INSIDE

MEMBERS:
You can't afford to miss the 1990 AFD Trade Show, get the details on page 19.

RETAILERS:
Learn more about proposed legislation for drinking age violations, covered on page 8.

WHOLESALE:
The National-American Wholesale Grocers' Association takes a stance on new FDA food labeling rules, see page 14.

NEWS AND VIEWS:
Find out what's new in the industry like how to check drivers' licenses for the minor designator, page 20.

Next month: Be sure to check Food & Beverage Report for all the latest news in the industry and for our special Trade Show coverage.

New Style, More Substance For AFD Publication

Food & Beverage Report will keep you abreast on business and marketing trends. In every issue you will find a 'New Products' section, a 'News and Views' section with news briefs providing a panorama of information, and a 'Coming Events' listing. Another new department is 'People' which fills you in on who's who and where they are moving and shaking.

Two new regular columnists are Anthony Bellanca, of Bellanca, Beattie and DeJolie, with legal advice and Carl Gill, of First of Michigan Corporation, who will give you financial planning suggestions.

Coverage of legislative activities will also be a focal point for the publication.

Food & Beverage Report will keep you informed of association business and activities. You will know exactly what your association is doing to help you do your job better and how to take advantage of the myriad benefits available to you. It will also keep you apprised of what the associations that we work closely with, such as Food Marketing Institute and National Grocers Association, are doing which affects our industry. It will update you on what their research has uncovered about the industry that could help you.

Food & Beverage Report will monitor and report on the issues affecting the industry. Of course, the tabloid will continue to offer the columns which were most popular in The Food Dealer, including: 'Ask The Lottery,' 'Dagmr Report,' 'Chairman's Report,' 'Executive Director's Report,' and articles from the Department of Agriculture and the Liquor Control Commission.

The most important aspect of Food & Beverage Report is that it is your publication. If you have any comments or suggestions or have a question you would like addressed by one of the columnists, please don’t hesitate to contact Debbie Cooper at (313) 557-9606.

The hottest specialty departments and services:

<table>
<thead>
<tr>
<th>Specialty Department</th>
<th>Percentage of Grocers</th>
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<tr>
<td>Deli/Plant Booth</td>
<td>47.5</td>
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<tr>
<td>Quality Meat</td>
<td>50.9</td>
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<tr>
<td>Wine</td>
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<tr>
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<tr>
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EXECUTIVE DIRECTOR'S REPORT

Finding Solutions for Solid Waste
By Joseph D. Sarafa, Executive Director

Landfills for cities like Chicago, New York and Philadelphia are expected to be filled to capacity in about two years. Half of the cities in the United States will face the same problem within 10 years, according to the U.S. Conference of Mayors. New landfills are difficult to site because people don't want them near their homes. The syndrome is known as NIMBY—"not in my backyard." There are three alternatives to landfilling: incineration, recycling and reducing the amount of waste generated. Each holds promise and each has limitations.

Incineration reduces the amount of waste in landfills but it is costly and a potential source of pollution.

Recycling, thought by many to be one of the best strategies, requires a level of commitment by industry, government and consumers that is just beginning to be realized; and markets for recyclable materials need be developed.

Source reduction will help alleviate the problem but will address only a portion of the waste stream. The best solution must be comprehensive, drawing from all of the strategies available.

Solid waste is especially important to our industry because many components of solid waste go through our stores and warehouses. Supermarkets are a very visible part of the food distribution chain and, as a result, are often targeted as the point at which solid waste problems should be solved. For example, plastics are highly visible, largely because of their durability. The average supermarket carries nearly 25,000 products, many of which are packaged in plastic or plastic-coated paper. Many also bag their groceries in plastic sacks. Those with delis use a lot of plastic and polystyrene foam to package the food. In addition, some of the litter seen on our streets is plastic packaging.

Deposits, taxes or bans on certain packaging will not solve the problem. Piecemeal approaches like bottle bills and plastic bans or taxes are ineffective because the products they target make up such a small part of the waste stream. Another drawback is that this "patchwork", state-by-state or community-by-community approach creates different conditions in different areas. Such a scenario would make conducting business extremely difficult for manufacturers and supermarket operators with stores in jurisdictions under different laws. Regulations and standards affecting commerce should be uniform nationwide.

AFD has started addressing this problem. We are working to find broad-based solutions to the solid waste problems. We are directly involved in educational programs and you are already involved in recycling programs like the bottle law and the recycling of corrugated cardboard that encases most products. Together we'll find a solution. One that does not impose an unfair burden on our industry.

As always, AFD will be a watchdog. But we need your cooperation and participation. This problem will not go away. As a team — retailers, wholesalers, other industries, government and associations — we can find equitable solutions for all.

NOTE: I gratefully acknowledge the significant contribution of the Food Marketing Institute in the preparation of this message to AFD members.

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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 Road, Southfield, MI 48075. Subscription price for one year is $2 for members, $6 for non-members. Material contained within 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 Road, Southfield, MI 48075.

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AFD works closely with the following associations:

FOOD MARKETING INSTITUTE

NATIONAL GROCERS ASSOCIATION

NAWGA
By Sam Yono

How to Widen Your Customer Base

Convenience store operations can widen their customer base by brushing up on the basics. That's drawn from National Association of Convenience Stores' Customer Attribute Survey.

The survey suggests that some new services operators have introduced to lure new customers aren't big drawing cards after all. Video rentals, hot foods, automatic teller machines (ATMs), debit cards and drive-through windows are closely monitored on a continued basis.

There are two broad areas I want to cover. Leadership and service. Leadership is a fundamental priority of this association that is, to represent our membership in a professional way, recognizing that we are a part of one industry. Leadership equates to 1. participation, 2. direction, 3. financial management, and 4. implementation. Let's look at each of these in more detail.

I. Hundreds of members, particularly Board Members, volunteered their time without reimbursement representing thousands of man-hours that guarantee the continued growth of AFD on the Board of Directors, Executive Committee, Finance Committee, Long Range Planning Committee, Golf Committee, Scholarship Committee, Membership Committee, Trade Show Committee, Public Relations Committee, Worker's Compensation Board of Trustees, Trade Dinner Committee, Political Action Committee, Nominating Committee and Minor Monitor Task Force, dramatically illustrates that AFD had total participation.

