



AFD

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

VOLUME ONE, NUMBER EIGHT

FOOD & BEVERAGE REPORT

OCTOBER, 1990

INSIDE

Get involved in the issues which affect you and your business. Catch up on the issues on page one and refer to page three for suggestions on how write an effective letter to your legislators.

Find out how the 1990 Census count affects the Michigan liquor business, on page four.

A task force was assigned by the National Institute of Standards and Technology to study gasoline sale violations. Results of that study are reviewed on page eight.

An updated AFD supplier member listing is on page 15.

Legislators prepare for elections

With the close of the August 7th primary elections, legislative leaders in the state of Michigan are now focusing their attention on the November general elections. As expected, Senate Majority Leader John Engler handily defeated opponent John Lauve of Grosse Pointe for the right to challenge Governor James Blanchard in what is expected to be a hotly contested gubernatorial race.

Both Blanchard and Engler recently rounded out their tickets. Senator Engler selected as his running mate Senator Connie Binsfeld, a highly respected, long term legislator from Maple City. Shortly thereafter, Governor Blanchard chose Olivia (Libby) Maynard, who has served as director of the Office of Services to the Aging for the past several years. Like her Republican counterpart, Maynard, who ran as lieutenant governor with William Fitzgerald in 1978, enjoys an excellent statewide reputation.

An unusually high number of incumbents did not seek re-election this year. In addition, seven legislators will not be returning in January because they were unsuccessful in their effort to secure a higher office.

The two legislators who failed to win re-nomination in the primary were Representative Ed Giese (R-Manistee) and Representative Ethel Terrell (D-Detroit). The two districts are expected to remain Republican and Democratic, respectively. The winners of the respective primaries were Bill Bobier and Chester Wozniak. Wozniak previously served as a State Representative from 1953 to 1963.

Those legislators defeated in their attempt to seek higher office include

Senator Ed Fredricks (R-Holland) to incumbent U.S. Representative Fred Upton; State Representative John Maynard (D-St. Clair Shores) to incumbent Senator Gil DiNello (D-E. Detroit); State Representative Bart

Stupak (D-Menominee) to former State Representative Don Koivisto for the open 38th Senate district seat; State Representative Judith Miller (R-Birmingham) to State Representative

see ELECTIONS, page 10



Capitol building, Lansing, Michigan.

Food and beverage industry faces important legislative issues

On Tuesday, September 11, the Legislature returned from its annual summer recess. Lawmakers are expected to stay in session for approximately three weeks and the recess for campaign purposes.

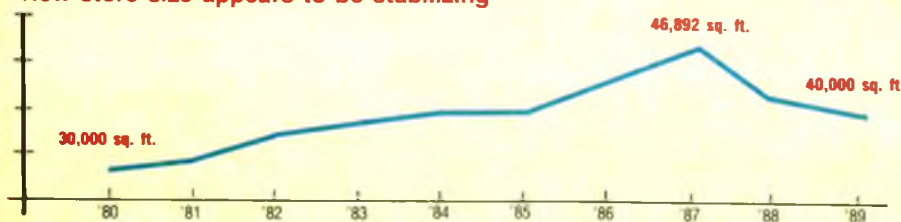
Karoub Associates is actively involved in several issues of importance to AFD members.

The issue of joint ownership of a

liquor license and a petroleum distribution license was once again considered by the Legislature. Under

see ISSUES page 12

New store size appears to be stabilizing



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

paul inman associates, inc.



***YOUR STATE-WIDE FOOD BROKER
BRINGING YOU INNOVATIONS
IN CONSUMER EVENTS!***

THANK YOU FOR SUPPORTING OUR 1990

**CENTSIBLE
\$UPER \$AVER
SWEEPSTAKES**

1990 PARTICIPANTS

ALL AMERICAN GOURMET
ALPO
AMSTAR
BANQUET
BEATRICE CHEESE
CAMPBELL SALES
CLOROX
FARLEY
FOODWAYS NATIONAL
GENERAL FOODS/PSD
HOME BRANDS
JAMES RIVER/DIXIE
KRAFT/GENERAL FOODS
LEAF

LITTLE CROW
OCEAN SPRAY
ORE-IDA
QUAKER OATS
RALSTON SPECIALTY
SARA LEE
SENECA
TRI/VALLEY GROWERS
TROPICANA
WEBSTER INDUSTRIES
ULTRA CARE
VAN CAMP SEAFOOD
VAN DEN BERGH FOODS

paul inman associates, inc.

HEADQUARTERS
30095 Northwestern Highway
Farmington Hills, MI 48018
(313) 626-8300

FOOD BROKERS

BRANCH OFFICES
Grand Rapids, Saginaw, Toledo,
Fort Wayne, Indianapolis

AFD CHAIRMAN'S REPORT

Write to your legislator

by Amir Al-Naimi, Chairman



Al-Naimi

to accomplish what we could not as individuals.

However, there is much you can do to make your personal opinions known to those representing you. As a constituent it is important for you to become acquainted with elected officials. Visits, calls and correspondence are the most effective ways to communicate with your Representatives.

When writing to political figures it is important to follow the proper format. Writing a letter that gets results is not difficult if you apply a few guidelines. The following suggestions may help you get started.

1. Always write on your personal or business letterhead. Include your return address on the letter and envelope.
2. Identify your subject clearly. State the name of the legislation you are writing about and give the Bill's official title and the Senate or

- House Bill number if you know it.
3. State your reason for writing. Be constructive in your support or non-support of an issue.
4. Concentrate on your own elected officials.
5. Request a reply to your letter. Ask your official to write to you and state his or her opinion on the issue you have expressed your interest in.
6. Remember to thank your legislator if he or she pleases you with the support of an issue.
7. Consider the factor of timing. Try to write your letter while the Bill you are concerned with is still in committee, awaiting legislative action, or receiving media attention.

More importantly, stay on top of the issues affecting you. If you stay aware and involved you can make a difference!

AD INDEX

	Page
Paul Inman.....	2
Hillshire Farms.....	4
Campbells.....	5
Coors.....	6
Prince.....	7
Michigan Lottery.....	8
Acme Food.....	9
Detroit Popcorn.....	10
Melody Farms.....	11
Seagram's.....	13
Coca-Cola.....	14
Pfeister.....	16

THE EYES HAVE IT!

OVER 16,000 EYES* WILL SEE YOUR AD ON THESE PAGES

Yes... those 16,000 eyes belong to your potential customers... including major independent food chains; retail food, party, liquor and beer and wine stores throughout Michigan... who will read your marketing message in the monthly AFD FOOD & BEVERAGE REPORT

Your message will also be read by the many suppliers to the food industry... food processors, manufacturers, food brokers, bottlers, and other food related service organizations... who are active members of the Associated Food Dealers of Michigan

JOIN THE GROWING LIST OF SUCCESSFUL BUSINESSES THAT ADVERTISE IN THE AFD FOOD AND BEVERAGE REPORT. ADVERTISING WORKS... without it NOTHING HAPPENS! Send for our current rate card TODAY. We'll also send you the latest marketing information regarding the food industry—without obligation. ACT NOW!!

