



# 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 SEVEN

SEPTEMBER, 1990

## INSIDE

AFD's golf outing/ scholarship dinner was as perfect as the weather.  
See page 8 for a photo review.

Catch up on legislative news.  
See page 3.

AFD's board of directors held its annual retreat last month.  
See page 7 for details.

Amir Al-Naimi works both ends of the food business. Learn about his view on the industry.  
See page 15.

New AFD members are mentioned.  
See page 18.

Learn what's new on the shelves in the product section.  
See page 16.

## Frozen food sales heat up

Studies of supermarket shopping indicate that Americans are moving toward foods that are ready to eat, quick, fancy, and good-tasting, in that order.

Supermarkets are responding to perceived consumer demands by offering in-store delicatessens, bakeries, and enlarged frozen food departments. Growth in these areas is expected to continue well into the 1990s.

"There is no doubt that the reason for the frozen food industry's tremendous and constant growth lies in the unique ability of manufacturers to respond quickly to changing consumer lifestyles, and anticipate future trends and demographics," said Nevin Montgomery, president of the National Frozen Food Association. "With more women working than ever before, an increasing number of singles, an aging population, more varied tastes, and a growing nutrition-consciousness, today's frozen food products are right on target."

According to the National Frozen Food Association, while homemakers today spend from two or four hours a day preparing food; during the 1990s they will be willing to spend no more than 10 to 90 minutes a day at the task. Among current growing preferences are:

- frozen vegetables instead of fresh vegetables that need paring and chopping;
- orange juice instead of oranges;
- prepared salads with dressings instead of do-it-yourself salads and dressings.

- frozen prepared dinners, entrees, breakfasts, and desserts instead of "scratch" meals;
- microwavable frozen products

instead of almost anything else.

When commercial frozen foods were first introduced in 1930, only 26

See FROZEN, page 18



Frozen food sales continue to grow as product lines and cooking techniques continue to grow

## Food Safety Council strives to educate public

The Michigan Statewide Food Safety Council, under the direction of the Michigan Department of Agriculture, was formed in May 1980 at the request of governor James J. Blanchard. The Council, of which AFD takes an active role, is an effort to provide Michigan consumers with factual information about food safety issues.

Chaired by Michigan Department of Agriculture Director Robert L. Mitchell, the council is comprised of approximately 100 leaders from statewide organizations who represent consumers, the food and agriculture industry, environmentalists, civic organizations and government regulatory agencies. The council offers members the opportunity to exchange ideas on issues regarding current food safety concerns and to recommend programs or actions that will promote confidence in the food supply.

"It is important that consumers receive factual information immediately when a food safety issue arises in order to avoid unnecessary confusion and assure consumers that our food

supply is safe. We believe the food safety council will be a valuable asset to MDA in meeting consumers' needs," Mitchell said.

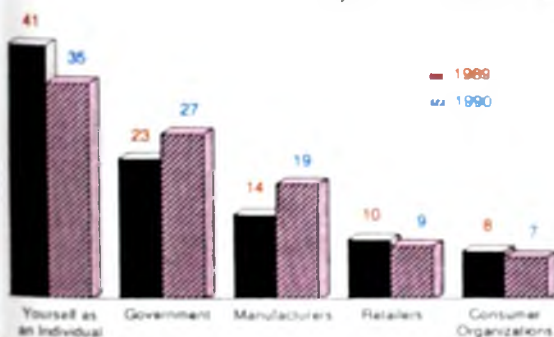
Over the past several decades, the American public has become increasingly concerned about the issue of food safety. Among the factors that contribute to this concern are media coverage of contaminants found at very low levels in food products and older chemical products which have not been fully tested. In addition, biotechnology, resistant strains of bacteria and refined medical evaluations of toxicity have compounded consumer concern. The result is a much more sophisticated consumer than was the case a decade ago.

Along with the rise in public concern and loss of confidence in the safety of the food supply, has come a general mistrust of government regulatory agencies responsible for monitoring and assuring the safety of the nation's food supply. The Council provides a forum for the exchange of ideas as well as the development of common goals and recommendations.

See SAFETY, page 17

### Whom Do You Rely on Most for Food Safety?

The greatest percentage of consumers rely most on themselves.



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## The repackaging of the Package Liquor Dealers Association

by John R. Dagenais

The Package Liquor Dealers Association recently entered into an agreement with the Associated Food Dealers of Michigan under a merger which will result in a larger and more organization for SDD and SDM dealers, lottery agents, as well as many others.

When the Package Liquor Dealers Association was chartered by Michigan's Corporations and Securities Commission in 1962, LDA's primary concern was the DD license or package liquor retailer, and to represent those licensees before the Michigan Liquor Control Commission, other various governmental agencies and especially the Michigan Legislature. Increasing the SDD liquor profit margin was also a continuing goal. However, it was, and still is, a very slow process, since requires approval by both the Michigan House and Senate.

Considering that there are less than 4,000 package liquor outlets in Michigan, the PLDA potential for a large association with continued growth had its limitations. With a membership consisting of mostly party stores and full line beverage outlets throughout Michigan, we were destined to a small office with no staff and very few programs.

*"In unity there is strength and we will show you the truth of that thinking in the immediate months to follow."*

But something else was taking place this past decade and that was a changing public attitude toward alcoholic beverages and a noticeable decline in liquor sales which continues to this very day. We began to notice that many liquor store retailers were turning to other goods and services to stay competitive and bolster declining revenues in a changing liquor market. Retailers added grocery shelves, installed deli counters, baked bread, sold pizza, fought for a place in the Michigan Lottery system, and so on. The business changed — and continues to change — at a rapid pace. The handwriting was on the wall. The Package Liquor Dealers

Association had to change to meet the increasing needs of our members.

It was fortuitous then, that the Associated Food Dealers approached PLDA suggesting that our two groups work together to accomplish our many similar goals. The Associated Food Dealers' own board consisted of a majority of directors holding SDD licenses — certainly an item that would concern our Package Liquor Dealers Association and its board of directors.

AFD offered an attractive package — a strong, full time lobbying firm in Lansing, many programs already developed and serving AFD members, a well-staffed organization with skilled technicians to handle problems — and the list of advantages went on and on. The time to talk and plan started a little more than a year ago, and thus, this executive director of Package Liquor Dealers Association concluded, "We should re-package the Package Liquor Dealers Association into a more recognized force, giving our membership everything we possibly can and do it in 1990."

So our associations' board of directors, officers and study committees met and developed the merger plans that were recently completed and became effective on July 1, 1990.

Our Package Liquor Dealers Association board of directors will have input into AFD's board of directors and will be afforded ample opportunity to seek elected positions.

The new packaging of PLDA will be fully explained to all members and we strongly urge you to continue your participation and support. The combined strength of two recognized state associations organized under one banner is working for YOU and YOUR BUSINESS — for you and your family. In unity there is strength and we will show you the truth of that thinking in the immediate months to follow.

We have much to do — and together we are going to do it!

### LEGISLATIVE UPDATE

#### Food stamp "cash out" demonstration underway

The Food and Nutrition Service of the U.S. Department of Agriculture has begun two major new projects in which food stamp benefits are paid to recipients in cash rather than through food stamp coupons. This "cash out" of the food stamp program will take place in defined areas of Alabama and California. In addition, smaller projects of welfare reform, which include a food stamp component, are underway in areas of Washington and New York states.

USDA only has authority to cash out the food stamp program on a demonstration basis and their current plans do not call for additional tests. Should they wish to cash out the

program on a permanent basis in an area or a state, they would have to seek legislative authority from the Congress to do so following completion of the evaluation of these projects.

\*\*\*\*

#### Michigan looks at packaging regulations and fees

As currently drafted, a proposed Michigan Senate bill would require all packaging to be reusable or recyclable within two years of the bill's effective date, and would impose a 2-cent "environmental packaging regulatory fee" on certain packaging. According to the draft proposal, recyclability would be determined in part by whether the packaging is "being collected for recycling in that state in sufficient quantities to significantly reduce the presence of that product or material in the state's solid waste stream."

The 2-cent fee would be placed on packaging that does not meet standards for use of the state's proposed "PACSAFE" logo for environmentally sound packaging. For packaging with a volume greater than three feet by four feet the fee would be one dollar.

\*\*\*\*

#### EPA issues report on heating oil tanks

Last week, the Environmental Protection Agency sent to Congress its recommendations for underground tanks which are currently exempt from regulations — tanks storing heating oil for consumption on the premises, and non-commercial motor fuel tanks under 1,100 gallons capacity. The report was mandated under the original tank law passed in 1984.

Major recommendations: 1) prohibit new unprotected tank systems, as was done with the Interim Prohibition which applied to regulated tanks; 2) otherwise, continue to exempt these tanks; and 3) let EPA develop educational and technical assistance programs targeted to owners of such tanks and to states in developing their own regulatory programs.

EPA says this report fully discharges its responsibility under the current law, so the ball is now in Congress's court. Congress is not likely to take the matter up until it begins to deal with RCRA Reauthorization.

\*\*\*\*

#### Labeling bill ready for house action

As a result of action by the House Energy and Commerce Committee earlier this summer, an amended version of H.R. 3562 requiring food retailers to label the 20 most frequently consumed varieties of fresh fruits and vegetables and seafood is ready for house floor action. It also

would require mandatory nutritional labeling of private label products. Labeling requirements for in-store fresh bakery goods were deleted from the bill. The Senate Human Resources and Labor Committee had already approved similar legislation April 25. The Senate bill would require labeling of the top 30 consumed raw agricultural commodities and fish products. Excluded from both bills is a National Uniform Labeling Provision. A food industry backed uniform labeling amendment was defeated during both committee markups.