II. The Board of Directors, at its annual retreat, with input from the Long Range Planning Committee, gave us the course to follow. This process is now an integral part of this association and gives us the direction for our priorities for the debate ahead.

III. Our Finance Committee is responsible for the sound financial management of AFD and we are proud to report that we are financially strong. The return of our quarterly financial statements prepared by a CPA, the finances of this association are closely monitored on a continued basis.

Finally, the staff and their functions, determines the success of any volunteer operation, and ours at AFD are the best. Lead by our Executive Director, we enjoy the highest degree of professionalism, integrity and commitment that assures our members of a broad

(Cont. on page 21)
What is Organic Food?

By Edward C. Heffron

What is "organic" food? There seems to be many variations in definition, depending on who is speaking. There is no Michigan or national definition although a draft definition is being circulated both in Michigan and Washington, D.C. Use of the term is presently of personal choice or the selection of one or more related organizations. Occasionally the term "natural" is used in a similar manner.

Most wholesalers and retailers interviewed have indicated a need to have a legal definition, preferably one permitting uniform requirements which allow a more credible, predictable market including interstate and, eventually, international standards.

According to data in a recent issue of The Packer, organic wholesale food sales in California have gone from $1 million in 1977 to approximately $50 million in 1987. A projection in an earlier 1989 issue of The National Food Review places organic food production expansion in California at 40 to 50 percent annually. Industry analysts predict California's organic food production expansion in the next decade to be at least 25 percent against only 3 percent for other areas. The National Food Review in an earlier 1989 issue indicates the current market for "organic" produce is approximately $150 million with California's wholesale market expected to reach $500 million in eight to nine years. Although "organic" demand typically exceeds supply, many consumers have not given strong support to higher prices.

Michigan Department of Agriculture (MDA) has proposed legislation defining various terms, use of these terms, and the means to verify their use. The greatest concerns is the assurance that the products promoted as actually organic imported foods are extremely difficult to verify, not belittling the task of assurance for those originating in Michigan. A true verification is an important part of maintaining credibility but contributes to cost of the foods. MDA acknowledges the desire of consumers for "organic" foods, including those consumers suffering from allergies, hyper­sensitive to various pesticides and additives, or those who enjoy the perception of eating "organic" foods. No meaningful per capita surveys have been published which identify the extent of the market for organic foods in Michigan.

Some retailers are using "organic" foods as an inducement to gain the large remaining nonorganic food piece of the dollar. Othere see a growing demand and are offering "organic" foods as part of their long range marketing plan. Many stores are selling "organic" foods in a segregated area both to assist the consumer and avoid confusion as to what is "organic" where both "organic" and "non-organic" foods are sold intermingled or side by side.

Most definitions indicate "organic" food must be grown, raised or composed of ingredients that were grown or raised without the use of synthetic fertilizers, pesticides, hormones, antibiotics, growth stimulants, and arsenicals. Specified periods of non-applications of these substances prior to growth is part of the definition of "organic" food.
LEGAL ADVISOR

Anthony J. Bellanca received a Juris Doctorate degree from the University of Detroit in 1962, pursued a Masters in Law at the University of Michigan and was admitted to practice in 1964. Bellanca is serving his fifth term on the Planning Commission for the City of St. Clair Shores. He also serves as the body's Chairman. He was appointed to the Solid Waste Management Planning Commission by the Macomb County Board of Commissioners, and served for three years. Bellanca's area of practice and expertise include real estate finance, development and acquisition, tax use planning and general civil litigation.

This column is dedicated to answering simple, general questions involving legal matters, sent in by our readers. If you have a question, please send it to: APD, 18470 W. Ten Mile Rd., Southfield, Michigan 48075.

Question: “My father shows signs that he is not using good judgement in handling his financial affairs. I am concerned about being an heir of his estate, but I hate to see him squander his hard-earned savings. What can a son or a daughter do to control a parent's finances for the parents?”

Answer: There are a number of answers to this rather perplexing question. All of them involve some rather drastic action. Anyone embarking upon such action should be very careful with regard to not only their legal position, but also to possible psychological or other damage that may be done to the parent or to the relationship between the child and the parent.

The best source of guidance in a situation like this is the parent's physician. The physician's medical opinion concerning the competence of the parent is crucial in determining whether the child should intervene.

If, in the opinion of the doctor, the parent is clearly incompetent, a petition can be filed with the probate court in the county in which the parent resides to have the child appointed as a conservator and guardian of his parent. If such a petition is filed, a hearing is held to determine the competence of the parent. If found to be incompetent, the court will appoint a guardian and a conservator. The guardian is the protector of the person of the parent. The conservator is the protector of the property of the parent. Both offices may be held by one person, and both offices are subject to the direction and scrutiny of the probate court.

Unfortunately, most cases are not as simple as outlined above. The parent may not be technically incompetent, but may have become a bit careless and less fugal. In such instances, a most delicate balance must be struck between the desires of the parent and the well-meaning concerns of the child. Sometimes children become overly-protective of their parents when their parents reach advanced age. Children should also consider that a parent may desire to “live it up” as he sees the years slipping by.

A parent may also be physically, rather than mentally, incompetent. In such cases, the parent may wish to voluntarily appoint the child as a conservator through a court process. It is very difficult to question the parent's actions, because the suspicion will arise that the child is really interested in becoming an heir and conserving the resources of the parent for their own use. If the parent becomes angry or defensive, the relationship may be seriously and adversely affected. In such instances, a child can do little more than to simply advise and express an opinion in a living and concerned way. Even so, if a parent is not incompetent, he/she is entitled to use, and even waste, his money in any way he sees fit.

FINANCIAL ADVISOR

A Winning Investment For Global Village

By Carl Damien Gill

Carl Damien Gill, a registered representative with First of Michigan, has been in the securities industry since 1962. Gill specializes in retirement planning and professional money management for individuals as well as corporations. Call Gill to learn more about financial planning at (313) 358-3290.

America is known as the “melting pot” of the world in regards to the diversity of culture and people. This is one of the qualities that make it a great and wonderful country.