Call 1-800-6666-AFD or 557-9600
Send To: Associated Food Dealers of Mich
18470 W. 10 Mile Rd
Southfield, MI 48075

*more than 8,000 circulation plus pass-along readership

YES!

PLEASE SEND RATE CARD AND MARKETING INFORMATION TO:

Name _____
Address _____ Phone _____
City/State/Zip _____
Signature _____ ATTN: Ray Amyot

LETTERS

Dear AFD:

Public concern is increasing over the sale and use of tobacco products. Of immediate concern is the sale of tobacco products to minors.

A recent lawsuit against the Philip Morris Company was thrown out of court; but, in a potentially precedent-setting move, the Supreme Court allowed the plaintiffs to name as a defendant the retail store that allegedly sold the company's cigarettes to the minors.

The message is clear that retail operators will be held accountable for verifying the legal selling age of their customers for tobacco sales.

Current federal legislation is proposing that convenience stores be licensed, much like our current LCC licensing process. Because of the potentially negative impact this proposed legislation could have on our industry, you may want to let your members know about this issue. I believe it is critical we let our employees know how to properly sell cigarettes in order to avoid such licensing requirement.

If you have any questions or comments, please feel free to call me

Sincerely,

Jackie Rehm

The Southland Corporation

Statement of ownership

The Food & Beverage Report (USPS 082-970; ISSN 0894-3567) is published monthly by the Associated Food Dealers at 18470 W. 10 Mile, Southfield, MI 48075. Subscription price for one year is \$3 for members, \$6 for non-members. Material contained with The Food & Beverage Report may not be reproduced without written permission from the AFD Second Class postage paid at Southfield, Michigan.

POSTMASTER: Send address changes to Food & Beverage Report, 18470 W. 10 Mile, Southfield, MI 48075

ADVERTISERS: For information on advertising rates and data, call AFD, Debbie Cooper, 18470 W. 10 Mile, Southfield, MI 48075, (313) 557-9600

AFD works closely with the following associations:



FOOD INDUSTRY ASSOCIATION EXECUTIVES

Officers

Amir Al-Naimi
Chairman
Metro-Politan, Inc.
Sam Yono
Immediate Past Chairman
Palace Plaza
Frank Arconi
Vice Chairman
Vegas Food Center
Jerry Yono
Vice Chairman
D & L Market
Tony Munaco
Vice Chairman
Mac-Bewick-Super Market
Bill Viviano
Treasurer
Mark Sales and Marketing
Mel Larsen
Secretary
Mel Larsen Distributing, Inc.

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
XTRA Foods

Directors General Members

Jerry Inman
Paul Inman & Associates
Barbara Weiss Street
The Paddington Corp
Ron Paradoski
Coca-Cola Bottlers
Louis Stephen
Stephen's Nu-Ad, Inc.

AFD staff

Joseph D. Sarafa
Executive Director
Judy Mansur
Blue Cross/Blue Shield
Coupon Redemption
Sue Knapp
Office Administration
Chris Zebari
Membership
Jim Larges
Office Manager
Deborah Cooper
Communications
Vicky Zuschnitt
Special Events

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

AFD Consultants

Harley Davis
Coupons
Karoub and Associates
Legislative Consultant
Gadaletto & Ramsby
Health Care
K. Rossman Communications
Public Relations
James Bellanca, Jr.
Bellanca, Beattie & Delisle
Legal Counsel
Jerry Urcheck
CPA
Ray Amyot
Advertising

SDD/SDM

Liquor laws and rules affected by the Census count of 1990

By John Dagenals

The ongoing 1990 Federal Census count affects the Michigan liquor business and the various laws and administrative rules governing the beverage industry—in fact, far more than most Michigan licensees realize. Let's take a close look.

The population count concerns both Class C and SDD license counts due to the fact that the Michigan Liquor Control Commission depends on those figures every 10 years. The population quota is 1,500 people for each Class C license serving liquor in on-premise and 3,000 population count for each SDD or package liquor takeout establishment.

Local government has considerable say about the granting of a Class C license, but little input on the eligibility of a new package liquor outlet or even a transfer of such a license.

The latest census count may mean that a community is entitled to another SDD license, or several more depending on the latest population. There is a good chance, providing the Michigan Liquor Control Commission approves from a list of eligible applicants now on file, that several package liquor outlets could be issued for the community. Of course, there are factors that the MLCC must take into consideration such as distance away from existing SDD license (2,640 feet or ½ mile) or exceptions to the half-mile rule.

Exceptions to the granting of a new SDD license favor the new applicant if he or she are in a shopping center or separated from the existing liquor retailer by not less than four lanes of a major thoroughfare. There are, of course, other technical exceptions for the new SDD applicant and again, the Michigan Liquor Control Commission has the final say. For example, the LCC may consider granting a new SDD license if the existing SDD licensee has purchased less than \$10,000 in spirits during the past year from the liquor control agency.

Close proximity to schools and churches, gasoline pumps with the business, drive-in or drive-through establishments are some of the other reasons that may cause the liquor board to reject the issuance of a new SDD license following an increase in population of a local community.

The population requirements for SDD or package liquor stores can be found in Rule 436.1141 of the Liquor Act. It states that the LCC may issue a specially designated distributor (SDD) license "for every 3,000 population, or fraction thereof." That rule goes on to say that the Commission shall accept any one of several means of determining the population of a local governmental unit. Chief

factor is the Federal Decennial Census which means the 1990 census presently being conducted holds the most strength in arguing figures. However, special census counts or the latest population estimates and projections prepared by the U.S. Department of Commerce may also be considered.

The latest population count may have a greater effect on large communities like Detroit because the latest census figures for the first time show Detroit's population as below one million people—in fact, approximately 30,000 short of the one million mark.

Several mentions of governing bodies with one million or more persons are now contained in the Liquor Control Act as amended. The local governing body would have the authority to approve on-premise consumption licenses and also may be able to recommend other actions to the Michigan Liquor Control Commission on licensee matters in Detroit.

Special licenses for national sporting events in a city having a population of one million or more is another part of the Liquor Act that may be af-

fected since Detroit's drop below the one million population mark. However, it should be pointed out that the U.S. Census Bureau has until July 1991 to declare the final and official totals.

Communities losing population go into a category recorded by the Liquor Control Commission as "over quota." While not affecting any existing licenses within those communities, a licensee who has his or her license revoked especially under mandatory legislation now governing sales to minors may see that license drop out of existence. In other words, no transfer!

Although the LCC's state liquor stores sell only to licensees and not the public, the Liquor Act refers to a population count of 40,000 according to the last federal census wherein counties under 40,000 population shall not have more than one state store.

On-premise licenses may be issued to municipal civic centers or civic auditorium if the centers are within a city or township having a population of not less than 9,500.

Resort licenses for both SDD and Class C licenses are very much controlled by population count. Government units having a population of 50,000 persons or less "as determined by the last federal decennial census" may qualify for extra licenses if the quota for SDD licenses has been exhausted. In such case, the LCC may issue not more than 10 additional SDD licenses per year for 1991, 1992 and 1993. The original legislation granting SDD resort licenses called for 25 additional licenses per year.

