but a company wishing to make them must first submit its proposed messages for agency review and support its petition with properly supported scientific evidence that the claim is valid.

Reprinted from Food Marketing Institute, Washington Report.

## SSD/SDM

• Continued from page 11

### Lottery prize highlights for fiscal year 1989

Daily games — Nearly \$248 million was shared by the holders of more than 1.7 million winning tickets.

Instant games — Some \$91.6 million was won by 21.4 million prize winners. The largest number of winners received smaller prizes in these games where the odds are most favorable. A significant number of larger prizes were also awarded.

Zinger — Nearly 400,000 winners shared prizes totaling \$18 million after the debut of this game in March. Zinger has the most favorable odds of all non-scratch-off lottery games.

Lotto — In addition to 58 jackpot winners who shared more than \$190 million, 668,000 ticket holders won \$90.9 million in other prizes ranging from \$48 to \$4,502.



The USDA is experimenting using electronic benefits transfer cards to replace the current paper food stamp coupons.

## Food stamps through electronic benefits transfer

By Birge Watkins  
U.S. Dept. of Agriculture

The new technology of electronic funds transfer (EFT) is rapping at the door of the food marketing industry. Many food stores are beginning to experiment with the use of credit cards, debit cards and other high-tech electronic alternatives to cash or checks. In some parts of the country, commercial EFT using Point of Sale (POS) terminals is commonplace. In other areas, a few merchants are experienced in EFT/POS thanks to participating in an electronic version of the food stamp program. Food retailers in Michigan are embarking on a new venture in EFT/POS that has the potential to perform a variety of private and public functions including service to food stamp customers.

The federal government has been interested in EFT technology for a long time, although the private sector has taken the lead in research and development. One of the most promising uses of EFT is the delivery of benefits in federal assistance programs, and perhaps the most actively interested federal agency has been the Department of Agriculture's Food and Nutrition Service (FNS), which administers the Food Stamp Program.

In the food stamp area, electronic funds transfers takes on a slightly different name: electronic benefits transfer, or EBT. However the principle remains the same. Funds are moved from one account to another without each of food stamps ever changing hands.

The Food Stamp Program is a natural candidate for EFT/POS technology. It provides more than \$1.1

billion in benefits to more than 19 million people a month. This requires two-and-a-half-billion pieces of paper a year — and that's just food stamp coupons. Not included is all the paperwork involved in the allotment and issuance of benefits. The accounting is enormously complex. FNS must keep tabs on food stamps issued to recipients, food stamps redeemed at food stores, food stamps cashed in by stores at banks, and food stamps returned by banks to the Federal Reserve.

The Food Stamp Program has been around a long time, and has become a fixture in American life and business. It replaced the old system of direct food distribution because our national leaders wanted low-income people to have a choice in the food they buy, and wanted their purchasing power to contribute to the health of the economy.

Since then, food stamps have become an important percentage of sales for many food retailers. As individuals, food stamp users have low incomes, but as a group their benefits are substantial and all of it is earmarked specifically for the food marketing industry. With that kind of economic clout, services to food stamp users should be a high priority to food retailers.

EFT/POS technology using EBT offers many advantages to food stores, — some more obvious than others. Labor costs are reduced, paperwork is reduced, transaction time decreases, and efficiency and convenience improve and customer relations are enhanced. In addition to substantial costs savings for retailers, FNS is seeing evidence of increased food stamp revenues. The primary reason is

that with EBT food stamp benefits are less likely to be diverted to illegal activities. Benefits are being spent in food stores not on other things in other places. With the cost of handling food stamp coupons going up and the cost of EBT going down, its clear which alternative shows the greatest potential benefit to food retailers in the long run.

From a government standpoint much of the administration of the food stamp program is simplified and costs are expected to be reduced over the long term.

There are also great advantages to food stamp customers — security, money management ability, and convenience.

FNS has already come far with EBT technology, and is now moving into a new generation of demonstration projects. We feel the new system shows enough promise that we expect to be working with EBT for a long time. We will be working with retailers and others to set standards and hope to agree on principles and priorities that will guide the development of this new technology in years to come. For example, the Electronic Funds Transfer Association has already established an inter-industry working group on standards for EBT, and we expect to benefit from their efforts.

Under an EBT system, food stamp users apply for their benefits in the usual way, by filling out a form at their food stamp office. Once their level of benefits is determined, an account is established in their name and they are issued a plastic card similar to a bank card or a credit card. They also choose their own personal identification number (PIN) to use in conjunction with the card. Training recipients on use of the card is one of the most important steps in the process.

From there on, the procedure is familiar to anyone who has ever used a bank card or a credit card. In the grocery line, the food stamp customer's card is run through an on-line electronic reader, they enter their PIN, and money from their food stamp account is transferred to the governor's account. Accounting is all done electronically, and counting and handling of coupons and forms is eliminated.

FNS began its first experiment in EBT in 1984 in Reading, Penn. We found out that use of electronic technology was feasible for issuing food stamp benefits, and that everyone — food stamp users, merchants, bankers, and government administrators and accountants — valued and appreciated the new technology:

- Food stamp users didn't have to worry about their benefits being lost or stolen, and they were more comfortable using their plastic cards to pay for their groceries. They no longer had to go to the food stamp office to get their benefits.

• See EBT, page 21

## DEPT. OF AGRICULTURE

### Division expands policy on ready-to-eat foods

The marketplace for ready-to-eat foods continues to expand and change. To better accommodate these changes and following resolutions of various national interpretations, the Food Division has updated its policy by other than weight or volume:

- All food items sold for immediate consumption on the premises.
- Items sold for immediate consumption off the premises if they are:

- a) Ready-to-eat, take-out meals composed of several elements. The meals may include meat, fish, or poultry.

- b) Sandwiches when sold over-the-counter on the premises where produced and not intended for resale.

- c) Single-servings of beverages, soups, frozen yogurts, ice creams, and other frozen desserts dispensed at the time of sale and sold by designation of the cup size (e.g., large, medium, small) provided either the fluid volume or the actual size of the cups is clearly displayed prior to purchase.

- d) Ready-to-eat pieces of chicken and fish provided they are cooked on site, displayed for customer viewing, and packaged after selection by the purchaser.

## LOTTERY

### State to reject returns of instant game tickets

After April 30, the Lottery will no longer accept "returned unsold" instant game tickets for credit. This policy applies to both full and partial books of tickets.