\*\*\*\*

#### Disability law to impact hiring

On July 26, 1990 President Bush signed into law the Americans with Disabilities Act (ADA), landmark civil rights legislation for the nation's 43 million disabled and handicapped citizens. ADA will affect the convenience store industry most notably through employment-related requirements (Title I) and guidelines to insure equal access to public accommodations and services (Title III).

The Title I requirements go into effect July, 1992. During this two year period, the Equal Employment Opportunity Commission (EEOC) will issue implementing regulations and conduct public education forums to insure that employers understand the requirements of ADA.

Under the Title III provisions, convenience store operators with more than 25 employees will have 18 months to eliminate any policies, practices, procedures or physical barriers currently affecting the handicapped. For new construction and alterations, operators will have 30 months to comply. In other words, any new convenience store opening after January 26, 1993 must be in compliance with all architectural and barrier-free guidelines to be established by the federal Architectural and Transportation Barriers Compliance Board.

\*\*\*\*

If you have questions about which items in your store are taxable call Department of Treasury, Sales Tax Division, (517) 373-3190.

\*\*\*\*

After August 31, 1990 the federal excise tax on gasoline should be figured at 9 cents per gallon.

\*\*\*\*

A new Michigan law protecting the buyers of a business from undisclosed unemployment insurance tax liabilities has recently taken effect.

The law requires the business seller to provide essential payroll and unemployment insurance tax information to the purchaser before the offer is accepted.

In general, the buyer of a business becomes liable for the seller's unemployment taxes and any interest due MESC.

## EXECUTIVE DIRECTOR'S REPORT

# Past successes — future challenges

by Joseph D. Sarafa,  
Executive Director



**Sarafa**  
spent nearly 18 hours in an intensive day and a half of learning, working, gathering information and making decisions. This work ethic is a credit to the leadership of our Chairman, Amir Al-Naimi, and the fine board members who have given so

Annually, the board of directors of the Associated Food Dealers of Michigan meet to review the past and plan for the future of this association. This year the board

generously of their time and efforts. Each of us, members and staff, owe them a deep debt of gratitude and sincere thanks.

Though our successes over the past six months were many, I will briefly highlight only a few:

2. A merger was one of our highest priorities in the first six months of 1990. With guidance from our Executive Committee, a merger with the Package Liquor Dealers Association has finally been accomplished.

2. Educational seminars was another item high on the list. We have already had four T.I.P.S. seminars (training for sellers of alcohol) with well over 100 attendees

meeting in Troy, Southfield and Farmington Hills locations.

3. Offered New Programs. The board felt that it was essential that AFD continue to offer new and better programs to our membership. Among the programs that were instituted is the Master Card and Visa Program as well as the Debit Card Program through Michigan National Bank. Great rates are available to members who wish to offer their customers the option of charging purchases.

4. Established an AFD satellite office in the western part of the state. We have been well represented on the west side of the state by Ray Amyot and have opened an office in Clare, Michigan, in addition to our already existing offices in Lansing and Southfield.

5. Revamped the AFD publication and made it monthly. Through the efforts of the Public Relations Committee headed by Thom Welch of Hollywood Supermarket, AFD has made tremendous gains in this area. The *Food & Beverage Report* is a substantial improvement over our previous publication and reaches more than 9,000 readers on a monthly basis.

Despite these accomplishments, our work is far from over. We have much left to do in the areas of political action funds, increased membership, and out-state regional councils. In addition, we must continue our many strengths like our legislative activities, our trade dinner with over 800 people in attendance, and giving out thousands of dollars in scholarships to college bound young adults involved in the food and beverage industry.

Though 1991 is still several months away, it is right around the corner in terms of planning. AFD is poised and ready to move into the next year. Plans are already under way for our 1991 AFD family picnic day which will be free to all members as a way of thanking them for their past support. This is just one small example of the many changes and improvements the board has already begun to implement in moving AFD forward. I am confident that the time and hard work spent by the board during the recently concluded planning session will make AFD a better and stronger organization in the years and decades to come.

### Note to Lottery:

We appreciate your implementation of the larger payouts for matching four and five winners in the lotto 47 games. Now is the time to consider paying agents who sell large winning tickets an additional percentage/commission. It would be an excellent incentive and motivator for more ticket sales.

## AFD member benefits

As a member of the oldest and largest food and beverage association in the state you are entitled to the following:

- health and medical benefits through Blue Cross/Blue Shield, at our group rates;
- liquor liability insurance at minimal rates, through an admitted and accepted insurance company;
- worker's comp insurance with dividends and a loss prevention program;
- coupon redemption program that saves both time and money;
- political action that supports your interests;
- Visa/MasterCard charge service, for customer service;
- legislative representation in Lansing — full-time — to protect your industry;
- checking services — TeleCheck and verification directories to reduce bad debt accounts;
- legal consultation;
- industry exposition for product display, promotion and discount buying;
- Magic Touch Debit Program to eliminate the handling of checks;
- monthly publication;
- educational seminars and a number of special events

Take advantage of the services available to you! Call AFD for more information at (313) 557-9600 or 1-800-66-66-AFD.

**GOOD FOR MEMBERS ONLY**

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### AFD staff

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

### AFD Consultants

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**Ray Amyot**  
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# Fighting fraud and misuse in the food stamp program

Contributed by the United States Department of Agriculture

Food Stamps are a unique, highly visible form of U.S. currency. Only people who have been determined to be in need of help because of limited resources can use food stamps. And, as the name implies, food stamps can only be used to purchase food for human consumption and plants and seeds to produce food for the eligible household.

Unlike regular U.S. currency, food stamps can only be used in businesses that have been authorized by the U.S. Department of Agriculture to accept them. Normally these are retail grocery stores, but some restaurants that cater to the elderly and some soup kitchens have been authorized to accept food stamps.

Food stamps come in one, five and ten dollar denominations. Except for the one dollar coupon, which businesses use to make change, food stamps are taken out of circulation when they are exchanged for food. Only businesses authorized to accept food stamps are allowed to exchange stamps at a bank for regular U.S. currency.

Each month more than \$1.1 billion in food stamps are used by 84 million people at more than 22,000 authorized businesses.

Despite the restrictions on who can get and use food stamps, and the kinds of businesses that can accept

and redeem them, there is misuse, fraud and trafficking in the food stamp program. The USDA does not have figures on food stamps misused, or the value of stamps lost to fraud or trafficking. However, we know that approximately 90 percent of food stamps are properly redeemed through major supermarket chains, which have an excellent compliance record.

**Program Misuse** — Eligible recipients and authorized retailers misuse the program when food stamps are exchanged for ineligible food, or used for making multiple small purchases in order to accumulate cash change, and other minor infractions. Most cases of food stamp misuse involve small amounts of money and don't involve criminal intent.

**Fraud** — Food stamp fraud is committed by people who intentionally provide false information on their applications to either acquire food stamps or to get more food stamps than they would legally be entitled to. Retailers can commit food stamp fraud by falsifying their applications to become authorized by USDA to accept food stamps or by knowingly accepting food stamps for ineligible items.

**Trafficking** — The most serious food stamp violation, trafficking involves the purchase or sale of food stamps (or authorization to participate cards) for cash or their exchange for items other than food. The cash given for

a coupon is significantly less than the face value of the coupon, and is generally one-half face value. Trafficking in food stamps is done by retailers, recipients and people who have no legal right to use, acquire or possess food stamps.

**Unintentional Violations** — Erroneous information provided by a recipient when applying for, or receiving food stamps, or a grocer's acceptance of food stamps for an ineligible item, are not fraudulent unless there is INTENT to violate the rules.

**Potential Penalties** — Depending upon the value of food stamps illegally acquired, used, or redeemed, food stamp fraud may be punishable as a felony (over \$100 in value); a misdemeanor (under \$100); or by disqualification from the program and/or a fine and/or restitution of wrongfully acquired benefits.

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## USDA asks congress for more "tools" to fight fraud

The USDA is concerned about food stamp fraud and criminal activity, and has asked the Congress to include in the 1990 Farm Bill additional authorities and penalties to address food stamp misuse and trafficking. These include

- Mandatory penalties for use of food

stamps to purchase illegal drugs, explosives or firearms, and illegal possession of large amounts of food stamps.

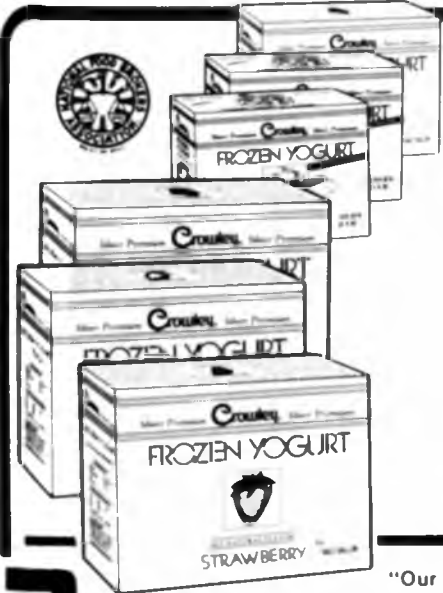
- Increased penalties for retailers who accept food stamps for illegal drugs or firearms, and increased fines per violation for trafficking.
- Submission of Social Security Numbers and employer identification numbers for all retailers.
- Biennial reauthorization of retailers.
- More specific limits on the type of retail/wholesale firms which may participate in the program.
- Fines for unauthorized third parties who accept food stamps.
- Fines for retailers who accept loose food stamps.
- Improved claims procedures.
- A proposal to expedite the testing of current Electronic Benefit Transfer systems and allow states to undertake their own projects.