Perhaps you have recently heard about the success many foreign countries are beginning to have with their economies and investment markets. Do you ever wonder if these markets are worth puting some of your investment dollars into? Or have you asked yourself, “How do the international markets compare with the American Stock & Bond Markets?” The answer is, “They are growing at a pretty nice clip, it has been in the top spot only once out of the last 10 years!”

You may ask yourself, “So why don’t I just buy some foreign stocks rather than use a money manager?” (That is an option.) However, if you have not been to Spain or Korea recently and feel uncomfortable about their stock markets, it is hard to know which are the best to buy. You may want to use a recognized international money manager or fund. Also, some countries such as Korea will not allow foreign individuals to buy their stocks and bonds directly. You may only participate in their dynamic stock market through a fund manager.

There are four main characteristics of a fund or public money manager:

1. They are licensed and regulated by the Security Exchange Commission, which oversees the New York and all American exchanges.
2. These investments advisors specialize in doing the actual buying and selling of stocks and bonds for a large pool of money. Typically their clients are multi-million dollar pension accounts, bank trust funds, and private money.
3. They have long and established track records for credibility.
4. The public manager’s results are published daily in the mutual fund section of the local newspaper.

There are several advantages to using a mutual fund, including:

1. Maximum trading discounts because of the size stipulations which are unavailable to individuals.
2. Full-time monitoring of all stock and bond positions.
3. In-depth research and analysis.
4. More timely “on site” information. However the bottom line as to why people use them is results. Usually results that are more consistent and better than an individual investors.

The cost is modest. Funds typically charge an annual maintenance fee of one percent, and they often have a time entry fee of four to five percent. When spread over a typical four year holding period, this reduces the return by only two percentage points. One percent is for the maintenance and one percent is for the entrance fee. There is no fee to sell out. It is worthwhile to give up two points when your return can be as much as 30 percent plus in a year? You must decide. There are no guarantees as to performance.

The minimum amount needed to start with a public money manager (mutual funds) is usually only $500 and you may add to it as often as you wish.

The local currency returns reflect what foreign investors would have earned in their own markets. The U.S. dollar returns reflect what a U.S. investor might have earned in each of the top-performing foreign markets, without the use of currency hedges. As you can see, many global markets provided superior returns over the past ten years, even without taking into account the advantages of active currency management.

Note: Legal Advisor Company. This data does not reflect transaction costs, which would reduce the returns shown.
READERSHIP

Food & Beverage Report reaches over 8,500 industry professionals including independent and chain food retailers, wholesalers, and brokers, manufacturers and food processors throughout Michigan.

EDITORIAL SCOPE

Food & Beverage Report is an official publication of the Associated Food Dealers of Michigan, the oldest and largest food and beverage association in the state. Monthly issues of Food & Beverage Report feature business and marketing trends, legislative issues impacting the food industry, plus updates on AFD business and activities.

1990 EDITORIAL CALENDAR

- February — AFD Annual Trade Dinner
- March — AFD Annual Trade Show
- April — Specialty Foods
- May — Michigan Month
- June — Dairy Industry
- July — Deli Foods and Products
- August — AFD Golf Outing
- September — Scholarship and Frozen Food
- October — Legislative Advocacy
- November — Liquor Sales and Products
- December — Christmas Features

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Legislation Proposed for Drinking Age Violations

By Daniel Sparks

Most readers will no doubt remember the controversy surrounding Senate Bill 119 which passed the Legislature early in 1989 but was vetoed by Governor Blanchard in May. Senate Bill 119 dealt with the issue of minors who violate drinking age laws. In vetoing the bill, Governor Blanchard indicated that he felt that some parts of the bill were excessively harsh and that the overall effect of the bill would have been to hamper law enforcement efforts.

Because of the importance of this issue, Senator James Barcia (D-Bay City) has introduced a bill which addresses many of the same issues as Senate Bill 119. This bill, Senate Bill 629, while in many ways similar to the previous bill, contains some important differences.

Under the previous bill a law enforcement agency could take no action against a licensee for selling or otherwise furnishing alcoholic beverages to a person under 21 unless the minor involved was ticketed by the police. The old bill also required the mandatory suspension of the driver's license of any minor found guilty by the court as the result of being ticketed. Although neither of these provisions is included in Senate Bill 629, other measures have been added to significantly increase penalties against minors.

First, fines for minors would be increased from the present maximum of $25 to a fine ranging from $30 to $500. Also, a minor found guilty of a drinking age violation could have his or her driver's license suspended at the discretion of the judge hearing the case. For a first offense the judge could order a driver's license suspension for up to 90 days, for a second offense suspension from 90 to 180 days, and for a third offense suspension from 180 days to 1 year. The bill would also require that all minors found guilty of alcohol-related violations undergo a screening and assessment process to determine if alcohol or substance abuse treatment is warranted.

The bill also contains a provision making it a misdemeanor subject to a $500 fine and up to 90 days in jail for a person over 21 years of age to provide alcoholic beverages to a person under 21. As with the previous bill, Senate Bill 629 would make it a violation for a minor to attempt to purchase alcoholic beverages. As most licensees know, under the present law a minor who attempts to buy alcoholic beverages but is turned down has not violated any law. Making it a violation for a minor to attempt to purchase would remedy that situation.

Also carried over from the previous bill is a provision requiring that the law enforcement agencies formally notify the parents of minors when the minor is charged with a drinking age violation. This notice must be made within 48 hours of the violation and must be made in person, by phone, or by mail. Included in Senate Bill 629 is a new provision which would permit licensees to check their own employees by using a decoy. Under this provision a licensee could determine if his or her employees are asking for and checking identification by using a decoy for that purpose without the fear of being cited for a violation should a law enforcement officer happen to stop the decoy. However, before undertaking this type of operation the licensee would have to obtain the approval of the local prosecuting attorney.

Senate Bill 629 has passed the Senate and is in House Judiciary Committee. It is possible - and perhaps even likely - that this bill will be amended. As introduced, Senate Bill 629 represents a starting point for new discussion and consideration of the minor problem. What, if anything, will emerge from the legislative process is uncertain at this time. Whatever develops it is safe to say that there seems to be a general consensus that some changes in penalties for minors who violate the law are both necessary and desirable. The difficulty is arriving at a legislative solution which is acceptable to the many individuals, groups and organizations concerned with this important question.