The final redemption date has been removed from the ticket back starting with the Michigan Baseball Game. Tickets may be sold until your last ticket is gone. (Tic Tac Cash remains a current game and will continue to be available to order.)

As with Michigan Baseball, the Lottery will give you a two-week notice that a new game may be ordered. This notice will not apply to Fame & Fortune, however. When it runs out of one ticket, it will ship the new one.

The Lottery has not made any changes to your Lottery line of credit — it still supplies the operating capital.

If you have any questions, please call your regional office.

## COMING EVENTS

**May 6-9:** FMI's Supermarket Industry Convention, Chicago. For more information, call (202) 452-8444.

**May 9:** The Michigan Liquor Control Commission will hold a public hearing at 11 a.m. at the Lincoln Park Office of the Commission, 2251 Dix Hwy., to consider proposed amendments to the LCC's Wine Rules.

# Student program to increase job readiness for young Detroiters

In early 1987, the Detroit Renaissance Foundation, with support from the Mayor, began to address the need to do something about conditions in Detroit.

Its mission was to create "action plans" to deal with the problems in each of these areas. Early in the planning stage, it became evident that the problems were interwoven; improved education and training of both youth and adults was viewed as critical in solving problems of crime and of economic development.

The Strategic Plan Report was issued through the efforts of the Foundation in November of 1987. Work began immediately on implementing the 42 recommended action plans. The Detroit Strategic Plan Jobs Project emerged as the response to three of the recommendations: 1) to increase employment opportunities for high school age youth, 2) to expand the usage of adult education, and 3) to smooth the entry of chronically unemployed or underemployed young adults into the mainstream labor market.

The basic goal of the project is to

increase the number of young Detroiters who are productive members of the economy. The project recognizes that one of barriers to achieving that goal is the mismatch between the skill demands of the market and the job skills of young people.

The project sponsor, the Greater Detroit Chamber of Commerce, and the Detroit business community believe that job-ready candidates will get good jobs.

There are four basic tasks: 1) define basic job readiness, 2) clearly communicate that definition to all education and training providers, 3) establish a clearing house which links job-ready candidates with job openings, and 4) develop a system for creating a steady stream of job orders to the clearing house.

The first task is to clearly define job-readiness for the 1990s. That task has already been started by the Detroit Compact, which holds the standards as decreed by the Strategic Plan Report, which clearly defined it in terms of three skill sets: academic, personal management, and teamwork-leadership skills. The project will seek to create an

"adult" version of that definition. The basic skills being demanded will be the same; how they are measured and the acceptable level of achievement will differ.

The next task is to clearly communicate that definition to job seekers and to all agencies which provide education and training to young people. Again, the Compact has successfully begun that "communication" to the Detroit Public Schools. The job readiness definition has become the chief "outcome" measure for the district's Detroit Quality Education Program. Success for the schools is to be measured by how many students graduate ready for jobs or college. The project will seek to make that same communication link to education and training providers who deal mainly with adults — adult education, job training agencies, community colleges and others.

The third task is to create a "clearing house" which links job seekers with the basic skills to jobs. The clearinghouse needs to also provide one other important service; it must link job seekers who lack some necessary

skill to the appropriate education or training provider. In approaching this task, the project, in its earliest stages, concluded that "creation" of a new clearing house was not needed if an existing one could be reshaped to the task. The joint venture with the Michigan Department of Labor (MDOL) and the Michigan Employment Security Commission (MESCC) was the first step in that direction.

The final task is to deliver jobs to the clearing house. That task is probably the most important. The existence of a pool of jobs available only to candidates who have met the employer-set definition of job-readiness creates the "market" for the other changes the project seeks. The pool of jobs linked to the definition will be the force which reshapes the providers of education and training. By creating a clearly defined and channeled "demand" for "job-ready" candidates, the project intends to increase the "supply" and to reform the suppliers.

The potential for the pool of job orders is what drew the state

• See Program, page 21

## Detroit Strategic Plan Jobs Program Job Pledge Form

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

We pledge the following number of jobs to job-ready students from the Detroit Compact:

- ☐ Full-time jobs
- ☐ Summer jobs for college-bound students
- ☐ Summer jobs for 16-17 year olds

\_\_\_\_\_  
(Authorizing Signature)

Please return this form to: Greater Detroit Alliance of Business  
600 W. Lafayette Blvd  
Detroit, MI 48226

A Greater Detroit Alliance of Business representative will call on you to follow up on your pledge. Meanwhile, if you have any questions, please contact Marvin L. Brown, executive director of the Alliance, at (313) 964 4000.



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# Study shows why food prices vary between cities and neighborhoods

By Robert O. Aders

President, Food Marketing Institute

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

This kind of study has been done before, but the previous research has generally been too limited to lead to conclusive results.

The earlier surveys were alleged to have had basic flaws that made the conclusions drawn from them suspect. Criticisms include the contention that the cities, companies and stores studied were not representative of the general marketplace, items selected were not representative of food and nonfood supermarket products, and important price determinants were omitted from the statistical analyses.

The latest study, which has just been released, was carefully designed to avoid such weaknesses.

The newly released USDA supermarket price survey was made in 28 randomly selected cities, and prices were collected from 616 supermarkets, representing 321 supermarket companies. All supermarket

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

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

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

Statistical evidence gathered show that the market leader in most areas does not have the highest prices in the area. Most often, its prices are somewhere in the middle.

What does affect a store's prices are its physical size, the type of store it is (i.e., customer services offered or not offered), its sales volume, and its occupancy costs (rent, utility cost, etc.).

All else being equal, larger store size and higher sales volume are associated with lower store prices. Higher store occupancy costs usually result in higher prices. Likewise, as a rule, stores offering more store services, have higher prices than stores,

**"... opportunistic price gouging is not behind differences in supermarket prices. More ordinary market forces are at work here."**

such as warehouse stores, which offer few customer services. This may seem obvious to us, but it hasn't been obvious to university and government researchers.

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

Another finding indicates that, in high-growth areas, where there has been large-scale entry by food-store companies in the previous five-year period, slightly higher supermarket prices have been found than in other areas.

Cities where there is strong market rivalry between dominant companies, or greater turnover among the stores in the area and changing sales shares, have slightly lower prices than other cities.