## Program compliance responsibilities

Federal, state and local agencies share the responsibility for program compliance.

**Recipient Application** — state and local food stamp offices are responsible for ensuring that applications for the Food Stamp Program are properly filled out and for checking the information provided by the client for errors and potential fraud. They are


See FRAUD, page 18






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## AFD on the scene

### Political Action Committee



The Political Action Committee met recently. Those in attendance included Chairman Nabby Yono, Amir Al-Naimi, board chairman, Joseph D. Sarafa, executive director, Mel Larsen, secretary, Louie Stephen, board member, Richard Gergis, member, Richard George, board member, Jim Garmo, member, Mike Kuza, member, Karen Yono, member, Mark Karmo, board member, Sam Yono, immediate past board chairman, Vicky Zuschnitt, AFD, and Sue Knapp, AFD.

### Minor Monitor



Minor Monitor met to evaluate proposed goals and actions for the group. Attending the meeting were Rep. Jan Dolan, Al DeGrow, House of Seagram, Mike Ranville, Karoub and Associates, Ed Fisher, Fisher's Market, Dan Sparks, Michigan Liquor Control Commission, Joseph D. Sarafa, executive director, Kelly Rossman, K. Rossman Communications, Debbie Cooper, AFD, Sue Knapp, AFD.

### AFD/Michigan Dept. of Agriculture



AFD members met with Michigan Department of Agriculture representatives Edward Heffron and Harold Zorlen. AFD members included Call Abbo, board member, Frank Arcori, vice chairman, Nabby Yono, board member, Jim Bellanca, AFD legal counsel, and Raad Ayar, member.

IN MEMORY OF

## NIBAL FRANCES (KASHAT)

JULY 18, 1990



Many of us came to know Nibal by the position he held at the J. Lewis Cooper Co. and even before that, when he worked at Kashat Meat Market which was owned by his father. Whatever Nibal was involved in; be it his family, his job or many of the charitable acts he was known for—he gave it all he had. Those of us who worked with Nibal recognized the intensity, drive and love for life that was so integral to his character.

It is with great sadness and despair that we say goodbye to our friend and associate. We know that the sorrow we are feeling is a small reflection of the loss his family is suffering. He will be dearly missed and remembered with our love and respect.

The owners of the J. Lewis Cooper Co. have established a Memorial Fund to assist Nibal's wife Cindy and son's, Nathan and Neal. If you would like further information contact John Ricco or Karen O'Donnell at 313-835-6400.



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## AFD board retreats for progress

The AFD board held its retreat at Boyne Falls on July 27, 28, and 29th. This annual event gives the board an opportunity to review AFD's progress and make plans for the future. Participants included Chairman Amir Al-Naimi, Executive Director Joseph D. Sarafa, and the following board members: Thom Welch, Louis Stephen, Ron Paradoski, Frank Arcon, Jerry Yono, Nabby Yono, Tom Simaan, Frank Tumbarello, Sam Dallo, Mark Karmo, Sam Yono, and Tony Munaco. Also in attendance were: Henry Ernstthal, Corporate Strategy and Future Planning, Mike Ranville, Karoub & Associates, Mike Carr, Lottery Commissioner, Joe Gadaleta, Gadaleta & Ramsby, Jim Bellanca, Bellanca, Beattie & Delisle, and Kelly Rossman, K. Rossman Communications.



### Statement of ownership

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# 1990 AFD golf outing par for the course

The 1990 Annual Scholarship Golf Outing was held on August 9, at the Links of Pinewood in Walled Lake. Over 150 people enjoyed a day of golf and a dinner reception. This year's 15 scholarship winners were recognized for their outstanding achievements. Numerous prizes and food and beverage products were donated by AFD member companies. The Golf Committee worked diligently to make this outing the best ever. A terrific day was had by all. Thank you to everyone that participated and supported the GOLF '90 outing!!

## THE GOLF COMMITTEE:

Thank you for your hard work! Your time and effort is much appreciated.

Chairman Kevin Larsen MEL LARSEN DISTRIBUTORS	Jim Farber STARK & COMPANY	Mark Sarafa COCA COLA
Ray Amyot ASSOCIATED FOOD DEALERS	Ken Hunt FRITO-LAY	Joe Vultaggio KOEPLINGER'S BAKERY
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Jim Eilers HOUSE OF SEAGRAMS	Joe O'Bryan 7 UP OF DETROIT	John Wojnicki PEPSI COLA
	Dave Przygocki FAYGO BEVERAGES	

## AFD member companies contribute

The generosity of the AFD member companies, in donating door prizes and goodie bags items, was overwhelming! Each golfer recieved a bag of goodies and over 100 terrific prizes were given away at the dinner reception. Thank you for supporting the GOLF '90 outing.

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Hillshire Farms  
Pepsi-Cola  
Faygo Beverages  
Koeplinger Bakery  
Everfresh Juice  
Seven-Up

A special thanks to the AFD staff and volunteers, whose team spirit made this outing the best ever. You're a great group!!

Joseph D. Sarafa  
Judy Mansur  
Sue Knapp  
Debbie Pagett  
Chris Zebari  
Jim Larges  
Deborah Cooper  
Vicky Zuschnitt  
Ray Amyot  
Harley Davis  
Frank Tumbarello



Emcee, Kevin Larsen of Mel Larsen Distributors awards AFD Board Member, Frank Tumbarello the set of golf clubs donated by Gadaletto, Ramsby & Associates.



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Mel Larsen Distributing  
Drumstick Sundae  
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Carnation Refrigerated  
Kraft  
Fresh Like  
La Yogurt  
Melody Farms

A warm thank you to those companies that sponsored a hole at the golf outing. These monies directly fund the AFD Scholarship Fund. Your support is vital to the success of the scholarship program.



Jack Meyers, retired from Faygo Beverages, was honored for his years of dedication to AFD and the golf committee. Now residing in Florida, Jack and his wife Shirley came to golf at the outing with Dave Przygocki and Forest Bryson of Faygo.



Best Score winning foursome was Rob Hollandsworth, John Gianotto, Joe Imbronone and Frank Arcori with a 59 (11 under par).



The foursome of Rich Lubash and Pablo Guzman from Coors Brewing Company and Ken Gehlert and Audrey Mangold from Cadillac Coffee were among the golfers that enjoyed a day on the course.

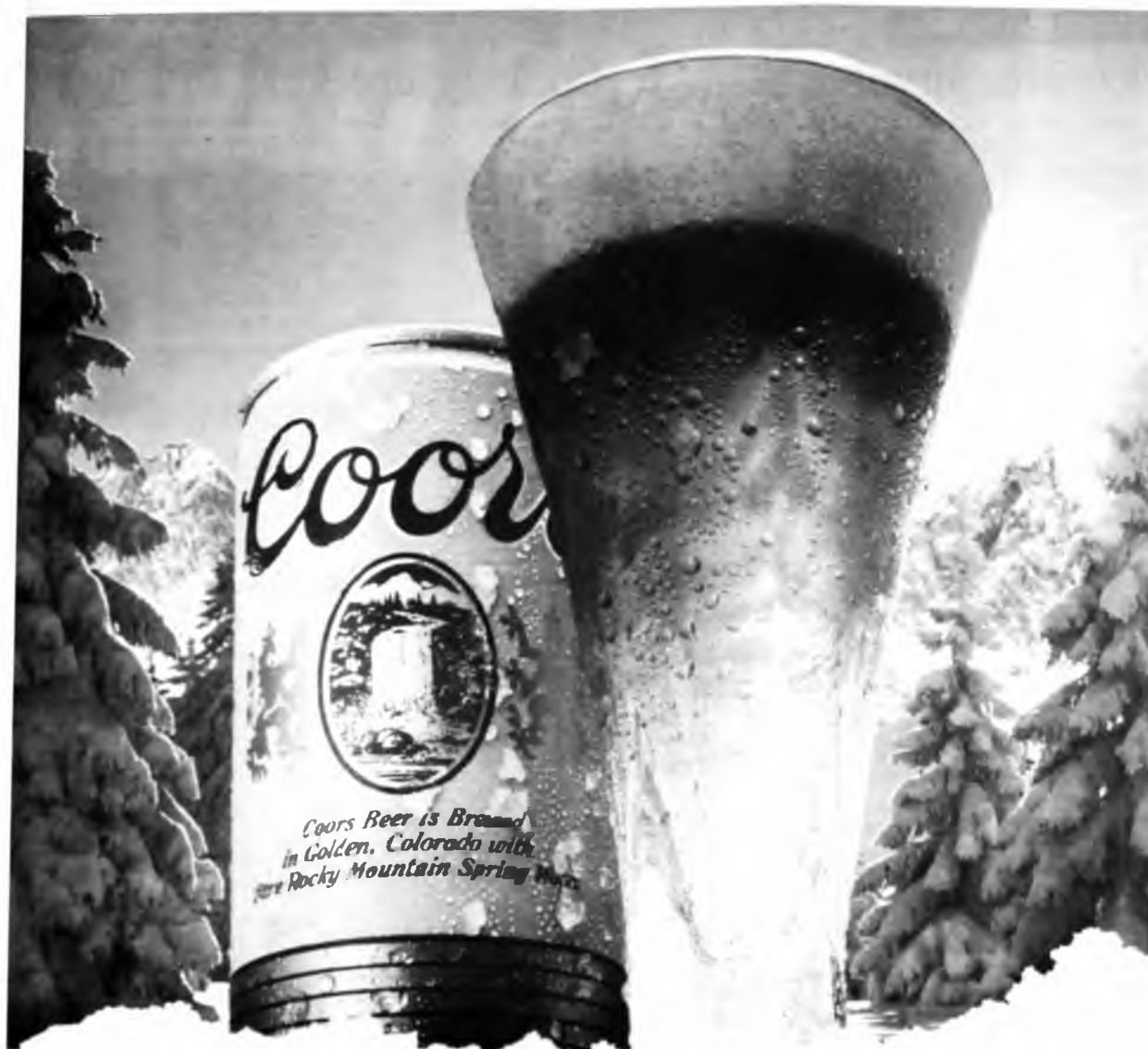


AFD Chairman, Amir Al-Naimi and PAC Chairman Nabby Yono enjoyed the dinner reception which included the recognition of the scholarship winners and numerous door prize give-aways.