Beer Industry Stays Steady . . .

Beer sales remained stable in 1989 while other alcoholic beverages continued to decline. Year-end sales estimates show beer gaining slightly with a 0.2 percent increase. Sales declined for distilled spirits (-3.5 percent), wine (-2.5 percent), and beer coolers (-15 percent) during 1989. Year-end sales estimates show sales declined for distilled spirits (-3.5 percent), wine (-2.5 percent), and beer coolers (-15 percent). Sales declined for distilled spirits (-3.5 percent), wine (-2.5 percent), and beer coolers (-15 percent) during 1989. Year-end sales estimates show sales declined for distilled spirits (-3.5 percent), wine (-2.5 percent), and beer coolers (-15 percent) during 1989. Year-end sales estimates show sales declined for distilled spirits (-3.5 percent), wine (-2.5 percent), and beer coolers (-15 percent) during 1989.

Within the beer industry, the low calorie premium segment exhibited the greatest growth with a 1989 estimated increase of 7.6 million barrels. Premium brands held the largest segment share of 41 percent.

The top selling brands of beer remained consistent during 1989. The six best-selling brands accounted for 70 percent of the market. The leading seller was Coors Light and Bud Light gaining the most growth in market share. Last year saw Michelob fall from the top ten brands, with Miller Genuine Draft grabbing a top ten spot for the first time.

SPECIALTY BEERS SHOW POTENTIAL

While the beer industry is basically flat, one category continues showing exceptional interest among consumers. Specialty beers. Using dominates the small breweries, the majors are examining this area to tap its potential.

Multitudes of microbreweries are cashing in on the phenomenon while providing a wider variety of brews appealing to the diverse taste of beer drinkers.

Predictions of more specialty beers as well as increased demand for the beers are heard nationwide. Retailers are reaping the benefits too.

WHO HAS THE MOST AUTOMATIC WRAPPER INSTALLATIONS IN DETROIT?

**HOBART**

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<thead>
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<td>Great Scott (All Stores)</td>
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Food Giant
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Valu-Land Market
Delight-Delight
Meijers (All Stores)
Oakridge Markets (All)
Palace Supermarket
Pay & Save
Pick & Save
Shoppers Market (All)
United Appolo
Value Center

**HOBART**

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Meijers (All Stores)
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Palace Supermarket
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United Appolo
Value Center
IT TAKES A PART OF THIS COUNTRY AS COLD AND CLEAN AS THE ROCKIES TO BREW A BEER THIS PURE AND NATURAL.

Coors.
A ROCKY MOUNTAIN LEGEND.
LEGISLATOR PROFILE

Senate Majority Leader John Engler Speaks Out On Minors and Alcohol

As you are no doubt aware, the new Dramshop Law of 1986 has had a very positive impact on the hospitality industry. Let me take a moment to go into some of the critical provisions of the new Dramshop Law that the Senate passed a particularly important role in developing.

Perhaps the most significant reform of the Dramshop Law concerned limitations on who has a "cause of action" to bring a lawsuit against a licensee. The Senate prevailed in reasoning that the intoxicated person, most commonly a drunk driver, should not be allowed to sue the licensee who served him/her the alcohol. It seemed absurd to us that a person who was driving under the influence of alcohol, regardless of the consequences of his/her behavior, should not have a cause of action to bring a lawsuit to recover for injuries suffered in a car accident. The excuse that "the driver was at fault" is no excuse for the driver to escape responsibility. All drivers, regardless of their state of intoxication, are responsible for the consequences of their behavior.

In addition, the Senate prevailed in saying that no one should have a cause of action to bring a lawsuit against a minor in whose name alcohol was purchased. The Senate felt that the licensees were guilty of breaking the law if the law could be shown that they knew that the minor was receiving the alcohol in their establishment. This provision was consistent with the language in Section 31 of the Liquor Control Act that makes it illegal for a person to "knowingly sell or furnish liquor to a person who is less than 21 years of age." I voted for Senate Bill 322 along with 30 of Michigan's 38 senators. The bill passed the Senate unanimously, 30-0, but unfortunately, died in the House of Representatives.

Earlier this year, Senator Jim Barcia from Bay City reintroduced Senate Bill 322, which then became known as Senate Bill 119. However, at the request of the Michigan Liquor Control Commission, the provision concerning limitations on who has a cause of action was removed. The Senate felt that the Legislature had to be consistent with the new Dramshop Law and that the provisions concerning the limitations on who has a cause of action were necessary to achieve justice. As a result, insurance companies are returning to the Michigan market. There are now over 150 companies writing Dramshop insurance in the state. This means that the market has become extremely competitive, and that in turn means lower prices and better coverage for you, the policyholder.

The deterrence of drunk driving and its tragic consequences depends on individuals taking responsibility for their own behavior, and on the certainty of punishment when they break the law. The Senate has consistently supported tougher penalties on persons who get drunk and drive, including the mandatory suspension of drivers' licenses for even first time offenders. The Senate has also consistently supported legislation to assure that all off­ fenders, both minors and adults, are treated equally under the law. Both the Senate and the Governor have removed the "knowledge" exclusion from the new version of the Bill. The Bill's sponsor agreed to this change because he had confidence that Judge Fullerton's decision had clarified the law. Again I voted "Yes." Senate Bill 119 along with the entire Michigan Senate (57-0), and a majority of the House of Representatives (66-29).

Unfortunately, as you are no doubt aware, the Attorney General got Judge Fullerton's decision reversed in the Court of Appeals, and the Governor vetoed Senate Bill 119 under the mistaken belief that it would have "weakened" the state's liquor control enforcement efforts.

The Governor's veto of Senate Bill 119 took everyone by surprise because the Governor's own state department including the Michigan State Police, the Liquor Control Commission, and the Office of Substance Abuse Services were instrumental in getting the bill passed by the Senate, along with the help of the Michigan Sheriffs' Association, and the Michigan Association of Chiefs of Police.

The deterrence of drunk driving and its tragic consequences depends on individuals taking responsibility.