This study sums up the findings by observing that the basic competitive environment facing food retailing firms

does not change rapidly from year to year, a reaffirmation of a conclusion made in the 1966 study by the National Commission of Food Marketing.

It points out, however, that the growth of the price-oriented supermarkets, such as the warehouse and superwarehouse stores, have heightened price competition in many cities and towns during the 1980s. In meeting this type of competition, other stores often provide additional store services to distinguish themselves from the competition. The study also confirms that there is relative ease of entry in the supermarket industry.

Niche marketing has become a buzz phrase in recent years, and the newly released study underscores its role in today's marketplace.

No one type of store suits all customers, and a retailer cannot take advantage of having the largest market share to set prices higher than costs justify and expect to be in business long.

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

The new report shows that, as we all know, the retail food business is highly competitive.

Customers today have many options to go elsewhere to shop if they become dissatisfied with their current food store.

## What are your legal requirements governing the hiring of minors?

There have been a number of questions regarding the legal requirements governing the employment of minors. You can get more information from the U.S. Department of Labor, Employment Standards Administration, Wage and Hour Division and the Michigan Department of Labor, Bureau of Employment Standards.

The information contained in the following question-and-answer format was developed from the Michigan Department of Labor Youth Standard Act 90 of 1978.

### What is a minor?

A minor is defined as a person under 18 years of age.

### Is there a minimum age for employment?

Yes, the minimum age for employment of minors is 14 years. There are exceptions to the law for younger minors to work.

### Are there prohibited occupations in which a minor cannot work?

Yes, a minor shall not be employed in, about, or in connection with an occupation which is hazardous or

injurious to the minor's health or personal well-being. Standards are established and cannot be deviated from unless granted by the Director of Labor. (Rules are available and should be obtained regarding hazardous occupations.)

### Are work permits needed for minors?

Yes, a minor shall not be employed in an occupation regulated by the Youth Employment Standard Act until the person proposing to employ a minor obtains from the minor and keeps on file, at the place of employment, a copy of the work permit or a temporary permit.

### Who issues the work permit?

The permit shall be issued by the issuing officer of the school district in the which the minor resides. A copy of the work permit shall be placed in the minor's permanent school file as long as the minor is employed.

### Can a work permit be revoked?

Yes, factors such as poor school attendance, decline in performance in school and a violation of federal or state laws result in the revocation of the

work permit.

### Can a work permit be used as evidence of age?

Yes, a work permit shall be conclusive evidence of the age of the minor.

### Are there rules to the number of days/hours which minors are permitted to work?

Yes, there specific rules for the number of days and hours which can be worked by minors under the age of 16. The Michigan law even specifies the times for meals and rest periods and that work time records be kept in or about the work premises.

### Can a minor handle cash?

A minor shall not be employed in an occupation that involves a cash transaction after sunset or 8 p.m., whichever comes first, this rule is waived if an employer or other employee, 18 years of age or older, is present during those hours.

### Are there posting requirements?

Yes, in Michigan poster #WH-M-46 (6/78), with sections 10, 11, 12 and 12A.

### Are there any exemptions to the legal requirements for high school graduates and GED holders?

Yes, the law specifies exemptions for minors 16 and 17 years old.

### What happens if a company does not comply with the requirements?

The Michigan Department of Labor enforces this act and will assist in the prosecution for violations of this law; they do not have the authority to enter and inspect any facility where a minor may be employed. Depending on what section of the law was violated, it could result in a misdemeanor and/or felony charge. It is very important to note this can mean imprisonment and should not be viewed as an infraction of a Department of Labor standard which usually generates a citation and/or fine.

### Are there special provisions for workers' compensation benefits?

Yes, if a minor is injured during the course of employment and the minor receives workers' compensation benefits, those benefits will be doubled if a proper work permit is not secured prior to employment.



## EBT

### • From page 18

• Grocers didn't have to count, sort, and bundle food stamps and take them to the bank. The accounting work was done for them instantly at the time the sale was made. Recent studies show that costs for retailers participating in the Food Stamp Program dropped (25 percent, from \$24 per \$1,000 to \$18 per \$1,000) when they used EBT. The system also eliminated cash change in food stamp transactions, another headache for retailers.

• Bankers and federal accountants also liked automatic accounting and not having to handle food stamp coupons.

• Substituting EBT for paper food stamps reduce opportunities for fraud and abuse, and eliminated printing, handling, transporting and security concerns. Finally, since food stamps are destroyed after use, it eliminated destruction costs.

There was, of course, a downside. It cost more to issue food stamp benefits in Reading's EBT project than it did to issue them using the conventional system. One reason it was so expensive was that the Reading computer system was built from the ground up to be used only for issuing food stamp benefits.

Our next goal in Reading is to cut costs. We can do that by piggybacking on existing commercial equipment, by using the electronic cards to issue more than one kind of government benefit, and through economies of scale from a larger population base. Reading is already working toward that goal, and has reduced its costs dramatically by integrating the EBT computer system

with other state computer functions.

A new project that combines benefit programs began operating by November in Baltimore. Some 5,000 households use EBT cards at more than 160 stores to get food stamp benefits. They use the same cards at automatic teller machines to draw benefits from the federal Aid to Families with Dependent Children program, and from the state Child Support Enforcement program. By sharing equipment with other government benefit programs, and by using commercial equipment already in place, the Baltimore project should operate relatively inexpensively.

Though we are making progress, electronic systems still cost more to operate than the old system of paper coupons. So another generation of EBT pilot projects is in the works, with the goal of reducing costs and improving operations still further. Systems in Albuquerque, N.M. and Minneapolis are due to begin operating this year.

Other states are also eager to utilize this technology. We currently have under review proposals from New Jersey and Iowa, along with a request from Pennsylvania to expand the Reading project. Colorado, Georgia, Texas, Mississippi, Utah, Oklahoma, and South Carolina have expressed an interest in EBT. Maine, New Hampshire and Vermont are considering a joint project.

FNS is exploring various approaches to EBT and hopes to test these in the months and years ahead. One very promising approach is to piggyback EBT on existing commercial EFT/POS systems. Food retailers in many states are considering the

deployment of POS terminals to better serve their credit and debit card customers. Once a substantial percentage of food retailers in an area have a system up and running, the addition of EBT is a fairly simple process.