The Golf Committee gathered a week before the outing to stuff the "goodie bags" which were distributed to each golfer the day of the outing.





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## DISTRIBUTOR PROFILE

# Pfeister involvement, technology are keys to success

Started in 1918, the Pfeister Company is one of the oldest food brokerage firms in the United States as well as one of the most modern.

Headquartered in Livonia, Pfeister has operations in Saginaw and Grand Rapids in Michigan and Toledo, Dayton, Cincinnati, and Columbus in Ohio. The company is decentralized, rendering each location as a separate business unit. Also decentralized are the areas of service such as grocery, health and beauty care, and perishables. "We are able to be very focused by having specialized segments geographically and by product category," said Don Gundle, president.

Pfeister represents a wide range of products made up of blue-chip, national brand companies and has many leading brands available for each market.

The company employs about 300 people in both full and part time capacities. "We have a philosophy of having our people get involved with the industry outside of Pfeister," said Gundle. He is a board member and past president of the Food Industry Council which is a special committee of the Detroit Chamber of Commerce, serves as chairman of the Trade Relations Committee for the National Food Broker Association, and is active with Gleaners, a food bank

serving people of Detroit. He was the emcee for AFD's 1990 Trade Dinner.

Other employees of Pfeister are active in industry activities. Cal Stein serves on AFD's Long Range Planning Committee and Fred Bailey is active with DAGMR.

"Getting involved gives us better insight into long range planning by helping us understand a different dimension," said Gundle. "This commitment addresses people we're employing and brands we're representing. It also helps us provide and create opportunity to enhance our productivity to the community."

Another means to productivity is the high-technology utilized by the company. Pfeister uses sophisticated computer systems including the IBM 36, APOLLO, and Acuspace. Market Metrics, which has been in place for a year-and-a-half, provides store demographics. "It tells us who shops at a particular store and is exclusive to Pfeister," said Gundle. "This gives us a better focus on what sells, in which stores, in what quantity."

Marketing is another way Pfeister assists the retailer in realizing profit. An annual retailer event is the Pfeister Coupon Explosion, which takes place in the spring and increases movement of brands by a mass advertising campaign and point of purchase materials.

Aisles of Smiles is another promotional program which is done in conjunction with the Jerry Lewis Muscular Dystrophy Program. "It's a community effort that retailers can get involved in at no cost," said Gundle. Pfeister provides the point of purchase materials and public service announcements promote the specially designated products.

Gundle has worked in the

industry for about 32 years. He started his own brokerage firm in 1974 which merged with Pfeister in 1976. He feels the long term future for food brokers is strong. "For the most part, food brokers have a local market expertise which can be important to the retailer. They provide professional representatives who are particularly knowledgeable about the local conditions and needs of the area



## National Grocers Association

Invites you to participate in

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Sept. 30 - Oct. 6, 1990

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Formerly Associated Grocers of Michigan

A subsidiary of Spartan Stores, Inc.



## RETAILER PROFILE

# "Big Ten" Party Store: specialty items for all tastes

"Big Ten" Party Store, Inc., is a novelty shop of foods and beverages. Products to make the most sophisticated gourmet sigh line the shelves of this Ann Arbor store. Wild mushrooms, a smorgasbord of olives, five types of capers, mysterious and cans of delicacies are some of the delights displayed to tempt customers.

"Wild foods are more important in advertising for us," said Curtis Estes, vice president and CEO for Big Ten. "Certain people come in each week to shop around for impulse buys."

Some of the more unusual items for awhile, but the specialty item is the key to Big Ten's success. "Wine drinkers would shudder in horror at some of the items," says Estes. "But word of mouth leads new customers to us and the old saying 'you have a good product people will beat a path to your door' is true for us."

Big Ten appeals to people with middle and above incomes, and it is customers who serve as the best source for new items to stock. "If one person wants something, others probably will too," said Estes. "That's been our philosophy along."



Unique products are always found at Big Ten Party Store

Estes also does detective work on his own, attending fancy food shows and researching trade publications. Often an item Big Ten stocks is unknown when it is first made available and is picked up by the chain stores when it catches on. An example of this is Hidden Valley dressings, which Big Ten has sold for 15 years.

The layout of the store is designed to encourage browsing and impulse buying. The coffee in barrels gives it a general store atmosphere, and shelf talkers assist shoppers with their wine purchases. Estes has specialists to run the deli, wine and liquor departments.

A French wine room off to the side of the store is another successful

marketing device. Liquor sells well also. "They say the liquor business is dying but ours continues to grow," said Estes. "We are always changing products and keep as much in stock as possible."

Big Ten is one of the top 20 liquor dealers in Michigan although less than 25 percent of the store sales are liquor.

Changing products are a mainstay in the Big Ten marketing plan. "You have to listen to the customer and be on the look out for new products and services," said Estes. "I wish I had a picture of this store every six months because it looks different all the time."

Estes' father-in-law started the business in 1939 and Estes joined him in 1969. "I never thought I'd be here for 20 years but I hope I'll be here for another 20 years," he said. "It's a diverse business and that makes it fun."

Estes served on the board of the Package Liquor Dealers Association, which recently merged with AFD. "I think the merger will be beneficial for all," he said.

## CLASSIFIED

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

**Commerce Township Liquor License** available. Contact Mark Kouza at (313) 624-5455.

**Building wanted for lease** Single story 8,500-14,000 square feet, adequate for grocery retailing environment, joint venture possible, terms negotiable. Send inquiries to J. Enckson, P.O. Box 339, Coldwater, Michigan 49036.

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## Al-Naimi's businesses are streamlined for success

Amir Al-Naimi's prescription of efficiency and streamlining for industry success is what makes his businesses so prosperous. "We spend a great deal of time to make operations more efficient," said Al-Naimi. "You must be efficient or you will eat your profits." Al-Naimi notes that customers are interested in efficiency and time saving. "People have less time now," Al-Naimi. "Service is as important as price. With the husband and wife working, they don't want to spend time shopping." He emphasizes the need for convenient hours and service. "If you want to succeed in the next few years, you must be high-tech and get your customers in and out of the store." Al-Naimi started out in the retail business in 1971 with a grocery store on Lerich Road, Detroit, and one on West Road, Detroit, which he joined in 1979. He also owns Metro Grocery Inc., a Detroit-based wholesale business. His three brothers assist him in managing the stores. At 45 additional employees work at each store. He holds a buyer's meeting once a week to discuss potential products and the coupons, pricing and samples that would be used to promote them.



Amir Al-Naimi currently serves as AFD chairman.

Al-Naimi got into the wholesale business about 10 years ago because he saw a need for a wholesaler to serve independent grocers. Metro Grocery, Inc., now serves about 600 customers, and uses 100 to 150 employees.

The warehouse handles about 14,000 items, primarily groceries, including everything except produce and perishable meats. Business keeps growing through word of mouth and representatives who go into the field to explain the services available. Equipment such as trucks, handling equipment, and computer systems are continually updated to keep efficiency

at a maximum.

Participating in both sides of the food industry, wholesaling and retailing, Al-Naimi has a unique perspective. "When grocers talk to me I understand because I'm on both sides of the fence," he said. "Communication is great because I can relate to their needs and problems."

With Metro-Grocery, as in his stores, Al-Naimi considers service the cornerstone of the operation. "We give our customers support and offer new products as soon as possible," he said.

The constant influx of new

products makes it a challenge to stock the warehouse. "It takes a good, educated guess which my background in retailing provides," he said. "I look at the ingredients, the displays, the history of the item, and other elements to decide."

Al-Naimi believes the future of the wholesale business will belong to either specialty wholesalers or sophisticated large companies which give lots of customer support such as providing shelf tags with nutritional information.

In his free time, Al-Naimi likes to spend time with his wife and four children and boat, travel, ski and golf. "You have to delegate or you won't have time for your family and leisure activities," he said.

Al-Naimi has been a member of AFD since 1972 and currently serves as the chairman. "It's the way I can serve my industry and community," he said. "AFD is the eyes and ears of the industry and if you have time to serve, it is something you must do to make the industry better for everyone."

I like the wholesale business because it is a challenge," said Al-Naimi. "Everyday is a new opportunity, a new challenge. It is never boring."

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## PRODUCTS



### New varieties of mayonnaise and dressings introduced

The Weight Watchers division of Heinz U.S.A. has reformulated its reduced calorie mayonnaise and dressing and introduced additional selections to its line.