The entire law enforcement community supported Senate Bill 119 for exactly the opposite reason that the Governor vetoed it; the Bill increased the penalties and the certainty with which they would be applied against minors who purchase, consume, or attempt to purchase or consume alcohol. Ironically, the Department of Public Health was so certain that the Governor would sign the Bill that they included $200,000 in new revenues in their 1990 budget based on the expectation of the increased fines and fees. The case may be headed all the way to the Supreme Court. Indeed, the case was reviewing the Town and Country Lanes case. The Michigan Liquor Control Commission had headed all the way to the Supreme Court. The Governor vetoed Senate Bill 119 under threat of being fined or imprisoned himself.

The吉林 Act is very clear that local law enforcement officers have no choice in the matter of arresting licensees for violations of the Act. In fact, Section 436 of the Act compels all local police officers to take enforcement action against the licensee under threat of being fined or imprisoned themselves. The Act requires all officers and appointees to support the enforcement of the Liquor Control Act. It is the strongest deterrent to drinking to youth yet to be enacted anywhere in the U.S. It combined both stronger penalties and the certainty of those penalties. And most importantly, it would have narrowed the "enforcement gap" that exists today in Michigan by assuring that some enforcement action was taken against the minor. The enforcement action against the minor could have ranged from a simple phone call to the minor's parents, to the issuance of an appearance ticket or the imposition of fines or other penalties — the type of enforcement action to be taken was left up to the judge.

Now I ask you: was this a bill that was "weak on liquor law enforcement" or "weak on liquor law enforcement"? Of course not! Senate Bill 119 would have been the strongest deterrent to drinking to youth yet to be enacted anywhere in the U.S. It combined both stronger penalties and the certainty of those penalties. And most importantly, it would have narrowed the "enforcement gap" that exists today in Michigan by assuring that some enforcement action was taken against the minor. The enforcement action against the minor could have ranged from a simple phone call to the minor's parents, to the issuance of an appearance ticket or the imposition of fines or other penalties — the type of enforcement action to be taken was left up to the judge.

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In the other hand, there is no requirement that anyone at all be taken against the primary perpetrator of youth drinking episodes — the minor. This was exactly this imbalance in the scales of justice that Senate Bill 119 sought to correct. The Governor vetoed Senate Bill 119 without regard to the fact that the veto message said, or whether it was being "weak on liquor law enforcement" that led to the bill's passage...
WHY ASSOCIATED FOOD DEALERS
AND
NORTH POINTE INSURANCE?

AFD benefits + North Pointe Insurance - high costs = peace of mind

As a member you get:

• Access to outstanding liquor liability coverage from the largest underwriter of this type of insurance in the state

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• More programs and services than any other food and beverage association. Benefits include: Blue Cross/Blue Shield, legal service, worker's compensation, telecheck, verification directories, Visa/MasterCard, debit accounts, scholarships

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• Legislative representation in Lansing from the most respected lobbyist in the state. AFD monitors and addresses every issue affecting the industry and continues to fight to get the license discount increased to 19 percent.

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Call 313-557-9600 or 1-800-66-66-AFD
Celebrate The Roaring '20s

The Associ

74th Trade

Friday, F

Hors d'oeuvres and Cocktails
6:00 p.m.

Laurel Manor
39000 Schaeder

You could win a four-day trip to the Bahamas!

From Eastern will fly two lucky couples anywhere in the U.S. (center)

Win a weekend getaway to Mrs. Griffin's Resorts Casino Hotel in Atlantic City (below)

THANK YOU!

A special thanks to our sponsors

AFD's Trade Dinner promises to

Through careful planning by the teaming is designed to delight you and
the glamorous foyer of Laurel Manor; the roaring '20s.

The fun begins at 6:00 p.m. with
kabobs and chicken strips with dip
their lively dixieland sound while

Special centerpiece dolls dressed
the era when the party moves into
created with soft lights, music, and
feast. This culinary extravaganza
ends with a strawberry parfait.

A highlight of the evening is the
getting a party moving. Comedians a
hilarious performance. Three comical mementos for you to take home.

Adding to the excitement is the
designed for a prize. Every second pair of round trip tickets a four
day trip to Crystal Gardens Casino Hotel in Atlantic City.

There will also be a raffle to raise...
Food Dealers' Annual Dinner
January 9, 1990

Laurel Manor
Gourmet Dinner
7:30 p.m.

Event of the year, every detail of the events. From the moment you enter the transported to the exciting era of d hors d'oeuvres including mini beef gaters Band will entertain you with and imbibe at the open bar. Style of the '20s will evoke the feel of the area at 7:30 p.m. The atmosphere will set the mood for a sumptuous filet mignon and chicken picatta and The Larados, who are renowned for their will then take over the stage for four outstanding door prizes. You rip tickets for anywhere in the U.S., for AF D's Political Action Commit for anywhere in the continental U.S., at The Whitney, and a get-away for $20 to win one of these fabulous prizes during this unforgettable evening!

Enjoy the music of The Larados (above) and have your portrait drawn by a caricaturist (right)

This wonderful event was planned by the following members of the trade dinner committee:
Ron Paradowski, Chairman
Art Robbie
Sally Smoger
Laino Arcori
Kamal Yone

DIRECTIONS: Laurel Manor is conveniently located off I-96, just one-half mile east of I-275. 1) If you take I-96, exit or west, exit Newburgh Road. 2) Turn off Newburgh Road west on the I-96 service road which is Schoolcraft Road. 3) Go west on Schoolcraft back over I-96 to Laurel Manor. The phone number for Laurel Manor is (313) 462-0770.

Enjoy the music of The Larados (above) and have your portrait drawn by a caricaturist (right)

HOTEL ACCOMMODATIONS:
AFD has made special arrangements with the Courtyard by Marriott for those who are coming from out of town to attend the Trade Dinner. The Marriott is conveniently located off I-275, Exit 6 Mile Road, which is 1 mile north of I-96. The rate is $52/night double occupancy. On the premise is an indoor pool, Jacuzzi, exercise room, restaurant and lounge. Dial 1-800-321-2211 and ask for the "Special Weekend Rate", thru AFD at the Courtyard by Marriott in Livonia

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Filling the Distribution Gap

After a career encompassing positions as disparate as State Representative, teacher, and football coach, Mel Larsen entered the private sector in 1983 as a food distributor.