The farm bill currently under consideration on Capitol Hill encourages new approaches to EBT systems. FNS included proposal that would make it easier for states to conduct demonstration projects, to tailor projects to their own special needs, and to expedite testing of demonstration systems that are now in the works. The bill also recommends allowing states by April 1992 to undertake their own projects, making use of knowledge gained through existing efforts, provided they can assure that their projects will cost no more than current insurance systems.

Where are we going with this? Will EBT eventually supplant the paper food stamps? The answer right now is maybe. It may be that there will always be some need for paper food stamps in areas where EBT technology is not available.

While EBT faces many challenges, it also shows great promise and growing acceptance as an alternative to food stamp coupons. The potential to lower costs and increase revenues for food retailers is particularly exciting. We are very optimistic that EBT will ultimately be a great asset to the Food Stamp Program. In this regard, we look forward to working with Michigan food dealers in the years ahead.

## Program

### • From page 19

government into the joint venture. The job pledge of the Detroit Compact is a major force in motivating the students and in setting the pace for and the direction of school reform.

As noted above, the project did not desire to reinvent the wheel. Project leadership recognized early that the stated mission of the MESC Job Service was to be a clearing house. When the Chamber approached the state with a modest request for assistance, the state, through the Labor Department, responded with a proposal for a three-year joint venture designed to reshape the Job Service in Detroit and to accomplish the underlying mission of the project.

The joint venture agreement was signed by the state and the Chamber in September of 1989. It committed the state to reshaping the Job Service offices in Detroit into models with the assistance of the business community. The state also became an active partner in the project's efforts to increase the number of job-ready candidates and to their successful placement into jobs.

The link between the project and the Compact has already been described. The Compact's reform efforts, those which the project seeks to parallel in the adult training market, are driven in large part by the pledge of jobs to graduates who meet the definition of "job-readiness." Business was able to accomplish much with the "pledge." Now it must actually deliver the jobs.

In June of 1990, the one Compact high school will produce approximately 125 job-ready graduates — graduates who have fully met all the requirements. The high school will also produce some 200-250 sophomores and juniors who are "on-target" for meeting the standards. The business community has pledged to provide full-time jobs for job-ready graduates (summer jobs for the job-ready graduates who are college-ready and college bound) and summer jobs for the "on-target" students. The estimated job needs can be summarized as:

75-100 full-time jobs  
25-50 summer jobs for the college bound  
200-250 summer jobs for 16 and 17 year olds

The initial solicitation campaign

will seek 200 full-time job pledges (twice the needed number to provide some options for the graduates and the employers). The campaign will also seek 300 summer job slots.

The campaign is not designed to be bashful; it will not be trying to sell marginal job candidates. It will be marketing some of the best graduates of the Detroit Public Schools, candidates who will be certified job ready in accordance with business-defined criteria.

The campaign will be executed by teams organized by industry. Retailers will talk to retailers; manufacturers will talk to manufacturers.

Phase II is designed to follow using the same industry team concept. This phase, however, is not designed as a one-time push; rather, it is intended to become a regular part of the employer community's job recruitment efforts.

The job orders phase will be pooled to increase the ability of employers as a group to communicate their job requirements and to get education and training providers to deliver according to those specifications.

## AFD staff

**Joseph D. Sarafa**  
Executive Director  
**Judy Mansur**  
Blue Cross/Blue Shield  
Coupon Redemption  
**Debbie Pagett**  
Bookkeeping Worker's  
Comp. Program  
**Chris Zebari**  
Membership  
**Jim Larges**  
Computer System  
Membership Records  
**Deborah Cooper**  
Communications  
**Vicky Zuschnitt**  
Special Events  
**Heather Heinrichs**  
Receptionist

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

## Officers

**Amir Al-Naimi**  
Chairman  
Metro-Politan, Inc.  
**Sam Yono**  
Immediate Past Chairman  
Gala Food Store  
**Frank Arcori**  
Vice Chairman  
**Jerry Yono**  
Vice Chairman  
**Tony Munaco**  
Vice Chairman  
**Bill Viviano**  
Treasurer  
**Mel Larsen**  
Secretary

## Directors Retail Members

**Cal Abbo**  
King Cole Markets  
**Sam Dallo**  
In N' Out  
**Fred Dally**  
The Medicine Chest  
**Terry Farida**  
Valu Center Markets  
**Richard George**  
Wine Barrel Liquor & Deli  
**Mark Karmo**  
Royal Food Center  
**Thom Welch**  
Hollywood SuperMarket  
**Frank Tumbarello**  
Frank's Party Store  
**Tom Simaan**  
LaFayette Towers SuperMarket  
**Nabby Yono**  
X-Tra Foods

## Directors General Members

**Jerry Inman**  
Paul Inman & Associates  
**Mel Larsen**  
Mel Larsen Distributing, Inc.  
**Barbara Weiss Street**  
The Paddington Corp  
**Ron Paradaski**  
Coca-Cola Bottlers  
**Louis Stephen**  
Stephen's Nu-Ad, Inc.  
**James Bellanca Jr.**  
Legal Counsel  
Bellanca, Beattie & Delisle

## LIQUOR LICENSE VIOLATIONS

**Licensee:** Thomas E. McNeal  
d/b/a Chip Dog Party Store  
2280 St. Clair Ave.  
Detroit, MI 48214

**Charge:** (1) Allow the consumption of alcoholic liquor on the license premises. (2) Have on the licensed premises an open container of beer.

**Hearing held:** Dec. 11, 1989, Lincoln Park

**Comm. order:** (1 & 2) dismissed

**Licensee:** Ralph E. Schulte  
d/b/a The Loading Zone  
5157 S. Telegraph  
Dearborn Heights, MI 48127

**Charge:** One Ralph E. Schulte was allowed to be on the licensed premises in an intoxicated condition.

**Hearing held:** Sept. 6, 1989  
**Appeal order:** \$300 fine with half waived. Rescinded and charge dismissed.

**Licensee:** Open Pantry Food  
Marts of Michigan, Inc.  
d/b/a Hop-In  
2062 S. Custer and  
540 N. Telegraph  
Monroe, MI 48161  
1129 Greenwood  
Jackson, MI 49203

**Charge:** (1) Sell or transfer its license or an interest in the license to Farr View, Ltd., without prior approval of the Michigan Liquor Control Commission. (2) Allow a person, one Farr View, Ltd., whose name doesn't appear on the license, to derive use or to benefit from the license.