Communities with a substantial gain in population during the past 10 years will see a push for more licenses, both on-premise and off premise, in spite of the recent decline in beverage alcohol sales throughout most of Michigan.

Early returns from the U.S. Census Bureau shows Macomb County with a count of 715,240 for a three percent gain; Oakland County now at

see CENSUS, page 7









Hillshire Farm is Michigan's number one selling Cocktail Link

- Over a 60% share
- Outsell every other brand during the holidays and every month of the year!

- On-Pack Recipes
 - On pack holiday recipes on every Lit'l Links package.
 - Consumers try new recipes, resulting in more sales.
- Buy Two-Get One Free Offer
 - High impact treat-and-often-in-store will drive impulse sales throughout the key holiday period (September-January).
 - Consumer buys two packages and needs in for a free package coupon.
 - Builds community purchases.
 - (Check with your representative for details.)



- Available in a wide range of party pleasin' flavors

Lit'l Franks	Lit'l Cheese Smokies
Lit'l Beef Franks	Lit'l Polska
Lit'l Smokies	Lit'l Wieners
Lit'l Beef Smokies	New Lite Lit'l Smokies
- Available in one and three pound varieties

Your Meat Supplier Has Details on Programs and Items Available or Call (313) 778-FARM for Information

Look for multi-coupon free-standing inserts for consumers running October, November, December Sunday newspapers.

NEW SOUP *from* Campbell's®

Coming soon
to your area.
Ask your Campbell's
Sales Representative
for details.



Regular or
—Low Fat—
Ramen Noodle Soup

- Chicken • Oriental
- Beef • Pork



Ramen
Noodle Cup

- Chicken
- Beef
- Oriental
- Shrimp

**Campbell's 26 oz. Soups are
VALUE PRICED to attract BIG SALES**

**Two New
26 oz. Varieties**

- Hearty Noodle
- Noodle
- Chicken Noodle
- Beef Noodle



• Chicken
with Rice



• Bean
with Bacon



**50¢ Trial Coupon
52,000,000 Circulation
October 28, 1990**

CAMPBELL SALES CO.

32000 Northwestern Highway, Suite 190
Farmington Hills, MI 48018 • (313) 855-1750



IT TAKES A PART OF THIS COUNTRY AS
COLD AND CLEAN AS THE ROCKIES
TO BREW A BEER THIS PURE AND NATURAL.



THE ROCKY MOUNTAIN LEGEND.

© 1990 Coors Brewing Company, Golden, Colorado 80401. Brewer of Fine Quality Beers Since 1873. 9617



AFD NOTES:

AFD/PAC meets with Mayor, Commissioner



Members of the AFD board and Political Action Committee met with Detroit mayor Coleman Young and Liquor Control Commissioner Patti Knox. From left: Executive Director Joseph D. Sarafa, Mayor of Detroit Coleman Young, Board Member Sam Yono, Board Member and PAC Chairman Nabby Yono, Liquor Control Commissioner Patti Knox and PAC member Richard Gergis.

Hiram Walker Dinner



Hiram Walker recently hosted a dinner at their headquarters in Walkerville, Windsor, Ontario. In attendance were AFD board members, a smattering of committee members and their wives.

"Summer in the City" wine tasting



The second annual "Summer in the City" wine tasting party took place recently to benefit Detroit Meals on Wheels Holiday and Weekend program. Dinner was prepared by the Rattlesnake Club and the wine tasting was run by Seagram Classic Wine Company. Pictured above: Jim Eilers, Executive Director, House of Seagram's, John Marasco, Seagram's, Barbara Stevenson, DAAA, and Paul Bridgewater, DAAA.

CENSUS

continued from page 4

1,076,234 for a 6.3 increase; Washtenaw County now at 280,222 for a 5.8 percent rise. Wayne County incurred a drop of 12.3 percent in people. The entire State of Michigan's early count shows Michigan having an approximate total of 9,049,294 persons or a drop of 0.8 percent.

Hottest growth areas listed now are Chesterfield Twp. with 39 percent. Clinton Twp. with 18 percent; North-

field Twp. with 32.7 percent; Macomb Twp. with 59 percent; Farmington Hills with 27.8 percent. Novi with 36 percent; Northville Twp. with 36.7 percent;

West Bloomfield Twp. with 29.1 percent; Canton Twp. with 18.6 percent; Shelby Twp. with 24.7 percent; and Rochester Hills with a booming 51 percent increase in population.

More statistics will be reported in future issues of AFD's FOOD AND BEVERAGE REPORT

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



The President's Silver Award™



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.

A review of consumer protection violations and penalties

by E.C. Heffron, D.V.M.
Director, Food Division
Michigan Department of Agriculture



Heffron

During 1985, Michigan experienced a serious series of fraud in the retail sale of gasoline. As a result of the subsequent legal reviews it was determined that penalties for weights and measures offenses were too generalized and failed to discourage persons from indulging in fraudulent activities because potential gains far exceeded potential losses. The National Conference on Weights and Measures, an organization dedicated to studying such situations and recommending model codes for correction and an organization sponsored by the National Institute of Standards and Technology (formerly the National Bureau of Standards), assigned this charge to a task force.

Not surprisingly, the task force concluded that although some sanctions were inadequate for serious fraudulent crimes and should be identified as felonies, there were many other violations which should not be identified as criminal in nature subject to criminal

penalties. The task force expanded its consideration to administrative hearings or civil penalties to provide an alternative to burdensome criminal prosecutions. They found that enforcement of weights and measures laws and similar consumer protection laws utilizes criminal penalties to better compete for a prosecuting attorney's time, which must be used to prosecute crime such as rape, murder, etc.

Michigan was involved in this task force and encouraged consideration of civil and administrative proceedings as part of a comprehensive review.

In 1905 Michigan was one of the seven states which helped organize the National Conference on Weights and Measures after realizing it to be a forum for all states and territories to reach consensus and have a broader perspective on establishing model codes. Consideration of a penalty is the need to have the penalty suitable for the intensity of offense in addition to have the penalty serve as a deterrent for any future violations. A study of many consumer protection types of law violations show a broad spectrum of past history of violations, seriousness of violations, impact of violation upon others, generally public customers, the degree of involvement of those placed in charge and the degree of intention or gain. In general, alternative penalty considerations are:

1. Administrative hearings permit seeking a civil penalty and are governed by the Michigan Administrative Procedures Act. Generally this hearing is conducted by the department which has responsibility for enforcement of a particular act. The department mails a notice of hearing to a respondent (alleged violator) to appear at a hearing at which the basic charges have been identified. The respondent has the opportunity to defend against the charges with or without legal counsel. The hearing officer issues a ruling based on evidence produced. This ruling can be reviewed and subject to final approval by the department director and generally would be reviewable on appeal to a state civil court. The advantage of administrative proceedings relative to any type of court action, either civil or criminal, is the relative simplicity of the proceedings and quicker conclusion. "Discovery", a process in civil and criminal litigation that can be drawn out, time consuming, and expensive, is usually limited or non-existent in administrative proceedings. Administrative proceedings could be restricted for violations which are within a defined degree of intent, do not have a continuing pattern within a certain period of time, and similar definable types of

violations.