In the fall of 1983, Larsen started Mel Larsen Distributors, Detroit, which buys, resells and delivers frozen, refrigerated and non-refrigerated products. "Where we probably differ from the majority of distributors is that we do not have exclusiveness on any lines and we don't have any lines of our own, so I describe us as really a service distributor," said Larsen. "We deliver products that stores do not want to carry in their warehouse but that they want on the shelf."

Mel Larsen Distributors has had about 20 percent growth per year since inception and in 1989 got into the supplemental wholesale business. "That's probably going to double our business in the next year," said Larsen. This new service is designed to fill the void that is caused for smaller retailers who can't meet the minimum delivery requirements of the larger wholesalers. "These stores just can't afford, don't have the space or the turn for the large purchase," said Larsen. "We have an agreement with Abner Wolfe where we order through them and sell to the smaller customer."

Larsen believes the smaller grocer is going to play an increasingly important role in the industry, in part because of the service they provide in urban areas. "The independent supermarkets in an urban area is an area that needs to be filled. The industry has a responsibility to be sure that we do everything that we can to facilitate the providing of the supermarket, big or the independent, the small chain or the large chain in all the geographic areas. That's why we raise money for legislative efforts. We are and hear at AFD board meetings that there is a lot happening politically and economically that is negative for someone trying to work in the urban setting."

Larsen was elected to serve another term on AFD's board of directors and has worked on the Long Range Planning Committee. "Under the current leadership of the Board, there is a new awakening to the potential that exists for AFD to truly be the spokesman for the industry and to help everybody, not just a segment of the food industry. That's an exciting thing, to see leadership in an organization say, 'let's look at where we've been, where we are, and where we want to go' and have a willingness to open up to that process."

The other thing I see at AFD is that AFD really sees itself as a service organization and whether it's an organization, you can't reasonably expect the large wholesalers to do the same. "These stores just don't have the money for legislative efforts. We are and hear at AFD board meetings that there is a lot happening politically and economically that is negative for someone trying to work in the urban setting."

Larsen uses his broad career experience to do volunteer work for associations and causes besides AFD. His dedication to civic duty can be seen in his tenure at State Representative 61st District and as Chairman of the Republican Party in Michigan, and in his involvement in volunteer work now.

Presently, Larsen is working with a group for the 'Simien House' which is privately-funded and is designed to serve as a temporary shelter for HIV-positive infants and their mothers. He also serves as vice-chair of Mercy Hospital Services of Detroit to tackle the problem of providing health care in urban areas.

The National-American Wholesale Grocer's Association on Food Labeling Issues Before the Food and Drug Administration

Mr. Commissioner, distinguished members of the Panel, my name is Bruce A. Gates, senior director, government relations, with the National American Wholesale Grocers' Association (NAWGA) NAWGA is a national trade association comprised of grocery wholesale distribution companies which primarily supply and service independent grocers throughout the United States and Canada. It provides research, technical, educational, and government relations programs on behalf of its 400 members. NAWGA's Foodservice Division, the International Foodservice Distributors Association (IFDA), represents member firms that sell food and related products to the institutional, away-from-home food service market.

NAWGA and IFDA's members, their suppliers, and customers, are vitally interested in the issues raised by the Food and Drug Administration in the Advanced Notice of Proposed Rulemaking published on August 8, 1989. Many of our members manufacture and distribute private label products. Our suppliers, who will be principally affected by new FDA labeling rules, provide the bulk of packaged food consumed in America. Finally, our customers, independent grocery stores and restaurants, interact directly with the American consumer.

NAWGA is firmly committed to labeling rules which provide all consumers with the information they need to make informed choices about diet, health, and value. To accomplish this objective, NAWGA supports the following positions:

1) Mandatory nutrition labeling of all major nutrients of significance to consumers
2) National uniformity for all labeling and consistency among and between the responsible federal agencies including FDA, USDA and the FTC
3) Recognition that food labels represent only one part of a successful diet health information/education program
4) Restaurants, fresh fruits and vegetables, and retail bakery and deli products should be exempted from mandatory labeling rules
5) FDA should develop definitions for common descriptors such as "light," "fresh," "organic," "natural," as well as guidelines for emphatic and comparative nutritional claims
6) FDA should develop regulations permitting truthful and non-deceptive health claims
Nothing else covers you like Blue.

Rest assured.

Why settle for health coverage that doesn't cover you? With Blue Traditional and Blue Care Network, you know you're getting the most doctors, the most hospitals, along with coverage throughout the state and the United States. Not to mention fifty years' experience in bringing you the best quality health care possible. Blue Cross and Blue Shield of Michigan. It's health coverage that will make you feel better and sleep better.
Sunrise Food Mart & Deli is a newly opened facility offering convenient service and a wide array of special features. The 3,500-square-foot facility will employ 25 people to provide speedy, 24-hour-per-day, service-with-a-smile in a list of areas as long as your arm. There will be self-serve gas and car wash; food store with deli; bakery with on-premises ovens to provide fresh cookies, croissants, muffins, hand-dipped Strohs ice cream and yogurt; pizzeria that will also cook on-site ham; and fresh dipping sauces. There will be self-serve gas and car wash; food store with deli; bakery with on-premises ovens to provide fresh cookies, croissants, muffins, hand-dipped Strohs ice cream and yogurt; pizzeria that will also cook on-site ham; and fresh dipping sauces.

At the restaurant counter: Ray George (left), Romel Soraki and Nadeem Faranso. A Big Move for Omni Food & Beverage

Although geographically it was a move next door, Omni Food & Beverage's new residence has made more extreme moves in appearance and service. The market, located on West 7 Mile Road next to Greenfield Road in Detroit, has a modern look which is lighted by 7,000 watts on the outside of the building. This sets off the clean, neo interior. "I wanted it to look like something between a nightclub and a pizzeria," said Nadeem Faranso, who co-owns the store with his brother Ralph.

Omni Food & Beverage is unusual in the large variety of items it offers. The lottery, videos, unusual beers and wines, a full space section, and some gourmet items are available. "We have every major item on the market," said Faranso. "Things people can't find anywhere else, we have. What they don't have, they will order by request."