**Hearing held:** Oct. 4, 1989, Jackson

**Comm. order:** Suspension as of May 1, 1990 waived, if proper Licensee assumes full proprietary control to the satisfaction of the Commissioner, or if transferred to person(s) or corporation approved by MLCC.

**Licensee:** Garbo-ko, Inc.  
Joseph M. Lynch, co-licensee  
d/b/a 7-Eleven Store #20  
130 Perry Road  
Grand Blanc, MI 48439

**Charge:** Sell, furnish or give away alcoholic liquor to a person, one Thomas Robert Jeffrey, who had not then attained the age of 21 years.

**Hearing held:** Acknowledged  
**Comm. order:** \$500 fine due May 19, 1990

**Licensee:** Barbara J. Drudi  
and Thomas G. Drudi  
d/b/a Convenient Food Mart  
8060 Miller  
Swartz Creek, MI 48473

**Charge:** (1) On or about February of 1989, sell or transfer its license or an interest in the license to Dru-Del, Inc., without the prior approval of MLCC. (2) On or about April 21, 1989, obtain a license in its name for the use and benefit of another person, Dru-Del, Inc., whose name

does not appear on the license. (3) From February of 1989 to the present time, failed to maintain records sufficient to determine ownership of the licensed business and to whom the profits or losses of the business accrue.

**Hearing held:** Dec. 7, 1989, Lansing

**Comm. order:** (1 & 2) \$150 fine on each count; and suspension as of June 1, 1990 will be waived if proper Licensee assumes full proprietary control to the satisfaction of the Commissioner, or if transferred to person(s) or corporation approved by MLCC. (3) Dismissed.

**Licensee:** Robert D. Baily  
d/b/a Harry's Food & Spirits  
10026 West M-32  
Herron, MI 49744

**Charge:** (1, 2, 3 & 4) Sell, offer for sale, accept, furnish, possess, or allow consumption of alcoholic liquor on the licensed premises, which has not been purchased by the licensee from the Commission, or a licensee of the Commission authorized to sell alcoholic liquor to a retail licensee. (5) Sell, offer for sale, expose for sale, or possess a bottle of vodka, which was adulterated or misbranded or the bottle containing said spirits was refilled.

**Hearing held:** Acknowledged  
**Comm. order:** (1 & 5) \$200 fine on each count due March 5, 1990. (2, 3 & 4) Merged with (1).

**Licensee:** Health-Wise  
Enterprises, Inc.  
d/b/a Hartland Woods  
Party Store

Hartland Woods Square  
Shopping  
9572-9516-9520 Highland  
Howell, MI 48843

**Charge:** Sell, furnish or give away alcoholic liquor to a person, one Jonathan Donald Agrusa, who had not then attained the age of 21 years.

**Hearing held:** Acknowledged  
**Comm. order:** \$650 fine due March 5, 1990.

**Licensee:** Health-Wise  
Enterprises, Inc.  
d/b/a Hartland Woods  
Party Store

Hartland Woods Square  
Shopping  
9512-9516-9520 Highland  
Howell, MI 48843

**Charge:** (1) On or about Oct. 11, 1989 and/or Oct. 13, 1989, sell or transfer stock in the licensed corporation form stockholder Farouk S. Jajo to Sami Zia Gago, without the prior approval of the Michigan Liquor Control Commission. (2) On or about Oct. 11, 1989, and/or Oct. 13, 1989 transfer in the aggregate more than 10% of the outstanding stock of the

corporation (or more than 10% of the total interest in the limited partnership) during a licensing year, without prior approval of the Michigan Liquor Control Commission.  
**Hearing held:** Acknowledged  
**Comm. order:** \$300 fine on each count due March 5, 1990. Also, suspended as of April 1, 1990 unless proper licensed corporation is in full compliance with MLCC rules and regulations regarding this stock transfer.

**Licensee:** Little Super & Deli,  
Inc.  
d/b/a Little Super & Deli

1007 Main  
St. Joseph, MI 49085

**Charge:** Sell, furnish or give away alcoholic liquor to a person, one Jeffrey Schadler, who had not then attained the age of 21 years.

**Hearing held:** Jan. 8, 1990, Boroda  
**Comm. order:** \$200 fine due March 5, 1990.

**Licensee:** Foxx, Inc.  
d/b/a O'Tays

2802 S. 11th  
Niles, MI 49120

**Charge:** (1) Sell or transfer its license or an interest in the license to Norman Golba and/or John Sims and/or David A. Lekarczk and/or Chris Mouras, without the prior approval of the Michigan Liquor Control Commission. (2, 3, 4, 5 & 6) Obtain a license in its name for the use and benefit of another person, one Norman Golba and/or John Sims and/or David A. Lekarczk and/or Chris Mouras, whose name does not appear on the license.

**Hearing held:** Jan. 9, 1990, Baroda  
**Comm. order:** Revoked.

**Licensee:** RGS, Inc.  
d/b/a Pro Quick Mart

Stevensville  
5515 Red Arrow Highway  
Stevensville, MI 49127

**Charge:** Sell, furnish or give away alcoholic liquor to a person, one Jeffrey Schadler who had not then attained the age of 21 years.

**Hearing held:** Jan. 8, 1990, Baroda  
**Comm. order:** \$650 fine due March 5, 1990

**Licensee:** Lake Shore  
Distributing, Inc.  
d/b/a Lake Shore Distributing  
5209 Washington Ave.  
St. Joseph, MI 49085

**Charge:** The stockholder in the above-named licensed corporation, Robert Bender, was convicted for the excessive use of alcoholic liquor, to wit: impaired driving.

**Hearing held:** Jan. 9, 1990, Baroda  
**Comm. order:** \$300 fine due March 5, 1990

**Licensee:** 2nd Potential, Inc.  
d/b/a Bottoms Up

1271 Holton  
Muskegon, MI 49455

**Charge:** (1) Permit its premises to be occupied by persons other than itself or its working bona fide employees, to wit: Michael Christopher Chidester and/or Marc Galbreath and/or Brian Jeffrey Davis, between the hours of 2 a.m. and 7 a.m. (3) Permit the consumption of alcoholic liquor upon the licensed premises by one Michael Christopher Chidester and/or Marc Galbreath and/or Brian Jeffrey Davis, between the hours of 2:30 a.m. and 7 a.m. (4) Refuse, fail or neglect to cooperate with law enforcement officers and/or did hinder or obstruct law enforcement officers in the course of making an inspection or investigation of or on the licensed premises, while enforcing the provisions of the Michigan Liquor Control Act.