2. Civil penalties are similar to criminal sanctions in that fines are sought, but through civil litigations. A civil court is asked to assess a monetary penalty and may also include a request to the court for an injunction that is an order telling the respondent or defendant to cease or desist from a specific act or practice. There cannot be imprisonment for a past violation under a civil proceeding, but there can be payment of money either agreed upon by parties in an out-of-court settlement or ordered by the court following civil litigation. Considerations in the use of civil penalties is similar to the administrative proceedings in that the burden of proof is not as great generally; the burden being a "predominance of evidence", but the conclusion does not identify a person in a context of "completing a criminal act" while still serving as a deterrent for many types of violations. Criminal actions would likely still be sought where there is serious intentional violations or violations being consistent over a period of time.

Aside from the study and conclusions by the NCWM Task Force on the prevention of fraud,

see VIOLATIONS, page 12

GET A LOAD OF THESE GUYS.



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

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

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

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



BOARD MEMBER PROFILE

Quality employees sets Paul Inman Associates apart

The quality of employees is what sets Paul Inman Associates apart from other brokers. Based in Farmington Hills, the brokerage has been serving the industry for about 37 years. The company prides itself on the high caliber of people it employs and this is reflected in its statement of commitment.

"Our only asset is our people," said Jerry Inman, president and CEO. "That's what we have to offer... we supply people." The statement of commitment describes this in detail. "Our commitment to our principals and customers is that we will provide people that take pride in their



Inman's offices proudly display many of their brand name products.

jobs and the results they produce; people that are self-motivated; people that work with and display enthusiasm; people that have an inward and outward drive to succeed!"

The company is employee-owned which increases employee loyalty and motivation. "It is a democratic kind of company," said Inman. "We listen to our people."

Running the operation is a six-person executive committee including company Chairman Paul Inman; Jerry Inman, President/CEO; Phil Fischioni, Executive Vice President/Corporate Director of Marketing; Ron Fairchild, Executive Vice President/Corporate Director of Grocery Sales and Retail Operations; Rick Domine, Executive Vice President/Branch Manager; and Mal York, Executive Vice President/Corporate Director of Finance and Administration. The committee makes recommendations to the Board of Directors and approves policy and personnel decisions. The eight-person Board of Directors includes three individuals from outside of the company. A Management Operating Group of 16 managers makes suggestions to the Executive Committee plus the company also has an Administrative Advisory Committee, consisting of 17 employees which makes recommendations as to company administrative policies and procedures.

see INMAN, page12

MANUFACTURER'S PROFILE

Hillshire Farms relies on staff creativity

Fritz Bernegger, a professional butcher, sausage maker and meat cutter from Salzburg, Austria, co-founded what has grown into Hillshire Farm today. His meat processing business, which began as two meat markets and a small packing house, has grown from a three-man business in 1928 into a 1400-employee corporation.

Initially called Quality Packing House Incorporated, the company changed its name to Hillshire in the mid-1950s. By 1971, Hillshire Meat Products became a division of Consolidated Foods, and soon after established today's name of Hillshire Farm.

In 1985, the company became a part of the Sara Lee Corporation, which grew out of Consolidated Foods.

In 1988, Hillshire Farm and Kahn's and Company, both divisions of Sara Lee, merged to become Hillshire Farm & Kahn's, one of the largest meat producing companies in the nation. Kahn's was founded in 1883.

"You have to make up your mind where you want to operate. If you choose top of the line, you must commit in every way to stay there," said Gary Bernegger, chairman. "Our customers know it's not what you say, but what you do that really counts."

Consumers can choose from nine different categories of Hillshire Farm meats with over 70 product varieties,



including: Smoked Sausage, Smoked Sausage Links, Fresh Sausage, Vacuum-Packed Wieners, Ham, Bacon, Thin-Sliced Premium Meats, Semi-Dry Sausages and Specialty Sausages.

The staff works together to fulfill consumer demands. They have designed a pilot plant facility to provide for close interaction with appropriate manufacturing areas. The prototype system is used to test new products or new methods for producing current products, and to iron out any difficulties of new methods before they are put to use full scale.

They also use a Sensory Panel to develop and test products that are desirable in aroma, flavor and texture.

"When I tell people that selling meat is a creative process, they smile," said Bill DeCrick, sales development manager. "But it's really true. You've got to understand the consumers and know what their needs are and you've got to come up with creative solutions to meet those needs."



Product

Homestyle Beef Stew	Broccoli in Cheese	Lasagna
Homestyle Mac & Beef	Beef Stroganoff	Vegetable Lasagna
Green Pepper Steak	Turkey with Cornbread Dressing	Cream Cheese Pastry Stix
Sliced Meatloaf	Swiss Steak & Gravy	Blueberry Pastry Stix
Salisbury Steak	Meatballs	Pastry Stix
Stuffed Green Pepper	Golden Corn Dogs	Apple Pastry Stix
Stuffed Cabbage Rolls	Rice Pilaf	Cherry Pastry Stix
Chicken Ala King	Au Gratin Potatoes	Apple Crisp
Homestyle Mac & Cheese	Yams & Apples	Cherry Crisp
Corn Souffle	Cinnamon Apples	

Hot Food Specialist

acme
FOOD BROKERAGE, INC.

21850 Greenfield Road, Oak Park, Michigan 48126 • (313) 968-0300

GRAND RAPIDS, MICH
(616) 538-4040

TOLEDO, OHIO
(419) 891-1034

"Our Individuals.
We feel this
is the greatest
resource
of any
corporation."



ELECTIONS

continued from page 1

David Honigman (R- West Bloomfield) for the open 17th Senatorial district and State Representative Juanita Watkins (D- Detroit), who was seeking the nomination in a crowded field for the 13th Congressional District. Due to the partisan composition of districts, the primary winners are expected to win in the general election.

State legislators successful in their attempt at higher office besides Honigman include State Representative David Camp (R- Midland) for the U.S. House seat in the 10th district; State Representative Mat Dunaskiss (R- Lake Orion) in the open 8th Senatorial district; State Representative Paul Wartner (R- Portage) in the open 21st Senatorial district; State Representative William Van Regenmorter (R- Jenison) in the open 23rd Senatorial district; State Representative Debbie Stabenow (D- Lansing) in the open 24th Senatorial district and State Representative Joanne Emmons (R- Big Rapids) in the open 35th Senatorial district. It is expected that these primary winners will prevail in the November general elections.

Democrats consider Representative Debbie Stabenow of Lansing their best hope of gaining a seat in the narrowly Republican controlled

Senate, anticipating she will win in the 24th Senate District against Michigan State University Professor Herbert Rudman. Other targeted races include the 37th Senate district. Democrats have held this seat which encompasses the Eastern Region of the Upper Peninsula for the last twelve years. However, with the retirement of Senator Mitch Irwin, there will be a serious challenge to Democrats with Republican George McManus making a strong showing in the primary. He will be opposed by Democrat Tom Weiss of Gaylord.

"The 1990 elections will set the stage for crucial redistricting."

Other hotly contested Senate races include the seats currently held by Senator Jerome Hart (D- Saginaw) who is facing Republican John Cisky and Senator Jack Faxon (D- Farmington Hills) who will be opposed by challenger Denise Alexander.