Weight Watchers Reduced Calorie Mayonnaise has been introduced with half the calories of regular mayonnaise (50 calories per tablespoon compared with 100). Packaged in both 32 and 16-ounce recyclable glass containers, Weight Watchers Reduced Calorie Mayonnaise is available nationally. The suggested retail price is \$1.79 to \$1.89 for the 32-ounce jar; \$1.19 to \$1.29 for the 16-ounce size.

Weight Watchers has a Cholesterol Free Reduced Calorie Mayonnaise and is introducing a Whipped Dressing with no

cholesterol. With only 45 calories per serving (compared with 10 mg. cholesterol and 100 calories per tablespoon serving of regular calorie mayonnaise), the cholesterol free Reduced Calorie Whipped Dressing is also packed in 32- and 16-ounce glass jars and has the same suggested retail as the Mayonnaise.

Weight Watchers Low Sodium Reduced Calorie Mayonnaise, the only nationally-available low sodium brand, has 35 mg. per serving and is in a 16-ounce jar.

For information, call (412) 237-5804.



### Two new frozen novelties available

Two new products have been added to the Weight Watchers line of frozen novelties.

Weight Watchers English Toffee Crunch Bars are the only reduced calorie frozen chocolate toffee bar made. When tasted by consumers prior to its launch, this new product received the highest score ever for a Weight Watchers frozen novelty item.

Packed 12 to a box, English Toffee Crunch Bars are available nationally.

The individual bars are premium-quality vanilla ice milk, covered with milk chocolate and crunchy bits of toffee. Low in fat, cholesterol and sodium, each 1.7-ounce bar contributes 120 calories.

Produced and distributed by licensed dairies throughout the country, the suggested retail price per box of 12 bars is \$3.29.

Weight Watchers Sugar-Free Orange Vanilla Treat Bars are sweetened with NutraSweet and flavored with real orange. Orange Vanilla Treats are 99 percent fat free.

Licensed dairies throughout the country produce the Orange Vanilla Treat Bars which are available nationally. The suggested selling price for a box of 12 bars is \$3.09.

For information, call (412) 237-5804.



finally, a shrink-wrapped pallet of 600 canisters is available for convenient, one-time positioning that eliminates unloading and re-stacking.

Throughout the collaboration, Curtice Burns will donate \$1 to Ducks Unlimited for every three cans sold. Their contribution over three years will be applied to established projects throughout North America that have significant influence on the welfare of our wetland areas.

With more than 500,000 members, Ducks Unlimited has developed and rendered habitat-specific assistance to nearly four million acres of North American wetlands since its incorporation in 1937. Through efforts such as the Lowrey's exclusive collector canister offer, others can also help conserve these wildlife areas.

For information, call (503) 363-4433.

### No-oil corn chips introduced

Thompson Kitchens Inc., Springfield, Illinois, is introducing a new snack line aimed at the health and taste-conscious consumer. Heart Lovers Corn Chips are a chip made without oil (so they are virtually fat-free), and have only one-fifth the calories of regular corn chips. The new snack also boasts the health benefits of no cholesterol, no sugar,



low sodium, four kinds of dietary fiber, and all natural ingredients.

According to James Lillis, V.P., Sales & Marketing, "We'd like to think we've taken the junk out of junk food and have created a great tasting, crunchy snack that people can feel good about eating."

Heart Lovers Corn Chips come in 3/8-ounce single serve bags in four flavors—Barbecue, Cheddar Cheese, Nacho Cheese and Sour Cream & Onion. Family size 3-ounce bags are available in Barbecue, Cheddar Cheese and Nacho Cheese. The new no oil chips are sold nationally in health and natural food stores.

Call (217) 528-5621 for information.

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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.

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City/State/Zip \_\_\_\_\_  
Signature \_\_\_\_\_ ATTN: Ray Amyot

### Lowrey's and Ducks Unlimited join to conserve wetlands

In keeping with the decade's heightened interest in environmental issues, Denver-based Curtice Burns Meat Snacks, Inc., is announcing a significant marketing collaboration between its Lowrey's brand and Ducks Unlimited.

The national marketer of beef snack foods, including the brand names Smoke Craft, Wild Wolf and Lowrey's is issuing an exclusive series of six collectible decorative canisters. Each canister contains four 1.2-oz. bags of Lowrey's premium bite-sized beef jerky.

Prominently displayed on each container is one of six wetland scenes, reproduced in color from intricate oil paintings depicting various duck breeds in their ideal habitats. With value-priced gift-giving in mind, a new canister scene will be issued every six months for three years carrying a suggested retail price of under \$10.

An easily assembled and compact floor display is available containing 32 collector edition canisters. Individual display cases carrying 12 canisters can be ordered for end-aisle display or selling directly off the shelf. And

## PEOPLE

### Foodland distributors appoints human resources director



Keller

Foodland Distributors, Michigan's leading wholesale supermarket supplier based in Livonia, has appointed Dennis Keller to the position of director of human resources.

In his new position, Keller, a graduate of the University of Dayton, will be responsible for Staffing, Training and Development, Employee Relations and Benefits.

Dennis Keller brings over 18 years of experience to his new position. Previous employers include Hanly Andy, Southland Corporation (7-Eleven stores), and the Kroger Company.

Keller will move to the Detroit area with his wife Carol and their two children Joe and Jennifer.

### Campbell announces appointments

Campbell Soup Company announced three senior manufacturing and logistics appointments in its Campbell U.S.A. Division.

Dean C. Neumeyer, vice president - manufacturing, ingredients, was named vice president - manufacturing, convenience foods.

Edward E. Roberts, vice president - manufacturing, east, was named vice president - manufacturing, soups.

Ronald W. Ferner, general manager - logistics development, was named vice president - operations/logistics strategy.

Neumeyer, Roberts and Ferner will report to Francis A. DuVernois, vice president - manufacturing for Campbell U.S.A.



Bernstock



Van Stone

Campbell Soup Company also announced the election by the board of directors of two executives — Robert F. Bernstock and James F. Van Stone — as corporate vice presidents of Campbell Soup Company and sector vice presidents for Campbell North America, the company's largest division.

Bernstock, former category general manager - condensed soup, takes over Campbell's entire soup business as vice president - soup sector, responsible for "Campbell's" and "Campbell's Special Request"

condensed soups, "Campbell's Chunky" and "Home Cookin'" ready-to-serve soups, "Swanson" broth and "Campbell's" dry and ramen soup lines.

Van Stone, who had been category general manager - prepared food, becomes sector vice president - convenience meals, responsible for Campbell's frozen food business. Campbell is one of the nation's largest manufacturers of frozen foods, with such brands as "Swanson", "Le Menu", "Le Menu LightStyle", "Mrs. Paul's Kitchens", and "Great Starts".



Griehs

Leonard F. Griehs was appointed director - investor relations for Campbell. He will report to Edwin L. Harper, executive vice president and chief financial officer.

Griehs, 43, has headed Gerber Products Company's investor relations function since 1979.



Harris

Ralph Harris was appointed vice president - corporate development, reporting to Edwin L. Harper, executive vice president and chief financial officer.

Harris, 43, has been vice president, business development, for Chicago-based Quaker Oats Company, where he was responsible for some \$2 billion in divestitures, acquisitions and corporate strategic planning. He succeeds John R. Morris, who retires after a 31-year Campbell career.



Kent

Campbell Soup Company also announced the appointment of Harlan M. Kent as director-strategic planning.

Kent, 27, who reports to Ralph A. Harris, vice-president-corporate development, will be responsible for evaluating Campbell's existing portfolio of businesses and for identifying corporate growth opportunities.

### Dataserv appoints president

Dataserv announced the appointment of Philip L. Hinderaker to the position of president. Hinderaker, currently chief operating officer, replaces James A. Myers who retired.

Hinderaker joined Dataserv in 1982 as sales manager and held several positions prior to his promotion to chief operating officer in 1988. Under his direction, Dataserv has grown as an independent provider of computer and communications ser-

vices, parts, equipment and software.

Hinderaker, a graduate of Southern Illinois University, currently serves on the board of directors for Dataserv, Inc.

Dataserv, a wholly-owned subsidiary of BellSouth Enterprises, is located in Eden Prairie, Minnesota, a suburb of Minneapolis.

### JK Kidd & Co. plans Paul Inman Associates promotion

Joseph K. Kidd, president of JK Kidd & Co., Advertising, and Joseph C. Rimarcik, vice president of Paul Inman Associates, Food Brokers, announced that the agency will handle Inman's advertising. The agency's first project will be to create, produce, and buy media for Inman's 12th annual Centsible Super Saver Sweepstakes, one of the area's oldest and largest supermarket promotions.

## Safety

continued from page 1

action plans to ensure confidence in the safety of the food supply in Michigan.

Food safety issues may be considered in general terms under five headings:

1. Identification of the principal hazards associated with food.
2. Legal controls including the associated political, administrative, and executive organizational bodies.
3. Ascertainment measures and risk/benefit assessments.
4. Considerations relating to the consumer.
5. Other issues such as national and international collaboration.

A discussion of the principal hazards associated with food cannot be restricted to a particular geographic region but must apply to foodstuffs offered for sale anywhere in the world. Hence, keeping food supplies safe is a worldwide public health concern.

The next most important source is the nutritional composition of the diet and its influence on the general health of the consumer. Other important sources are toxic natural constituents, environmental contaminants, pesticide and veterinary drug residues, food additives, reaction products formed during processing of food or preparation for eating, and allergic or intolerance reactions. It should be remembered, however, that every substance is toxic at some dose, but not every substance is hazardous at commonly used doses.