**Hearing held:** Acknowledged.  
**Comm. order:** (1 & 4) \$200 fine on each count due March 12, 1990. (2 & 3) Dismissed.

**Licensee:** F.J. Mohar, Ltd.  
d/b/a Mohar's I.G.A.

200 Tin  
Ontonagon, MI 49953

**Charge:** (1) On or about Feb. 28, 1989, sell or transfer its licenses or an interest in the licenses to Gateway Foods, Inc., a Wisconsin corporation and/or Gateway Foods of Minnesota, Inc., a Minnesota corporation, and/or Campioni Enterprises, Inc., a corporation, without prior approval of the MLCC. (2) On or about April 19, 1989, obtain licenses in its name for the use and benefit of another person, one Gateway Foods, Inc. a Wisconsin corporation and/or Gateway Foods of Minnesota, Inc., a Minnesota corporation and/or Campioni Enterprises, Inc., a corporation, whose name does not appear on the licenses.

**Hearing held:** Acknowledged  
**Comm. order:** (1 & 2) \$300 fine on each count due March 12, 1990 and a 14-day suspension.

**Licensee:** North Sky Inc.  
d/b/a Sky McFly's

301 Tone  
Sault Ste. Marie, MI 49788

**Charge:** Sell, furnish or give away alcoholic liquor to a person, one Alan William Bouschor, who had not then attained the age of 21 years.

**Hearing held:** Acknowledged  
**Comm. order:** \$200 fine due March 12, 1990

**Licensee:** Dennis Leo Brunelle  
d/b/a Gabby's

1514 A Putnam  
Wakelield, MI 49968

**Charge:** Permit a quantity of alcoholic liquor, sold for

consumption on the premises, to be removed from said licensed premise by one Robert M. Foster.

**Hearing held:** Acknowledged  
**Comm. order:** \$200 fine due March 5, 1990.

**Licensee:** Charles Roy Gates  
Sarah Faye Gates  
Bettie Kay McGowan  
431 East Congress  
Detroit, MI 48226

**Charge:** (1) Sell, furnish or give away alcoholic liquor to a person, one Laura Kimball Waterman, who had not then attained the age of 21 years. (2) Allow a person, one Laura Kimball Waterman, who had not then attained the age of 21 years to consume or possess alcoholic liquor upon their licensed premises.

**Hearing held:** Acknowledged.  
**Comm. order:** \$300 fine on each count due March 26, 1990

**Licensee:** Francena Iverson  
d/b/a F & S Market

18514 Ryan  
Detroit, MI 48234

**Charge:** Sell, furnish or give away alcoholic liquor to a person, one Harold C. Renfroe Jr., who had not then attained the age of 21 years.

**Hearing held:** Acknowledged.  
**Comm. order:** \$200 fine due March 26, 1990.

**Licensee:** Cervi Investments,  
Inc.

d/b/a Maria's Italian Bakery  
3344 S. Grove  
Ypsilanti, MI 48197

**Charge:** Sometime prior to July 6, 1989, the above named licensee did itself, or by its agent, clerk or employee: sell or transfer its license or an interest in the license to SMN, Inc., a corporation, without the prior approval of the Michigan Liquor Control Commission. (2) Sometime prior to July 6, 1989, the above named licensee did itself, or by its agent, clerk or employee: allow a person, one SMN, Inc., a license, to derive use or benefit from the license.

**Hearing held:** Jan. 16, 1990, Sterling Heights  
**Comm. order:** \$150 fine on each count due March 26, 1990.

**Licensee:** L&L Wine & Liquor  
Corp., Tyfield Importers, R & M  
Liquor Company

d/b/a Wine World International  
1150 W. Maple

Troy, MI 48064

**Charge:** On or about May 4, 1988, give aid and assistance to wit: a \$100 gift certificate to Ron Ledger, manager of Bottles and Basket Shoppe, Inc., 6535 Telegraph, Birmingham, MI.

**Hearing held:** Acknowledged.  
**Comm. order:** \$100 fine due March 26, 1990.

# 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  
 General Biscuit Brands 352-4343  
 Hostess Cakes 868-5600  
 Koepfing Bakeries, Inc. 967-2020  
 S & M Biscuit Distributing 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  
 Bellino Quality Beverages, Inc. 946-6300  
 Central Distributors of Beer 946-6250  
 Coca-Cola Bottlers of Detroit 585-1248  
 Everfresh Juice Company 755-9500  
 Faygo Beverages, Inc. 925-1600  
 G. Heileman Brewing Co. (414) 796-2540  
 General Wine & Liquor 353-5040  
 Hiram Walker, Inc. 626-0575  
 House of Seagram 262-1375  
 Hubert Distributors, Inc. 858-2340  
 Cooper/Wielerman Company 835-6400  
 Miller Brewing Company (414) 259-9444  
 Pacific Ocean Pop Company 591-2560  
 Paddington Corp. 345-3250  
 Pepsi-Cola Bottling Group 641-7888  
 Powers Distributing, Inc. 682-2010  
 R.M. Gilligan, Inc. 553-9440  
 Royal Crown Cola (616) 392-2488  
 Serv-U-Matic Corporation 528-0694  
 Seven-Up Bottling Company 387-3500  
 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. (512) 790-0047  
 Arlano Food Brokers 833-8686  
 Bob Arnold & Associates 646-0578  
 Chuck Batcheller Company 559-2422  
 City Foods Brokerage Company 894-3000  
 Conrady-Greene Company 362-0800  
 Estabrooks Marketing (517) 548-3750  
 Five G's Food Brokers 765-8363  
 J.B. Novak & Associates 752-6453  
 James K. Tamakan Company 424-8508  
 Marks & Georgens, Inc. 354-1600  
 McMahon & McDonald, Inc. 477-7182  
 Northland Marketing 353-0222  
 Paul Inman Associates 626-8300  
 Pleister Company 591-1900  
 Sahakian Company 968-4800  
 Stark & Company 851-5700  
 United Salvage Company 772-0951  
 VanDusen, Hall, Stevens, Inc. 567-3865