House leaders are now turning their attention to targeted seats they hope to pick up in November. Both parties will be attempting to better their current position with the Democrats holding 60 seats and the

Republicans holding 50 seats. The 1990 elections will set the stage for the crucial redistricting for the 1992 election.

Democrats have targeted at least eight seats which include three seats now held by Democrats who left for Senate elections. Those seats are in the 58th, 74th, and 109 districts. A closely watched race will be that of the 109th House district, an Upper Peninsula region formerly represented by Bart Stupak. The region was served by a Republican prior to Stupak's Democratic victory in 1988. Two strong candidates will be vying for the position in November: David Anthony (Democrat) and Craig Woerpel (Republican).

Another closely watched race will occur in the Lansing area. The 58th district seat, held by Representative Debbie Stabenow, has traditionally been Democratic, but the Republicans have a very strong candidate in Jerry Mills. Mills will face Democrat Dianne Byrum in November.

The retirement of Representative Francis Spaniola in the 87th district may provide the Republicans with a good chance at picking up a seat. Primary winner Jim Civile is seen as a strong Republican candidate for that district. He will be facing Clark Harder. Representative Spaniola's legislative aide. With Republican incumbent William Runco (R- Dearborn) retiring, the Democrats have an opportunity to regain the seat with former Representative Agnes Dobronski making a strong showing in the primary. She will be facing Gayle Thomas, a Dearborn dentist. Incumbents facing what is expected

to be tough challenges include Republican Representatives Terry London (R- Marysville) and David Jaye (R- Utica). These challenges will be rematched with former Democratic incumbents James Docherty and Bill Browne. In what is generally viewed as a Democratic seat, Representative Roman Kulchitsky (R- Warren) will face a tough race from Democratic primary winner Dennis Olshove.

In this year's closest primary race, the unofficial vote count in the 24th House District reveals a one vote difference between the apparent winner Barbara Dobb and runner-up Debbie Schluskel. The race was for the House seat being vacated by Representative David Honigman.

In what had been expected to be a close race to fill the House seat being vacated by Representative Mat Dunaskiss, Republican candidate Tom Middleton easily beat all challengers. This district, 61st, (Oakland County) will likely remain Republican. In addition, it appears that Republican Michael Bouchard will succeed outgoing Representative Judith Miller in Oakland County's 65th District.

In open Republican districts on the west side of the state, winning candidates include Robert Brackenridge in the 44th district (Berrien Springs); Dale Shugars in the 47th district (Portage); Jessie Dalman in the 55th district (Kent County) and Jack Horton in the 90th district (Kent County). Other seats which Republicans hope to hold are Jim McBryde in the 99th district (Mt. Pleasant) and James McNutt in the 102nd district (Midland).



WE MAKE PROFIT

For our customers, Detroit Popcorn Company, an institution for over 50 years, manufactures OLDE TYME popcorn products, and sells them direct, which means more profit for you. All of our high quality snacks are available for private label and we offer discounts based upon quantity. Call today for more information.

DETROIT POP CORN COMPANY
1-800-642-CORN FAX (313) 535-4501

12065 TELEGRAPH ROAD, REDFORD, MICHIGAN 48239 LOCAL (313) 531-9200

PRODUCTS

Coors products receive kosher certification

Another "first" for Coors Brewing Company has been achieved as kosher certification has been awarded to the beers produced by the United States' third-largest brewer.

This marks the first time American malt beverages have received kosher certification by the Union of Orthodox Jewish Congregations of America. The Jewish symbol of unity—an encircled U—has long represented quality within the food and beverage industry. The symbol will initially appear on primary packages of Coors, Coors Light and Coors Extra Gold in cans, bottles and kegs.

"A large percentage of Coors products with the encircled U symbol are already on store shelves," explained Rob Klugman, Coors vice president of Brand Marketing.

"As existing inventories of cans, bottles and kegs are used, we are converting to new packages showing the kosher certification symbol. All primary packages of Coors, Coors Light and Coors Extra Gold should

contain the encircled U by December 1990," Klugman added.

In seeking kosher certification of its products, Coors underwent an extensive examination, including the itemizing of all ingredients and suppliers used in making the beers. Additionally, rabbinical inspections of Coors' brewing and packaging facilities in Colorado and Virginia were conducted.

"We're extremely honored to include the kosher certification symbol on our beers, and to be the first American brewer ever to achieve this distinction," explained Peter H. Coors, president of Coors Brewing Company.



Watch for the encircled "U" on all primary Coors product lines by the end of 1990.

PEOPLE

Veryfine Products, Inc. celebrates 125th anniversary

This October, National Apple Month, marks an important milestone in the history of Veryfine Products, Inc., as it celebrates its 125th anniversary.

Since 1865, the company has grown from a small New England vinegar company to one of the nation's leading juice manufacturers.

"We are very proud of our history and of the strong foundation

upon which this company was built," says Samuel B. Rowse, president of Veryfine. "Few family-owned companies are able to maintain the momentum that Veryfine has gained over the years. Our strength is not only in the fact that the company has been a part of the Rowse family since 1900, but because Veryfine has always sought out and attracted some of the most dedicated and talented

professionals in the beverage industry."

In 1990, Veryfine is the No. 1 seller of juice products in convenience and vending machines nationwide, and offers a full line of more than 20 different flavors, including 100 percent fruit juices, fruit blended cocktails and drinks, in 10-, 16-, 32-, and 64-ounce bottles and 11.5-ounce aluminum cans.

With the fastest juice canning line in the country, Veryfine's Littleton plant produces more than 2 million single servings of juice products, or 100,000 cases, each day. To maintain its momentum and to be more price competitive in areas beyond New England, Veryfine contracted with co-packers across the country to produce its product line. Consequently, Veryfine products are produced in four locations around the country, and are distributed internationally through Veryfine's broker and sales network.

Kowalski names Grand Rapids representative

The Kowalski Sausage Company, Inc., announces the appointment of Anthony J. Rossi to the position of

sales representative for the Grand Rapids, Michigan area. Rossi is responsible for introducing the Kowalski product line to Grand Rapids and developing a market for the product there.

Rossi is a recent graduate of Michigan State University, with a degree in advertising. While at Michigan State, he was a member of the Michigan State University Marketing Association. He is a resident of Byron Center, located southwest of Grand Rapids.

Zebari moves to Pepsi-Cola Central



Zebari

for Pepsi-Cola Central.

October 5 will be the last day Chris Zebari will serve as membership representative for AFD. He has been with AFD for about two-and-one-half years and is leaving to work as a sales manager for Pepsi-Cola Central.

"It is with mixed feelings that I leave a position with AFD which has been so good to me and my family but it is with great zest and earnest that I start my job with Pepsi," said Zebari. "I am confident that AFD will continue on its upward trend and will continue to be the voice of the food and beverage industry."

Zebari plans to stay involved with AFD on a volunteer basis.



WESTFORD, Mass. — Three generations of Veryfine management in front of Veryfine headquarters in Westford, Mass. James A. Rowse, chairman of the board, on the right, Samuel B. Rowse, president and son of James A. Rowse, in the middle, and Steven D. Rowse, director of marketing and grandson of James A. Rowse, on the left.