All the remaining food safety issues listed above are subject to regional considerations.

Food safety concerns must be considered in two dramatically different ways. One approach considers actual statistics of illness or death associated with food consumption. A second consideration is consumer perceptions about the safety of food. Recent food policy directions and government expenditures to improve

food safety have been influenced primarily by consumer surveys and attitudes about safety of foods.

The Council will continue to meet and examine ways to inform and educate consumers and other parties concerned with food safety.

### Shoppers still rely most on themselves for food safety

While nine in 10 shoppers consider product safety important when shopping for food, about eight in 10 (79 percent) are confident in the safety of the food they buy. That's a rebound since June 1989, when the level dropped to 65 percent after the Alar and Chilean grape scares.

Still, there is confusion about whom to count on to make sure food is safe. Although shoppers still consider themselves primarily responsible, the percentage has dropped six points since last year. They also rely more on government and manufacturers this year. About one in 10 shoppers continues to believe that responsibility lies with the retailer.

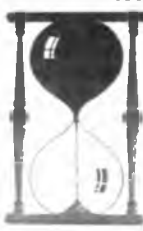
This year brought changes in shopper's views of how supermarkets can enhance confidence in food safety. Last year, 20 percent were unsure; this year just 14 percent remain unsure — the others have definite views. About one shopper in five (19 percent) now names "safety inspections," up from 13 percent in 1989. Another 15 percent mention "proper handling," also up from last year. Also noted are "removal of spoiled items," "cleanliness standards for employees" and "compliance with government standards."

When asked how government could enhance confidence in food safety, 42 percent of shoppers indicate safety inspections. Another 31 percent look to the government to enforce current standards. To a lesser extent, shoppers would like to see government establish standards for manufacturers (16 percent) and tougher guidelines for the use of pesticides and hormones (11 percent).

To ensure the food they take home is safe, 58 percent of consumers rely on proper refrigeration, followed by proper storage, checking expiration dates/shelf life, washing and cleaning foods properly, cooking properly, and wrapping food properly.

Source: Trends - Consumer Attitudes & the Supermarket, 1990 Update, Food Marketing Institute.

## DON'T WASTE TIME



Reserve exhibit space in AFD's

### ANNUAL TRADE SHOW

April 16, 1991  
Fairlane Manor  
Dearborn

# Fraud

Continued from page 5

also responsible for ensuring that their clients receive the proper amount of food stamps and that they know how to use food stamps.

## Retailer Authorization and Control

The U.S. Department of Agriculture's Food and Nutrition Service works with retailers. They not only screen and authorize eligible food merchants to accept and redeem food stamps, but train them in what they can sell for food stamps, how to give change in a food stamp transaction, and how to properly turn in their food stamps to banks for cash. FNS field offices also monitor retailers to ensure compliance with program rules. The FNS Compliance Branch conducts actual investigations into suspected retailer violations of program rules.

**Criminal Detection** — Detection of food stamp trafficking is shared by local, State and Federal agencies. Most states have laws against fraudulent acquisition, possession and use of food stamps. At the federal

level, the USDA Office of the Inspector General has primary responsibility for investigation of suspected criminal trafficking activity, often working with local and state law enforcement agencies. Depending upon the type of criminal activity, federal law enforcement agencies, such as the Secret Service or Postal Service investigators, could become involved.

The authorized food stamp retailer is vital to the success of the Food Stamp Program. Not only do retailers exchange food stamps for the foods program participants want and need, but it is the retailer who must refuse to sell non-food items for food stamps, be alert to food stamp users making multiple purchases to accumulate cash change, and refuse to exchange food stamps for cash.

The overwhelming majority of authorized food stamp retailers abide by the program rules and in doing so prevent recipient misuse and abuse. They also play a role in the prevention of fraud and criminal food stamp activity since only authorized retailers can take food stamps to the bank and redeem the coupons for cash. Without the ability to convert the food stamps for cash, food stamps are valueless to

those who would illegally traffic in them.

To aid retailers in ensuring that their customers are indeed authorized to use food stamps, a food stamp recipient is issued an identification card which must be presented at the time coupons are used. In some areas a photo I.D. is used. Coupons are to be detached at checkout from the coupon book, which should have been signed by the person using the book. The retailer is not to accept loose coupons except for \$1.00 coupons, the only denomination which can be issued in change from a transaction.

## Role of FNS' Field Offices

Detection and prevention of retailer fraud is a Federal responsibility. USDA, FNS field offices are responsible for authorizing and training retailers, answering their questions, and providing guidance upon request. They also request investigations of retailers suspected of violating program rules and handle disqualification procedures and determine appropriate penalties when retailers are found in violation of the rules. Field Office staff also act on complaints.

Field staff periodically review redemption records and perform statistical analyses to detect possible cases of fraud, as well as act on complaints. They refer cases of suspected fraud to either the USDA Office of the Inspector General or the Food and Nutrition Service's Compliance Branch staff, depending on the level of illegal activity suspected. Cases involving trafficking, counterfeiting, etc. may include working with the local police, the F.B.I. or even the Secret Service.

In addition, referrals of potential fraud cases come from other law enforcement and regulatory agencies, such as alcoholic beverage boards, lottery commission, and the WIC Program. The public is also encouraged to report suspected violations and fraud hotlines have been encouraged for this purpose.

A retailer disqualified from either the WIC Program or Food Stamp Program can be automatically disqualified from the other. In many states, information is also shared with the alcoholic beverage control board, lottery commission, and state operated WIC Programs, any or all of which may in turn penalize the retailer.

# Frozen

Continued from page 1

items were represented - 18 cuts of meat, some fish fillets, and a variety of fruits and vegetables.

Today's supermarket frozen food department has more than 1,500 items. However, the increased number of items is only part of the story. Shopping in the department can satisfy almost every mealtime need - from low-sodium, low-fat meals to ethnic food, combination vegetables, complete breakfasts, and gourmet ice cream.

Dinner entrees continue to become more popular. According to a study conducted by Business Trends Analysts, in the past six years sales have doubled and will double again by 1997.

This category meets the consumers' growing demand for variety. Products geared to the health and calorie conscious continue to gain popularity and ethnic dishes are strong sellers.

Frozen breakfast item sales reflect the increasing number of Americans who realize the importance of starting the day with a meal. Microwaveable breakfasts allow for the convenience especially desirable in the morning. A study conducted by Packaged Facts, Inc., a New York-based research firm, predicts that sales will reach \$1.7 billion by 1995.

Frozen vegetables are a big category, due in part to packaging innovations. The latest designs include single-serve portions and microwaveable "cook-in-boxes."

*"Frozen food fits the bill for today's active, healthy lifestyles."*

"The industry is booming — especially in light of the ever-increasing popularity of the microwave oven," said Montgomery. "Frozen food fits the bill for today's active, healthy lifestyles."

## COMING EVENTS

**September 23 - 26** - The 1990 NACS Annual Meeting & Exposition, to be held in Dallas, Texas. Call (703) 836-4564 for information.

**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.

**October 28 - 31** - The NAWGA/IFDA 1990 Food Distribution and Technology Conference, at the Hyatt Regency Dallas/Fort Worth in Dallas, Texas. Call (703) 532-9400 for information.

**November 11 - 13** - FMI In-Store Systems Conference, to be held in Scottsdale, Arizona. Call (202) 429-4529 for information.

# Welcome, new AFD members!

A & C Liquor Store, Hamtramck  
Vic's Quality Fruit Market  
Southfield  
Lauren Sales Inc., Detroit  
Detroit Food Service  
Dearborn Heights  
Ice Cream Dream, Marshall  
Park & Sibley Market, Detroit  
D & C Market, Detroit  
Von's Liquor, Detroit  
Valley Food Center, Pinconning  
North Country Party Store,  
Reed City  
B & M Party Store, Mt. Clemens  
Hazim Party Store, Flint  
Honey Bee Market, Detroit  
Punches Inc., Muskegon  
Orchard-10 I.G.A., Farmington  
Carl's Super Market, Lake Odessa  
Bannan's Foodland Inc., Owosso  
Jumbo Supermarket, Lincoln Park  
Larkin Food Center, Midland  
Tom's Party Store Inc.,  
East Lansing  
Mr. G's Food Mart, Montrose  
13 1/2 Party Store, Kalamazoo  
Superior Market, Gobles  
Bear Lake Party Store, Hillsdale  
J & K Liquor Shoppe, Detroit  
Pettysville Junction, Pinckney  
Possum's Party Store, Chebaning  
P & F Party Store, Saginaw  
Parkside Patent Medicine, Detroit  
Sunlight Market, Romulus  
Frank's Liquor Inc., Detroit  
Al's Party Store, Allen Park  
Mickey's Party Store, Harrison  
Bayview Market #7398, Richland  
Don's IGA, Gwin  
Hammerstein's Light House Liquor  
Oak Park  
Ventimiglia's Italian Foods  
Sterling Heights  
Hamady Bros. Food Markets Inc.  
Flint  
Wine Gallery, Livonia  
Big J Market, Detroit