## CANDY & TOBACCO:

Central Sales 843-6600  
 Eastern Market Candy Tobacco 567-4644  
 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 352-9020

## CONSULTANTS:

Bellanca, Beatrice, 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 984-5111  
 Melody Farms Dairy Company 525-4000  
 Stroh's Ice Cream 568-5106  
 Tom Davis & Sons Dairy 583-6540

## DELI/CASES:

Dudek Deli Foods 891-5226  
 Plus Marketing 354-0890  
 Row Bar Distributors 829-2616

## DENTISTS:

Richard E. Klein, D.D.S., P.C. 547-2910

## EGGS & POULTRY:

Epcor Foods, Inc. 857-4040  
 Capitol Poultry 567-8206  
 Lamwood Egg Company 524-9550  
 Mendelson Egg Company 541-4060

## McInerney-Miller Brothers

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:

Livernois-Davison Florist 933-0081

## FRESH PRODUCE:

Faro Vitale & Sons, Inc. 393-2200  
 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 354-6110

## CREATIVE RISK MANAGEMENT CORP.

Financial Guardian, Inc. 792-6355

## FINANCIAL & MKTG. ENTERPRISES

Frank P. McBride, Jr., Inc. 543-2813

## GADALETO, RAMSBY & ASSOC.

Jackson Park Agency (517) 351-7375

## K.A. TAPPAN & ASSOCIATES

Rocky Husaynu & Associates 350-3400

## ROLLINS BURDICK HUNTER

Sun Financial Group 350-3400

## MITZEL AGENCY, INC.

Monroe-George Agency 646-0311

## NORTH POINTE INSURANCE

INVENTORY/BOOKKEEPING/TAXES: 651-9161

## ABACUS INVENTORY SPECIALISTS

Goh's Inventory Service 353-5033

## MENCZER & URCHECK P.C.

Quality Inventory Specialists 771-9526

## GEORGE R. SHAMIE, JR., P.C.

MANUFACTURERS: 474-2000

## ABSPURGE WATER COMPANY

Bernie & Sons, Inc. 943-3437

## CARNATION COMPANY

Del Monte Sales Company 968-1111

## DON'S CHUCK WAGON PRODUCTS

General Mills, Inc. 771-9410

## GROEB FARMS

Hamilton Meat Pie Co. (517) 467-7609

## HILLS, BROS. COFFEE

Hillshire Farms & Kahn's 851-5774

## HILLSHIRE FARMS & KAHN'S

Home Style Foods, Inc. 874-3250

## KABH ENTERPRISES, INC.

Kraft Foods 261-2800

## LANCEA RAYO FOODS

Milton Chili Company (416) 766-7631

## NABISCO, INC.

Philip Morris U.S.A. 478-1400

## PRINCE MACARONI OF MICHIGAN

Proctor & Gamble 948-9494

## RED PELICAN FOOD PRODUCTS

Stehouwer Frozen Foods 772-0900

## MEAT PRODUCERS/PACKERS

Bob Evans Farms 422-8000

## FLINT SAUSAGE WORKS

Guzzardo Wholesale Meats 239-3179

## HARTIG MEATS

Hygrade Food Products 833-3555

## KOWALSKI SAUSAGE COMPANY

LKL Packing, Inc. 832-2080

## MAXWELL FOODS, INC.

Naser International Wholesale 464-2400

## NATIONAL CHILI COMPANY

Osten Meats 365-5611

## OSCAR MAYER & COMPANY

Potok Packing Company 963-9660

## RAY WEEKS & SONS COMPANY

Sheldon's Packing House 893-4228

## SMITH MEAT PACKING, INC.

Swift Eckrich 727-3535

## THORN APPLE VALLEY, INC.

Winter Sausage Mfg. Inc. 517-834-2218

## WOLVERINE PACKING COMPANY

MEDIA 963-3900

## DAILY TRIBUNE

Detroit Free Press 632-1343

## DETROIT NEWS

Macomb Daily 941-3900

## MICHIGAN CHRONICLE

Michigan Grocery News 222-6400

## MICHIGAN CHRONICLE

222-2000

## MICHIGAN CHRONICLE

296-0800

## MICHIGAN CHRONICLE

963-5522

## MICHIGAN CHRONICLE

357-4020

## THE BEVERAGE JOURNAL

WDIV-TV4 287-9140

## WJBK-TV2

WKSG "KISS-FM" 222-0640

## WWJ-AM/WJOL-FM

NON-FOOD DISTRIBUTORS: 557-9006

## D.M.F. BAIT COMPANY

Gibraltar National Corporation 752-6606

## LUDINGTON NEWS COMPANY, INC.

Sandler Stone Company 222-2636

## WARRIOR MARTIAL ARTS SUPPLIES

OFFICE SUPPLIES: 681-0049

## POTATO CHIPS/NUTS/SNACKS:

Cain's Potato Chips 491-3506

## DETROIT POPCORN COMPANY

Express Distributors 925-7606

## FRILO LAY, INC.

Jay's Foods, Inc. 333-4300

## KAR-NUT PRODUCTS COMPANY

Nicholas Distributors 865-0111

## VARIETY NUT & DATE COMPANY

Vitner Snacks 885-5402

## PROMOTION/ADVERTISING:

Action Advertising Distributors 756-0150

## AMERICAN MAILERS

Gateway Outdoor Advertising 531-9200

## HAIR DISPLAY SIGN SERVICE

Orient Printing & Advertising 853-7733

## PJM PRINTING

Stanley's Advertising Service 287-9477