LOOK WHAT WE ADDED TO YOUR SHOPPING LIST.



PLUS

Colombo Frozen Yogurt
Weight Watchers
Savino Sorbet
Haagen-Dazs
Dove
Popsicle Brand
Disney
Klondike
Drumsticks
Snickers
And Many More



For more information—In Detroit call Terry Bunting at 525-4000
Outstate call Jerry Shannon at 1-800-333-7838
31111 Industrial Road, Livonia MI 48150

VIOLATIONS

continued from page 8

Michigan has drafted the opportunity for administrative proceedings and civil fine in a proposal for amendments to the Michigan Commuted Meat Law. Informal meetings with manufacturers of commuted meats (sausages and other ground meats) have indicated support for such a provision, which also allows the respondent the option of choosing a court proceeding in lieu of administrative proceedings. Although the seeking of a penalty is viewed by the regulator and often by the respondent as a failure to be able to maintain compliance, there should be no reason that any applied penalty not meet the criteria of being suitable for the offense and serving best for a deterrent. These changes conceptually discussed

here would be subject to the legislative process in order to be amended into existing laws. The Michigan Department of Agriculture has sought industry's input thus far in this study and looks forward to its continued participation.

CLASSIFIED

For Sale: Liquor license SDD for Troy. Call Alvin or Harvey at (313) 689-4442.

For Rent - Westland/Livonia area. Deluxe two bedroom, two bath condo in Woodview. Newly decorated, new carpeting, new air conditioning, all appliances, clubhouse, pool, near Westland shopping center and public transportation. \$485 per month. Call anytime 295-1822.

If you would like to place a **classified advertisement**, call Debbie Cooper at (313) 557-9600.

RETAILER PROFILE

Ed Fisher helps kids prepare for the future

Ed Fisher's commitment to his employees is as strong as his commitment to the customers of his store, Fisher's Market, in Birmingham. "It gives me a lot of satisfaction to help these kids," said Fisher. Many of the young employees who work at Fisher's Market keep their positions from high school through college. Thirty-two people have been with the store while completing their college degree.

The student-employees must maintain a 'B' grade average to keep their jobs. "If they are earning a 'B' then they are spending enough time with the books," said Fisher. "This indicates a kid who will give better productivity, too. The bright ones take less training, are more disciplined, and handle the job better."

Customers are also long standing. "There's a saying about our customers," said Fisher. "They move away or they die." In a recent survey, it was shown that on the average, a customer travels 26 miles to shop at Fisher's Market.

Fisher attributes this to customer service. "We fit a niche," said Fisher. "Our customers are like friends, you get to know them after a while. We are on a first name basis with many people."



Friendliness and service keeps Fisher's Market customers coming back for more.

In addition to service, Fisher's Market is known for its quality meat. "The business hasn't changed that much over the years," said Fisher. "People still want quality and service."

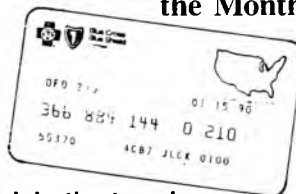
Fisher grew up in the business and came back to the store to work full time about 12 years ago after working in sales. The store was founded by his grandfather.

He is proud to be in the independent grocery business, because, "We are the only ones keeping chains in line; we are the buffer between the customer and fair pricing."

Fisher is involved in many community activities, especially those which help kids. He is a part of the AFD Minor Monitor Task Force and is president of the Berkley/Huntington Woods Optimist Club. "I think Minor Monitor has done a wonderful job getting information out on alcohol purchasing by minors. People aren't aware of how much it has done to increase awareness," said Fisher.

Fisher has two children of his own, a son 15, and a daughter in college.

AFD Service of the Month



Join the team! Blue Cross/Blue Shield and AFD can give you:

- More **health coverage** options than other companies dream about.
- More **name recognition** than any other carrier
- More **acceptance** by hospitals than any carrier.

For information, call Judy Mansur at (313) 557-9600.

ISSUES

continued from page 1

current law joint ownership is permissible in municipalities with a population under 3,000. Recently an amendment was approved increasing the figure to 4,000. Alteration of this carefully crafted section of law would add approximately 100 communities to the number where joint licensure is now allowed. The House rejected the amendment and the bill was sent to a conference committee in an attempt to resolve the differences between the two versions.

Another area of concern involves revocation of lottery terminals and liquor licenses. The discussion centers around two bills (HB 5093-5094) introduced by Representative Burton Leland (D- Detroit). They call for revocation of liquor licenses and lottery terminals of retailers who are found guilty of dispensing or redeeming food stamps or WIC coupons in a manner not consistent with federal

guidelines. The intent of the legislation is to put those retailers out of business who are defrauding the federal and state government via WIC coupon and food stamp irregularities.

The Legislature will also deliberate legislation introduced by Senator James Barcia (D- Bay City) calling for a sharing of the legal burden when minors purchase alcoholic beverages. Similar legislation was vetoed by the Governor during the previous legislative session. The concerns registered by the governor, namely a lack of flexibility in allowing a judge to permit a minor with a revoked drivers license to drive under special circumstances, has been addressed in the new bill. Other concerns now center on whether or not the bill should even include a drivers license suspension for a minor convicted of illegally purchasing alcoholic beverages.

COMING EVENTS

October 3 - FMI Human Resources Conference, to be held in Hilton Head Island, South Carolina. Call (202) 452-8444 for information.

October 14 - 17 - National Frozen Food Convention & Exposition, to be held in San Francisco, Cal. For information, call (717) 534-1601.

October 14 - 17 - FMI/NAWGA Supermarket Foodservice Conference, to be held in Atlanta, Georgia. Call (202) 452-8444 for information.

October 27 - 30 - The Produce Marketing Association 1990 Convention & Exposition, in New Orleans. Call (302) 738-7100 for information.

Vegas, Tinas, and Shoppers Supermarkets Diabetes Golf Outing Held

The 4th Annual Vegas, Tinas, and Shoppers Supermarkets Diabetes Golf Outing was a smashing success. The golf outing was held at Rochester Hills Golf Club on Monday, September 24, 1990. The outing had over 250 participants mainly from the food industry.

The food industry is committed to give back to its community and this is just another example of that commitment. The Arcori, Denha, and Imbronone families which worked so hard to coordinate this event are committed to work with associations like the American Diabetes Foundation and Rose Hill Center so that their contributions are put back into the communities in which they operate their businesses.

The "hole in one" hole was sponsored by the Everfresh Juice Company and the Acme Food Brokers. The ninth hole at Rochester Hills was the designated hole. This year a player with a "hole in one" won a 1990 Ford Taurus. Gerald Klisz had a hole in one with an eight iron.

What's New On The Shelf?

WHOLESALE/SUPPLIERS MANUFACTURERS

If you want to:

- Increase your bottom line
- Make new business contacts
- Sell, sell, sell
- Talk with over 1,500 retailers in one afternoon

EXHIBIT AT AFD'S TRADE SHOW.

Come see what's new on the shelf.