Also outstanding is the bakery and restaurant. The bakery items are replac- ed daily and the Strasburg Cookies are made in the premium. The restaurant has a varied menu from breakfast items to a half-pound hamburger. Omni also does some catering. "Without the restaurant, it would be just another store," said Faranso. "This is the store of the future. You can't make it with just liquor anymore."

There are five employees and one floor person. Faranso works at the store from 7 a.m. until 2 a.m. The employees work as a team and often go out together socially. Each is required to wear a white coat to add to the clean image of the store.

Omni also supports the neighborhood. The employees play baseball and basket- ball with the 6th Precinct and advertise in church flyers. "We got a warm welcome from the neighborhood and that made me feel good," said Faranso. "A lot of people underestimate the city," said Faranso. "If you approach the customer politely and with respect, the response is really great. Build something like this store and people come back. One lady told me, 'I used to go to a store and when I came in...'"

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New Products

Sleeman Brewing Introduces Toronto Light

Sleeman Brewing & Malting Co. Ltd. has brought a taste of Toronto’s nightlife to Detroit with the introduction of an imported light Canadian beer — Toronto Light.

Sleeman Brewing and Malting, a traditionally family-owned Canadian brewing company dating back to 1834, brews “original recipe” beers for Ontario. However, the Sleeman family has responded to a consumer demand for lightening-up products in creating Toronto Light.

According to John Sleeman, president of Sleeman Brewing & Malting, “Toronto Light is a relatively new style of lager for us, but Toronto Light holds true to the tradition of quality of high standards maintained by the Sleeman family.”

Using fire-breeding methods, spring water, choice hops and six-row Canadian malting barley, Toronto Light is a light beer with the rich, full, distinctive flavor of Canadian lagers. Toronto Light has only 50 calories and 4.8 percent alcohol by volume.

Toronto Light is the first beer made by the brewery for consumption in both Canada and the USA. Former Detroit Red Wing and Toronto Maple Leaf hockey player, Tiger Williams, is spokesman for Toronto Light, which is being marketed as the “Favorite beer of roughers, adventurers, outlaws and preachers.” reminiscent of the characters that roamed the area in the early 1800s when the Sleeman Brewery was founded.

Sleeman brews Toronto Light in limited quantities at its Silver Creek Brewery in Guelph, Ontario.

Besides its export to Toronto Light, Sleeman Brewing & Malting also produces Sleeman Cream Ale and Sleeman Silver Creek Lager.

Frozen Breakfast Bagel Sandwich Line Expands

Campbell Soup Company’s Swanson unit announced it has added bagel sandwiches to its “Great Starts” line of frozen breakfasts.

Great Starts Egg and Cheese on a Bagel and Great Starts Ham and Cheese on a Bagel are for sale in the frozen food section of supermarkets alongside of five Great Starts breakfast sandwich varieties already in the marketplace.

The products are individually packaged and microwavable. Suggested retail price is $1.39.

George Losh, marketing director for Great Starts frozen breakfast, said the new frozen bagel sandwiches help retailers compete for consumer dollars that might otherwise be spent at fast food chains.

The products will be included under the umbrella of national advertising and consumer promotion for the complete Great Starts breakfast line.

The Great Starts sandwich line includes four additional single serve sandwich types: Egg, Canadian Style Bacon and Cheese on a Muffin; Egg, Cheese and Bacon on a Biscuit; Sausage, Egg and Cheese on a Biscuit; plus a four-pack of Country Sausage on a Buttermilk Biscuit.

Great Starts also offers a wide variety of frozen breakfast entrees.

Seaweed Snacks Available From U.K.

Until recently, seaweeds were underused in Britain, and could be found only in selected London restaurants and seaside domesticities, despite their enormous nutritional qualities. However, all that has changed thanks to Kelp Farm, a company set up in 1982 to specialise in seaweed cultivation and the production of food containing edible seaweed.

Seaweed is of interest not only to the health conscious “green” consumer but has considerable appeal to manufacturers, since it is a natural flavor enhancer and texturizer, obviating the need for artificial additives such as monosodium glutamate.

Kelp Farm has just launched a range of corn and seaweed snacks aimed primarily at adult consumers. Bite-sized corn pieces, decked with delicately lasting organic seaweeds, are available in garlic, parmesan, blue cheese and Mexican chilli varieties.

The company grows the seaweeds in an underwater farm on the Isle of Man, off England’s west coast, where harvesting takes place from June to September, depending on the weather and time of seeding. The seaweeds are then transferred to computer-controlled dryers to ensure the optimum nutrient levels are retained.

Seaweed is rich in vitamins, minerals and essential trace elements. For information contact: Kelp Farm, Unit 1, Manor Road, Leeds, United Kingdom. LS1 1SG. Tel: +44 113 429686.

Low Cost Loss Prevention Video

A Madison Heights firm KDN Videoworks, Inc. currently producing television commercials, news features and documentaries, will be expanding to include producing informational video tapes on various topics including crime prevention and media relations. The company currently serves the video production market by offering production services to firms such as K-Mart and General Motors. The newest area of expansion involves producing and market testing video tapes on topics typically for both large and small businesses to find on video tape.

Bill Kubota, President, brings eight years of broadcast television experience to KDN. In addition, Kubota works as an independent special projects producer for WXYZ-TV in Detroit. General Manager of KDN, Dave Newman, has ten years experience in broadcast and corporate television and is responsible for the day-to-day operation of the company, including the marketing of programs.

Recently joining KDN as a Projects Coordinator is Bryan Walters who, with his nine years experience in security, will be producing the first informational tapes on crime prevention.

KDN Videoworks, Inc. will be producing approximately 12 new tapes per year involving training, marketing, management and other messages and announcements. The first two tapes available entitled “CRIME CHECK” Volume 1 and 2, will offer both employees and management information on robbery, shoplifting, bad checks, credit card fraud, employee theft and employee substance abuse. "KDN is producing video tapes on crime prevention that will be made available to large and small businesses, insurance companies and police departments for under $50.00," said Dave Newman, “and will soon be available in multiple languages.”

This two-volume set will show what to look for, how to prevent these situations and what to do in the event of such situations taking place.