Gary's 5 Corners Grocery, Escanaba  
Metro Shoppers Market, Detroit  
Range Convenience Corner  
South Range  
Food & Drug Mart, Ann Arbor  
Alpena IGA, Alpena  
Bill's IGA Market, Brooklyn  
Bryan's Super Market,  
North Branch  
Chapel Beer & Wine Market,  
Detroit  
Myers Food Center, Marshall  
Penny Lake Market, Walled Lake  
Beaver Road Party Store,  
Kawkawlin  
Walco Foods #1241, Dexter  
Manchester IGA, Manchester  
Aspen Party Store, Belleville  
Steffens Grocery, Glen Arbor  
Stimac's Grocery, Battle Creek  
Grand Price Food Center, Detroit  
Kessel Food Markets, Flint  
Concord/Wrigley Drugs, Pontiac  
Campioni Enterprises Inc.,  
Houghton  
Eddie's Pizza Palace, Greenville  
Princess Food Center, Detroit  
Taylor Town Party Store, Taylor  
Faro Vitale & Sons, Detroit  
Capistar Inc., Lansing  
Big Valley Supermarket, Detroit  
Ports of Call, Mattawan  
Mindell Pharmacy Inc., Ann Arbor  
Gonella's Imported Foods, Detroit  
North Bluff Grocery, Gladstone  
Rusty Keg Party Store  
Sterling Heights  
Soo Super Valu, Sault Ste. Marie  
United Party Shoppe, Detroit  
718-A Kendra Drive, Louisville, TN  
Harding's Friendly Market,  
Buchanan  
Sanford IGA, Sanford  
Middlebelt Market, Inkster  
Houseman's Central Park Foods  
Holland



# SUPPORT THESE AFD SUPPLIER MEMBERS

## KERIES:

chway Cookies (616)692-6211  
 rey Bakeries, Inc. 522-1100  
 LC Distributors 283-8693  
 nental Baking Co. 868-5600  
 nchise Bakery 674-4671  
 neral Biscuit Brands 352-4343  
 nless Cakes 868-5600  
 nplinger Bakeries, Inc. 967-2020  
 n M Biscuit Distributing 893-4747  
 nla D'Ora Biscuits 883-4747  
 nysie Bakeries 476-0201  
 n-Best Baking Company 398-4200  
 nder Bread 963-2330

## JKS:

idson National Bank 548-2900  
 idson National Bank 489-9100

## VERAGES:

lough Coors Company 400-0654  
 heuser-Busch, Inc. 354-1860  
 iline Quality Beverages, Inc. 946-6300  
 ntral Distributors of Beer 496-6250  
 ca-Cola Bottlers of Detroit 585-1248  
 dilac Coffee 369-9020  
 erfresh Juice Company 755-9500  
 ygo Beverages, Inc. 925-1600  
 Heleman Brewing Co. (414)796-2540  
 neral Wine & Liquor 353-5040  
 xbel Brewing Company 567-6667  
 nvey Ewald 527-1654  
 ram Walker, Inc. 626-0575  
 use of Seagram 262-1375  
 ert Distributors, Inc. 858-2340  
 hn D. Langden  
 eper/Wielerman Company 835-6400  
 L Liquor Sales Company 362-1801  
 iller Brewing Company (414)259-9444  
 r Pure Juices (312)379-3000  
 icific Ocean Pop Company 591-2560  
 iddington Corp. 345-5250  
 ei-Cola Bottling Group 641-7888  
 wers Distributing, Inc. 682-2010  
 M. Gilligan, Inc. 553-9440  
 yal Crown Cola (616)392-2468  
 ry-V-Matic Corporation 528-0694  
 ven-Up Bottling Company 337-3500  
 irt-Pak (616)396-0591  
 ulian Wine Co., Inc. (616)857-5568  
 oh Brewery Company 446-2000  
 vne Club Beverages 756-4880  
 rmons, Inc. 833-8500  
 viano Wine Importers, Inc. 883-1600  
 armer Vineyards (616)657-3165

## ROKERS/REPRESENTATIVES:

me Food Brokerage 968-0300  
 eri-Con, Inc. 790-0047  
 lana Food Brokers 833-8686  
 b Arnold & Associates 646-0578  
 aries Mascari & Associates 399-0950  
 uck Batcheller Company 559-2422  
 ty Foods Brokerage Company 894-3000  
 nradly-Greenson Company 362-0800  
 tabrooks Marketing (517)548-3750  
 ve G's Food Brokers 765-8363  
 B. Novak & Associates 752-6453  
 mes K. Tomakian Company 434-8500  
 arks & Goergens, Inc. 354-1600  
 Mahon & McDonald, Inc. 477-7182  
 orldhand Marketing 353-0222  
 ul Inman Associates 626-8300  
 feister Company 391-1900  
 shakian, Salm & Gordon 968-4800  
 ark & Company 851-5700  
 nited Salvage Company 772-0951  
 andusen, Hall, Stevens, Inc. 567-3865  
 TP Food Brokers International 853-2335

## ANDY & TOBACCO:

entral Sales 843-6600  
 aslern Market Candy/Tobacco 567-4604  
 olverine Cigar Company 554-2033

## ATERING/HALLS:

ourmet House, Inc. 771-0300  
 enna's of Sterling 978-3880  
 hil's Catering 751-0751  
 uthfield Manor 352-9020  
 ina's Catering 949-2280

## ONSULTANTS:

ellanca, Beattie, DeLisle 964-4200  
 ational Exposition Services 865-1000

## AIRY PRODUCTS:

orden Company, The 583-9191  
 F. Burger Creamery 837-6000  
 ondon's Farm Dairy 984-5111  
 ilk-O-Mat/Country Pride Dairy 864-0550  
 elody Farms Dairy Company 525-4000  
 roh's Ice Cream 568-5106  
 om Davis & Sons Dairy 583-0540

## ELICATESSEN:

udek Deli Foods 891-5226  
 us Marketing 934-0880  
 ow-Bur Distributors 825-2616

## ENTISTS:

chard E. Klein, DDS, PC 547-2910

## EGGS & POULTRY:

Eppo Foods, Inc. 857-4040  
 Capitol Poultry 567-8200  
 Linwood Egg Company 524-9550  
 Mendelson Egg Company 541-4060  
 McInerney-Miller Brothers 833-4800  
 Qualmann Quality Egg Company 468-0351

## FISH & SEAFOOD:

Hamilton Fish Company, Inc. 832-6100  
 Michigan Food Sales 882-7779  
 Salasnek Fisheries, Inc. 883-4747  
 Standard Fish Dist. 871-1115  
 Tallman Fisheries (906)341-5887

## FLORIST:

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

## FRESH PRODUCE:

Faro Vitale & Sons, Inc. 393-2200  
 Harry Becker Produce 841-2500  
 M.B.C. Foods 963-0746  
 Michigan Repacking & Produce 841-4303  
 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:

Eradico Insect Control 508-1005  
 Rose Exterminators

## INSURANCE PENSION PLANS:

Alphamerica Insurance Agency 263-1158  
 Blue Cross/Blue Shield 486-2172  
 Capital Insurance Group 549-2907  
 Creative Risk Management Corp. 792-6355  
 D.O.C. Optical Centers 354-7100  
 Financial Guardian, Inc. 641-0900  
 Financial & Mktg. Enterprises 547-2813  
 Frank P. McBride, Jr., Inc. 445-2000  
 Gadaleto, Ramsby & Assoc. (517)351-7275  
 Jackson Park Agency 381-7000  
 K.A. Tappan & Associates 344-2500  
 Rocky Husaynu & Associates 350-3400  
 Rollins Burdick Hunter 962-6442  
 TTS & Assoc. 332-3006  
 Mitzel Agency, Inc. 773-8600  
 Monroe-George Agency 646-0311  
 North Pointe Insurance 358-1171

## The Campbell Agency, Inc. (616)531-9160

## INVENTORY/BOOKKEEPING/TAXES:

Abacus Inventory Specialists 651-9161  
 Goh's Inventory Service 353-5033  
 Menczer & Urcheck P.C. 356-1620  
 Quality Inventory Specialists 771-9526  
 RGIS Inventory Specialists 978-1810  
 George R. Shamie, Jr., P.C. 474-2000

## MANUFACTURERS:

Absopure Water Company 358-1460  
 Bernie & Sons, Inc. 943-3437  
 Carnation Company 851-8480  
 Del Monte Sales Company 968-1111  
 Don's Chuck Wagon Products 771-9410  
 General Foods Corporation 427-5500  
 General Mills, Inc. 642-2894  
 Groeb Farms (517)467-7609  
 Hamilton Meat Pie Co. 582-2028  
 Home Style Foods, Inc. 874-3250  
 J.N. Bech, Ltd. (616)264-5080  
 Kailin Enterprises, Inc. 527-7240  
 Kraft Foods 261-2800  
 Lancia Ravo Foods (416)766-7631  
 Milton Chili Company 585-0300  
 Nabisco, Inc. 478-1400  
 Philip Morris U.S.A. 855-6454  
 Prince Macaroni of Michigan 772-0900  
 Proctor & Gamble 336-2800  
 Red Pelican Food Products 921-2500  
 Safie Bros. Farm Pickle Co. 949-2900  
 Shedd's Food Products 868-5810  
 Stehouwer Frozen Foods (616)453-2471  
 Tony Packo Food Co. (419)691-1953

## MEAT PRODUCERS/PACKERS:

Bob Evans Farms 422-8000  
 Butcher Boy Meats 771-9880  
 Flint Sausage Works 239-3179  
 Guzzardo Wholesale Meats 833-3555  
 Hartig Meats 832-2080  
 Herrud & Company (616)774-0711  
 Hillshire Farm & Kahn's 778-3760  
 Hygrade Food Products 464-2400  
 Kowalski Sausage Company 837-8200  
 L.K.L. Packing, Inc. 833-1590  
 Maxwell Foods, Inc. 923-0000  
 Naser International Wholesale 464-7053  
 National Chile Company 365-5611  
 Oscar Mayer & Company 464-9400  
 Osten Meats 963-9660  
 Potok Packing Company 893-4228  
 Ray Weeks & Sons Company 727-3535  
 Sheldon's Packing House (517)834-2218  
 Smith Meat Packing, Inc. 985-5900  
 Swift-Eckrich 907-2266