**Tuesday, April 16, 1991
Noon-8 p.m.
Fairlane Manor, Dearborn**

INMAN

continued from page 9

Paul Inman Associates has its own in-house marketing department headed by Phil Fischioni which plans and executes such major promotions as the Centsible Super Saver program.

The company represents major, national brands for every department including: grocery, perishable, health and beauty aids, confectionary, deli and food service. The company has six offices in three states (Michigan, Ohio and Indiana) and employs approximately 300 people.

Jerry Inman joined his brother Paul, the company founder, in the business about 34 years ago and has been an AFD board member for three years. "The company has been involved with AFD for a long time," he said. He also serves on several business and civic committees.

Seagram's Exclusive Gift Ideas



Item	Size	Code	Bottles Per Case	Base Price	Shelf Price
V.O. Quarterback Glass	750ml	9445-0	12	\$ 9.55	\$11.30
Martell V.S. w/Snifter	375ml		12	9.55	11.30
Martell V.S. w/2 Snifters	750ml		6	19.10	22.60
Wyborowa Vodka w/Glasses	750ml	9707-0	6	12.15	14.39
Myer's Rum w/Egg Nog	750ml	9704-0	6	10.70	12.68
Chivas Regal w/Glasses	750ml	9645-0	6	19.90	23.58
Crown Royal Glass Set	750ml		6	15.40	18.24
Captain Morgan w/Twister	1.75L	9533-0	3	16.35	19.34



To place a special order call: House of Seagram, 26955 Northwestern Highway
Suite 145, Southfield, Michigan 48034
Phone (313) 262-1375

THE HOUSE OF SEAGRAM • NEW YORK, NY



Few Things So Fulfilling Are So Unfilling.

No other diet soft drink
delivers the real cola taste
of one-calorie diet Coke.
The real one.

Just For The Taste Of It.

© 1999 The Coca-Cola Company. "diet Coca-Cola," "diet Coke" and the Dynamic Ribbon device are trademarks of The Coca-Cola Company.

Dynamic Ribbon

"Ultra Sweet" and the Ultra Sweet symbol are registered

trademarks of The Coca-Cola Company. For its brand of sweetening ingredients.



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
Koeplinger Bakeries, Inc.	967-2020
S & M Biscuit Distributing	893-4747
Taystee Bakeries	476-0201

BEVERAGES:

Adolph Coors Company	540-0654
Anheuser-Busch, Inc.	354-1860
Bellino Quality Beverages, Inc.	946-6300
Capitol Liquor Sales Co.	
Coca-Cola Bottlers of Detroit	585-1248
Cadillac Coffee	369-9020
Eastown Distributors	867-6900
Everfresh Juice Company	755-9500
Faygo Beverages, Inc.	925-1600
G. Heileman Brewing Co.	(414) 796-2540
General Wine & Liquor	867-0521
Hills Bros. Coffee, Inc.	851-5774
Hiram Walker, Inc.	626-0575
House of Seagram	262-1375
Hubert Distributors, Inc.	858-2340
Cooper/Wiefferman Company	835-6400
Miller Brewing Company	(414) 259-9444
Mr. Pure Juices	(312) 379-3000
Paddington Corp.	345-5250
Pepsi-Cola Bottling Group	641-7888
Powers Distributing, Inc.	682-2010
R.M. Gilligan, Inc.	553-9440
Royal Crown Cola	(616) 392-2468
Serv-U-Matic Corporation	528-0694
Seven-Up Bottling Company	937-3500
Squirt-Pak	(616) 396-0591
St. Julian Wine Co., Inc.	(616) 657-5568
Stroh Brewery Company	446-2000
Viviano Wine Importers, Inc.	883-1600

BROKERS/REPRESENTATIVES:

Acme Food Brokerage	968-0300
Ameri-Con, Inc.	790-0047
Chuck Batcheller Company	559-2422
City Foods Brokerage Company	894-3000
Conrady-Greeson Company	362-0800
Estabrooks Marketing	(517) 548-3750
Greeson Company, Inc.	362-0800
J.B. Novak & Associates	752-6453
James K. Tamakian Company	424-8500
Marks & Goergens, Inc.	354-1600
McMahon & McDonald, Inc.	477-7182
Northland Marketing	353-0222
Paul Inman Associates	626-8300
Pfeister Company	591-1900
Stark & Company	851-5700
United Salvage Company	772-0951
VIP Food Brokers International	855-2335

CANDY & TOBACCO:

Central Sales	843-6600
Garoto Chocolate Co.	882-8824
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
Tina's Catering	949-2280

CONSULTANTS:

Bellanca, Beattie, DeLisle	964-4200
----------------------------	----------

DAIRY PRODUCTS:

Borden Company, The	583-9191
Dairy Products of Michigan	552-9666
London's Farm Dairy	984-5111
Melody Farms Dairy Company	525-4000
Milk-O-Mat/Country Pride Dairy	864-0550
Stroh's Ice Cream	568-5106
Tom Davis & Sons Dairy	583-0540

DELICATESSEN:

Dudek Deli Foods	891-5226
------------------	----------

EGGS & POULTRY:

Epcoc Foods, Inc.	857-4040
Capitol Poultry	567-8200
Linwood Egg Company	524-9550
McInerney-Miller Brothers	833-4800

FISH & SEAFOOD:

Hamilton Fish Company, Inc.	832-6100
Michigan Food Sales	882-7779
Standard Fish Dist.	871-1115
Tallman Fisheries	(906) 341-5887

FRESH PRODUCE:

Tony Serra & Sons Produce	758-0791
---------------------------	----------

ICE PRODUCTS:

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

INSECT CONTROL:

Eradico Insect Control	354-5440
Rose Exterminators	588-1005

INSURANCE PENSION PLANS:

Blue Cross/Blue Shield	486-2172
Capital Insurance Group	354-6110
Creative Risk Management Corp	792-6355
Financial Guardian, Inc.	641-0900
Financial & Mktg. Enterprises	547-2813
Gadaletto, Ramsby & Assoc.	(517) 351-7375
Rocky Husaynu & Associates	350-3400
North Pointe Insurance	358-1171

MANUFACTURERS:

Absopure Water Company	358-1460
Bernie & Sons, Inc.	943-3437
Carnation Company	851-8480
Don's Chuck Wagon Products	771-9410
Groeb Farms	(517) 467-7609
Hamilton Meat Pie Co.	582-2028
Home Style Foods, Inc.	874-3250
Jay's Foods, Inc.	
Kalil Enterprises, Inc.	527-7240
Kraft Foods	261-2800
Monique I Natural Cosmetics	464-8070
Nabisco, Inc.	478-1400
Philip Morris U.S.A.	855-6454
Prince Macaroni of Michigan	772-0900
Red Pelican Food Products	921-2500
Scot Lad Foods, Inc.	(419) 228-3141
Sir Lawrence's Food Co.	822-8888
Stehouwer Frozen Foods	(616) 453-2471
Tony's Pizza Service	634-0606

MEAT PRODUCERS/PACKERS:

Bob Evans Farms	422-8000
Flint Sausage Works	239-3179
Guzzardo Wholesale Meats	833-3555
Hartig Meats	832-2080
Hillshire Farms & Kahn's	778-3276
Hygrade Food Products	464-2400
Kowalski Sausage Company	837-8200
Liberty Meat Co.	549-1658
LKL Packing, Inc.	833-1590
National Chile Company	365-5611
Oscar Mayer & Company	464-9400
Osten Meats	963-9660
Ray Weeks & Sons Company	727-3535
Smith Meat Packing, Inc.	985-5900
Swift-Eckrich	937-2266
Winter Sausage Mfg., Inc.	777-9080
Wolverine Packing Company	568-1900

MEDIA:

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

NON-FOOD DISTRIBUTORS:

Gibraltar National Corporation	491-3500
Ludington News Company, Inc.	925-7600

POTATO CHIPS/NUTS/SNACKS:

Cain's Potato Chips	756-0150
Detroit Popcorn Company	531-9200
Frito-Lay, Inc.	287-9477
Jay's Foods, Inc.	946-4024
Kar-Nut Products Company	541-7870
Nikhlas Distributors (Cabana)	571-2447
Sunshine Biscuits, Inc.	386-7052
Variety Nut & Date Company	268-4900
Vitner Snacks	368-2447

PROMOTION/ADVERTISING:

James K. Tamakian Associates	352-3500
PJM Printing	535-6400
Stephen's NU-Ad, Inc.	777-6823

SERVICES:

Central Alarm Signal, Inc.	884-8900
Detroit Edison Company	323-7786
Michigan Cash Register	545-8660
Pappas Cutlery Grinding	965-3872
Supermarket Development Corp	521-5150
Telecheck Michigan, Inc.	354-5000
Vend-A-Matic	585-7700

SPICES & EXTRACTS:

Milton Chile Company	585-0300
Rafal Spice Company	259-6373

STORE SUPPLIES/EQUIPMENT:

Alana Food Brokers	833-8686
Brehm Broaster Sales	(517) 427-5858
DCI Food Equipment	369-1666
H. Raadco, Inc.	933-6320

Hobart Corporation	697-7060
Kasco Atlantic Service Co.	(800) 631-7650
MMI Distributing	582-4400
Market Mechanical Services	546-6840
Midwest Butcher & Deli Supply	332-5650
Ultra Lite Supply Co.	751-1940
Winston Sales & Services	739-3210

WAREHOUSES:

Boag Cold Storage Warehouse	964-3069
-----------------------------	----------

WHOLESALE/FOOD DISTRIBUTORS:

Abner Wolfe/Meadowdale Foods, Inc.	943-3437
Ameri-Con, Inc.	(517) 790-0047
Bremer Sugar	(616) 772-9100
Don-Lee Distributor, Inc.	584-7100
Foodland Distributors	523-2177
Food Marketing Corporation	(219) 483-2146
Great Lake Fish & Seafood	368-6050
Hubert Distributors, Inc.	858-2340
Jerusalem Falafel Mfg	595-8505
J. Lewis Cooper Company	835-6400
Kap's Wholesale Food Services	961-6561
Kehe Food Distributors	(800) 888-4681
Kramer Food Company	585-8141
Lauren Sales, Inc.	945-1111
Lipari Foods	469-0131
Lauren Kachigian Distributing	843-2898
M & B Distributing Company	893-4228
Maxwell Foods, Inc.	923-9000
McInerney-Miller Bros	833-8660
Metro Grocery, Inc.	871-4000
Metro Packing Company	259-8872
Mel Larsen Distributors, Inc.	873-1014
Miesel/Sysco Food Service	397-7990
Mucky Duck Mustard Co.	683-5750
National Wholesale Foods	841-7730
Norquick Distributors	522-1000
Northern Michigan Food Service	478-6200
Northwest Food Co. of Michigan	368-2500
Oak Distributing Company	674-3171
Paul Fata & Sons, Inc.	321-5991
Quick Foods Company	546-4884
Rainbow Ethnic & Specialty Foods	646-0611
Ray Weeks & Company	727-2525
Rich Plan of Michigan	293-0900
Row-Bur Distributors	852-2616
Sena Snacks & Vending, Inc.	740-6444
Sherwood Food Distributors	366-3100
Spartan Stores, Inc.	(616) 455-1400
Super Food Services	(517) 777-1891
Trepcos Ltd.	546-3661
Wholesale House, Inc.	846-6209
American Synergistics, Inc.	427-4444
Bureau of State Lottery	(517) 887-6820
Danor Corporation	557-3476
General Provision	393-1900
Herman Rubin Sales Co.	354-6433
Hubbard Apiaries	(517) 467-2051
James Karoub & Associates	(517) 482-5000
Lloyd's Assoc.	356-0472
Miko & Assoc.	776-0851
Slam's Video	255-7526
VIP International	885-2335
W.A. Taylor & Co.	689-6941
Wileiden & Assoc.	588-2558

The area code is 313 for above listings unless otherwise indicated.

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



Thanksgiving

MERCHANDISING IDEAS



GROCERY:

BUSH'S BAKED BEANS **
CHASE & SANBORN COFFEE **
DOLE MANDARIN ORANGES
DOLE PINEAPPLE JUICES
DOLE PINEAPPLE JUICES
DOLE TROPICAL FRUIT SALAD
GLAD WRAP & FOOD STORAGE BAGS
HENRI'S SALAD DRESSINGS
OREGON FRUITS
SUNDANCE JUICE SPARKLERS
VLASIC OLIVES
VLASIC PICKLES
WELCH'S SPARKLING GRAPE JUICES
W. STOLLERS HONEY



PERISHABLE:

CORN KING HAMS
DOLE ALMONDS
DOLE FRZN PINEAPPLE JUICE BLENDS
DOLE PISTACHIOS
DOLE RAISINS
DORMAN ROTH CHEESES
GREEN GIANT FRZN GARDEN GOURMET VEGETABLES
GREEN GIANT FRZN PASTA ACCENT VEGETABLES
GREEN GIANT FRZN RICE MIXTURES
GREEN GIANT FRZN VEGETABLES BTR/CHS SAUCE
JENO'S FRZN PIZZA ROLLS ***
KAUKAUNA CHEESE CUPS/CHEESES
MAMMA BELLA FRZN GARLIC BREADS

MORNING STAR FARM SCRAMBLERS
MRS SMITH FRZN PIES/PIE SHELLS **
RED STAR YEAST
RICH'S FRZN BREAD DOUGH ***
RICH'S FRZN COFFEE RICH CREAMERS ***
RICH'S FARM RICH DAIRY CREAMER ***
RICH'S FRZN WHIPPED TOPPINGS ***
TYSON FRZN CHICKEN CHUNKS **
VLASIC DELI DILLS
WELCH'S FRZN CRANBERRY JUICE BLENDS
WILSON HAMS
YOPLAIT FROZEN YOGURT

** REPRESENTED IN DETROIT/SAGINAW MARKETS ONLY
***REPRESENTED IN DETROIT ONLY

ORDER PROMOTIONAL MERCHANDISE FROM YOUR WHOLESALER TODAY



YOUR STATE-WIDE FOOD BROKER

DETROIT
36300 SCHOOLCRAFT
LIVONA MI 48150
313-591-1900

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

SAGINAW
3159 CHRISTY WAY
SAGINAW MI 48603
517-793-8100