## STEPHEN'S NU-AD, INC.

REAL ESTATE: 571-2447

## KRYSZAK ENTERPRISES

O'Riley Realty & Investments 268-4900

## SARAFI REALTY

SERVICES: 368-2447

## A & A MANAGEMENT SERVICES

Akram Namou, C.P.A. 964-4600

## AT YOUR SERVICE, LTD.

Central Alarm Signal, Inc. 842-4000

## CHECKPOINT SYSTEMS

Detroit Edison Company 544-0200

## ELISON REFRIGERATION

Guardian Armored Security (616) 243-3223

## JAM SOUND SPECIALISTS

J.R. Marketing & Promotions 547-7474

## MARKETPLACE SERVICES

Michigan Cash Register 335-6400

## NATIONAL EXPOSITION SERVICE

Pappas Cutlery Grinding 961-7177

## POINT OF SALE DEMO SERVICE

Retail Demonstrators 777-6823

## SUPERMARKET DEVELOPMENT CORP.

Sales Control Systems 362-1668

## TELECHECK MICHIGAN, INC.

Tri-County Restaurant Service 689-8844

## TOLEDO SEAL RELIANCE ELECTRIC

Vend-A-Matic 851-5704

## SPICES & EXTRACTS:

Rafal Spice Company 559-7202

## STORE SUPPLIES/EQUIPMENT:

Ameri-Pro Systems Corp. 557-9030

## BELOMT PAPER & BAG COMPANY

Black Jack Iron Works 887-0628

## BREHM BROADCAST SALES

Bunzi-Detroit 884-8900

## CENTRAL ALARM SIGNAL

DCI Food Equipment 369-1666

## H. RAADCO, INC.

Hobart Corporation 567-5515

## KASCO ATLANTIC SERVICE CO.

MMI Distributing 933-6323

## MARKET MECHANICAL SERVICES

Michigan Bakery Supply Co. 697-7060

## MIDWEST BUTCHER & DELI SUPPLY

Party Maker (800) 631-7650

## REFRIGERATION ENGINEERING

Superb Vacuum Cleaners 582-4400

## WINSTON SALES & SERVICES

WAREHOUSES: 546-6840

## ALL AMERICAN CASH REGISTER

Bug Cold Storage Warehouse 571-3300

## WHOLESALE FISH/POOD DISTRIBUTORS

Aber Wille, Meadowdale Foods, Inc. 332-5650

## ASSOCIATED BAKERIES COMPANY

Bremer Sugar 281-1751

## CARY'S SELF-SERVE

Central Distributors (616) 453-2441

## DON LEE DISTRIBUTOR, INC.

D.S.M. Food Products, Inc. 739-3210

## EASTERN MARKET WHOLESALE

Foodland Distributors 561-4141

## FOOD MARKETING CORPORATION

219-483-2146

## GREAT LAKE FISH & SEAFOOD

Hubert Distributors, Inc. 368-6050

## JERUSALEM FALAFIL MTG.

Jindo Specialty Foods, Inc. 858-2340

## J. LEWIS COOPER COMPANY

Kap's Wholesale Food Services 595-8905

## K & K BROKERS BAREMAN'S

Kramer Food Company 852-1910

## LIPARI FOODS



#### HEADQUARTERS OFFICE

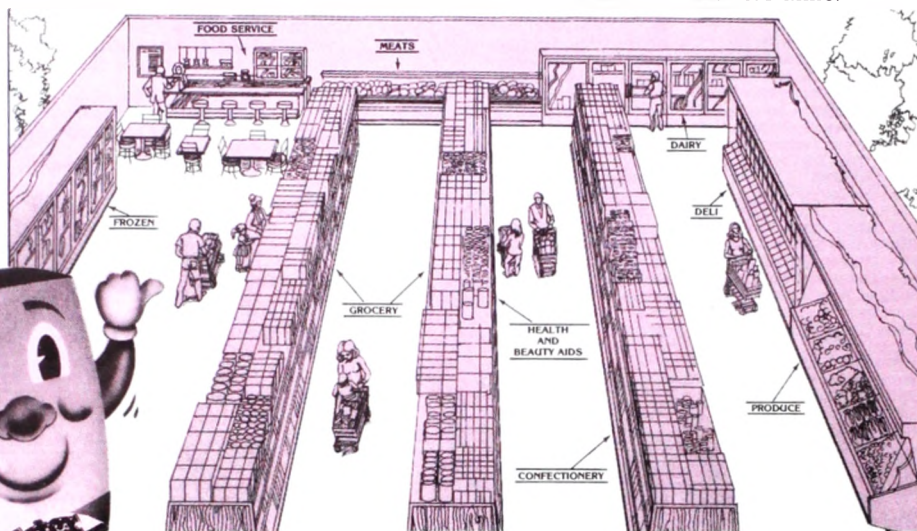
**Saginaw, Mich.**  
3159 Christy Way  
Saginaw, MI 48603  
(517) 793-8100

**Detroit, Mich.**  
36300 Schoolcraft  
Livonia, MI 48150  
(313) 591-1900

**Grand Rapids, Mich.**  
3663 Broadmoor S.E.  
Kentwood, MI 49512  
(616) 949-7210

The Pfeister Company has been servicing the Michigan market since 1918 with a dedication to "National Brands." Our long term philosophy has been...and still remains...dedicated to our manufacturers and retailers alike.

Grocery  
Frozen  
Dairy  
Health & Beauty Aids  
Meats  
Produce  
Confectionery  
Deli  
Food Service



We've made a long-term commitment to the Associated Food Dealers of Michigan, so please review this back page each month for messages, thematic ideas and other opportunities.

## PFEISTER'S "SUMMER BARBECUE & PICNIC" SUPPLIES

MEMORIAL DAY & SUMMER ARE AT HAND — STOCK UP NOW WITH.



#### GROCERY

Dole Pure & Light Juices  
Dole Pineapple Juice Blends  
Sundance Juice Sparklers  
Yoo Hoo Chocolate Drink  
Hi-C Drinks  
Minute Maid Lemonade  
Welch Orchard Blended Juices  
Bush's Baked Beans  
Dole Mandarin Oranges  
Dole Pineapple  
Dole Tropical Fruit Salad  
Henri's Salad Dressing  
Star Kist Tuna  
Weight Watchers Mayo Salad Dressing  
Vlasic Pickles, Olives, Peppers, & Relishes  
Open Pit BBQ Sauces  
Adolph's Meat Tenderizers & Marinades  
Chinet Paper Plates  
Glad Wrap  
Wet Ones Towelettes

#### PERISHABLE

Nestle Novelties  
Dole Novelties  
Weight Watchers Novelties  
Eskimo Pie  
Vroman Novelties  
Welch's Grape Juice Drink  
Green Giant Corn on Cob  
Jeno's Pizza Rolls  
Wilson Hams  
Wilson Hot Dogs  
Kaukauna Cheese  
Vlasic Deli Dills

#### HBA/GM

Vaseline Intensive Care  
Suntan Lotion  
Fuji Film  
Fuji Video