## Thorn Apple Valley, Inc. 552-0700

Winter Sausage Mfg., Inc. 777-9080  
 Wolverine Packing Company 568-1900

## MEDIA:

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

## NON-FOOD DISTRIBUTORS:

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

## OFFICE SUPPLIES:

City Office Supplies 885-5402

## POTATO CHIPS/NUTS/SNACKS:

Better Made Potato Chips 925-4774  
 Cain's Potato Chips 756-0150  
 Detroit Popcorn Company 531-9200  
 Express Distributors 853-7733  
 Frito-Lay, Inc. 287-9477  
 Jay's Foods, Inc. 946-4024  
 Kar-Nut Products Company 541-7870  
 Cabana Nicholas Distributors 571-2447  
 Variety Nut & Date Company 268-4900  
 Vinner Snacks 368-2447

## PROMOTION/ADVERTISING:

Action Advertising Distributors 964-4600  
 American Mailers 842-4000  
 Gateway Outdoor Advertising 544-0200  
 Haan Display Sign Service (616)243-3223  
 Orient Printing & Advertising 347-7474  
 PJM Printing 535-6400  
 Stanley's Advertising Service 961-7177  
 Stephen's NU-Ad, Inc. 777-6823

## REAL ESTATE:

Butts & Company/Earl Keim 644-7712  
 Coldwell Banker 557-7700  
 Kryszak Enterprises 362-1668  
 O'Riley Realty & Investments 689-8844  
 Sarafa Realty 851-5704  
 SERVICES

## A & A Management Services 559-7202

A. J. Shabien Electric Company 732-4656  
 Akram Namou, C.P.A. 557-9000  
 At Your Service, Ltd. 887-0628  
 Central Alarm Signal, Inc. 884-8900  
 Checkpoint Systems 592-8300  
 Detroit Edison Company 323-7786  
 Ellison Refrigeration 399-9656  
 Guardian Armored Security 868-1500  
 Intro Marketing 540-5000  
 J.R. Marketing & Promotions 296-2246  
 M & H Supply & Co. 521-5150  
 Marketplace Services 557-4500  
 National Exposition Service 865-1000  
 Pappas Cutlery Grinding 965-3872  
 Point of Sale Demo Service 887-2510  
 Retail Demonstrators 521-5150  
 Supermarket Development Corp. 353-5330  
 Supermarkets Planning 356-0700  
 Sales Control Systems 354-5000  
 Telecheck Michigan, Inc. 445-0653  
 Tri-County Restaurant Service 454-1472  
 Toledo Scal Reliance Electric 585-7700  
 Vend-A-Matic 259-6373

## SPICES & EXTRACTS:

Rafal Spice Company 259-6373

## STORE SUPPLIES/EQUIPMENT:

Ameri-Pro Systems Coro (419)693-3276  
 Belmont Pro Systems Coro 491-6550  
 Black Jack Iron Works 893-7677  
 Brehm Broaster Sales (517)427-5858  
 Bunzi-Detroit 334-3900  
 DCI Food Equipment 369-1666  
 F.D. Stella Products 341-6400  
 Gardell Company 567-5515  
 Hobart Corporation 697-7060  
 Kasco Atlantic Service Co. (800)631-7650  
 MMI Distributing 582-4400  
 Market Mechanical Services 546-6840  
 Michigan Bakery Supply Co. 571-3300  
 Midwest Butcher & Deli Supply 332-5650  
 Motor City Electronics 559-4080  
 Party Maker 281-1751  
 Professional Floor Maintenance 639-5840  
 Refrigeration Engineering (616)453-2441  
 Superb Vacuum Cleaners 491-3900  
 Ultra Lite Supply Co. 751-1940  
 Winston Sales & Services 739-3210

## WAREHOUSES:

All American Cash Register 561-4141  
 Boag Cold Storage Warehouse 964-3069

## WHOLESALE/FOOD DISTRIBUTORS:

Abner Wolfe/Meadowdale Foods, Inc. 943-3437  
 Associated Bakeries Company (616)694-9478  
 Bernea Food Services, Inc. (616)772-9100  
 Bremer Sugar 946-6250  
 Central Distributors 584-7100  
 Don Lee Distributor, Inc.

## D S.M. Food Products, Inc. 491-3330

Eastern Market Wholesaler 259-6161  
 Foodland Distributors 523-2177  
 Food Marketing Corporation (219)483-2146  
 Great Lake Fish & Seafood 368-6050  
 Hubert Distributors, Inc. 858-2340  
 Jerusalem Falafel Mfg. 595-8505  
 Jindo Specialty Foods, Inc. 852-1910  
 J. Lewis Cooper Company 835-6400  
 Kap's Wholesale Food Services 961-6561  
 K & K Brokers Bareman's 537-2630  
 Kramer Food Company 585-8141  
 Lipari Foods 469-0131  
 M & B Distributing Company 893-4228  
 McInerney-Miller Bros. 633-8666  
 Metro Grocery, Inc. 871-4006  
 Metro Packing Company 259-8872  
 Mel Larsen Distributors, Inc. 873-1014  
 Miesel/Sysco Food Service 397-7990  
 M & M Bread Distributor 235-6640  
 Mucky Duck Mustard Co. 683-5750  
 National Wholesale Foods 841-7730  
 Norquack Distributors 522-1900  
 Northern Michigan Food Service 478-1000  
 Northwest Food Co. of Mich. 368-2500  
 Oak Distributing Company 674-3171  
 Philip Olendere & Company 921-3310  
 Quick Foods Company 546-4884  
 Rainbow Ethnic & Specialty Foods 646-0611  
 Raskin Foods 759-3113  
 Ray Weeks & Company 727-2525  
 Rich Plan of Michigan 293-0900  
 Sardies Wholesale Lumber 893-7677  
 Scot Lad Foods, Inc. (419)228-3141  
 Sena Snacks & Vending, Inc. 704-6444  
 Sherwood Food Distributors 366-3100  
 Spartan Stores, Inc. (616)455-1400  
 State Wholesale Grocers 567-7654  
 Super Food Services (517)777-1891  
 Sunspout of Traverse City (616)267-5966  
 Trepco Ltd. 546-3661  
 Tri-State Cash & Carry (517)789-6201  
 Universal L & L Liquor Sales 362-1801  
 Warehouse Club Inc. 532-0529  
 Wholesale House Inc. 846-6209  
 Wine Dimensions 465-5700  
 Wolverine Food Systems 229-9070  
 Wolverine Cigar Company 554-2033

## ASSOCIATES:

AAA Pallet Company 756-3555  
 ABC & T Inc. 855-8882  
 Alan-Dean & Company, Inc. 886-6116  
 Alpha I Ltd. (616)962-6808  
 Amiano America, Inc. 279-3515  
 American Dairy Assoc. (517)349-8923  
 American Synergistics, Inc. 427-4444  
 Bethvak 789-2684  
 Bomark Corporation 362-1679  
 Bureau of State Lottery (517)987-6820  
 Canbasack Food Management 727-1173  
 Cliff Seepany Assoc. 751-2131  
 Danor Corporation 557-3476  
 Della Administration Group (616)962-6808  
 Derda Brothers 356-3430  
 Detroit International Corp. 342-1679  
 Dino's Emmet One Corporation 341-4522  
 First Exchange 737-5150  
 Gamma III Lidd. (616)962-6808  
 General Provision 393-1900  
 Great Lakes Mushroom Co-Op 842-6204  
 H & S Distributors 451-6433  
 Herman Rubin Sales Co. 491-3252  
 Hermiz & Son, Inc. (517)467-2051  
 Hubbard Apiaries (517)482-5000  
 James Karoub & Associates 625-7212  
 Kindred Corporation 356-0472  
 Lloyd's & Assoc. 843-2898  
 Lauren Kachigian Distributors 332-3100  
 Lubin Schwartz & Goldman 765-5096  
 Marine City Dairy Queen 544-4400  
 McCulloch & Co., P.C. (616)861-5222  
 Michigan Veal Committee 776-0851  
 Miko & Assoc. 391-1234  
 Motor City Ford Truck 699-6540  
 Mr. K Restaurant 349-5055  
 Pepper Tree Inc. 979-4493  
 R.D.K. enterprises, Inc. 372-8200  
 Ramtown Inc. 557-7700  
 Red Carpet keim 422-1570  
 Shonco Inc. 255-7526  
 Slam's Video 332-3060  
 Sullivan - Gregory  
 Tandie Inc. 522-3311  
 Tee Corporation 350-3430  
 Travelco Incentive Programs, Inc. 737-8822  
 VIP International 865-2335  
 W.A. Taylor & Co. 689-6941  
 Wileden & Assoc. 588-2358  
 Ypsilanti Food Co-Op 483-1520

## IF you are not listed or need to change your listing

contact Debbie Cooper at 557-9600

# StarKist Tuna is Dolphin Safe!

This symbol  
is your assurance that  
**StarKist Tuna** is dolphin safe.



No gill or drift nets are used in  
catching StarKist Albacore Tuna.



## "Thanks, StarKist"



**StarKist Seafood Company**

STARKIST TUNA IS SOLD BY  
THE PFEISTER COMPANY  
IN THE DETROIT MARKET



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