For additional information, contact: Dave Newman, general manager, KDN Videoworks Inc., P.O. Box 71402, Madison Heights, MI 48071, Phone: (313) 546-3385.

Elduris Icelandic Vodka Now Available

Elduris Icelandic Vodka, the true super premium vodka produced in Iceland, is now available throughout the United States, according to Glenmore Distilleries Company of Louisville, KY, distributors of Elduris.

The only vodka from Iceland that is a blend of Scandinavian grain neutral spirit and Icelandic water, Elduris was first introduced in select U.S. markets two years ago.

Elduris, which means “fire” (eldur) and “ice” (is) in Icelandic, has an especially smooth, pure taste; clarity and texture that can be best savored served chilled from the freezer or over ice. It may also be mixed without losing its flavor. With its delicate taste, Elduris matches well with a variety of foods, especially cocktail cuisine which matches well with a variety of foods, especially cocktail cuisine.
**SCHOLARSHIP MONEY—COLLEGE EDUCATION**

AFD's $8,000 college Scholarship Program is now open for applicants. Those eligible to apply are high school seniors or college freshmen, sophomores or juniors. The applicant must be working for an AFD member, or his/her parents must be working for a member company.

If you are interested in applying for a scholarship, send in the application request below to obtain the forms you need to complete. Please send me an AFD Scholarship application and brochure.

**How to Make Checkout Lines Seem Shorter**

Long before customers were concerned about food safety, inflation, and a host of other issues, they complained about the time spent waiting in line. As job and family needs squeeze their leisure time, checkout lines seem to get even more attention. Here are a few ways that you may be able to ease their wait.

- Treat customers in line to samples of the newest fresh products of your deli, bakery or prepared foods department.
- Offer special discounts at slow times, such as a discount for senior citizens on checkout lines.
- Adapt the "5 for 7" program that one operator did.
- Advertise your price specials on radio, TV and in the newspaper.
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AFD Presents
“NEW PRODUCTS AND SERVICES FOR THE ’90s”
Trade Show Exposition

DATE: Tuesday, March 27, 1990
TIME: Noon-8 p.m.
PLACE: The Fairlane Manor
LOCATION: 19000 Hubbard Road, Dearborn
PARKING: Free

CHECK IT OUT! DON'T MISS IT! START THE NEW DECADE RIGHT!

Industry-wide display: Come see the new products and service you need for your business. Every kind of product and service in the food and beverage industry will be represented and professionals will be there to show you what they can do for you and your business.

See and Sample: Demonstrations, promotional materials, samples and terrific show discounts—it’s all here and it’s crucial to your survival in the new decade.

“Question & Answer Sessions”: There will be five 45 minute interactive sessions on topics that are important to your daily operation, your knowledge base, and your bottom line.

Fun! Fun! Fun!: Games, prizes, drawings, money, a grand-prize trip, and a money-blowing machine.
Nutri Guide Program Available

The Nutri Guide® service identifies foods low in sodium, fat, calories and cholesterol using point-of-purchase color coded shelf tags and brochures to assist consumers while shopping.

Creative Data Services announced that following a recent review of the Nutri Guide® program, the Food and Drug Administration approved the criteria for the Nutri Guide nutrient categories. The program is currently available in more than 2,400 supermarkets across the country.

The Nutri Guide program is a nutrient classification program. The first goal of the service is to assist the health conscious consumer in locating foods that are low in calories, fat, cholesterol and sodium. Color coded, point-of-purchase shelf tags help the shopper identify foods that are suitable for three nutrient categories: Low/Reduced Calorie, Low Fat/Cholesterol, and Very Low Sodium. In addition the Nutri Guide® program identifies foods that contain a significant source of dietary fiber.

The Nutri Guide program also assists the consumer by providing a customized, color coded brochure listing the foods available in the store that are eligible for the program.

Creative Data Services maintains a file of nutrient information on more than 16,000 national, regional and private label brands. An average food store will display shelf tags on approximately 2,000 food products that qualify for the program.

More than 450 food manufacturers are contacted twice a year by Creative Data Services to validate the accuracy of product information. Nutri Guide brochures and shelf tags are updated based on the most current information.

“The nutrition messages on products are becoming more and more confusing. Our Nutri Guide program helps the consumer to make sense out of this confusion. For example, a product may be labeled as ‘low cholesterol’ but be loaded with fat, so we would not include that product in the Nutri Guide listing. The shelf tags and brochures really help a health conscious consumer to make those healthy food choices in the store,” said Janet Brooks, product manager, Nutri Guide.

To 29 retailers and wholesalers who offer the Nutri Guide service include large and small chains across the country. “We offer merchandising, advertising and promotional ideas to help our customers promote the Nutri Guide message,” said Brooks.

“Nutri Guide service is an added value service that we can offer our customers. They are very eager to get nutrition information about foods. But whether or not they are on restricted diets. The color code shelf labels complement the brochures as an added convenience for our customers,” explained Rebecca Linkous, AFR, director of marketing and research.

Food Industry Faces Labor Shortage

Indications of a labor shortage for service-oriented industries include fewer applications for jobs, vacancies staying open longer, an upward rise in turnover, and the lack of qualified applicants.

While figures indicate the fast food industry has been the hardest hit by the shortage, prospects look bleak for the supermarket industry as well. "Baby Boomers," who once were the primary source of a supermarket's part-time labor force, have grown up leaving the next generation which is not as populous.

According to the Bureau of Labor Statistics, 16 to 19 year olds in the work force came to 4 million in 1988. By 1987, the number had slipped to 3.7 million and is expected to continue downward through the year 2000. In contrast, according to the Bureau of the Census, the segment of the population ages 19 to 24 will increase by 12.4 million by 1998. The number of those 65 and older will grow by 9 million to 14.6 million by that time.

According to a survey conducted by the Food Marketing Institute (FMI), the top recruiting problems retailers face is low wages - other obstacles include long hours, light labor markets and a lack of qualified applicants. Estimates indicate that the industry suffers from a 62 percent turnover rate.

In spite of all this, supermarket operators are finding new ways to fulfill their employment needs, including reaching out to under-employment segments of the population such as retirees and the handicapped. Retired people, in many cases, are ideal for retail work because many of them desire part-time employment to supplement their social security or pension income.

In hiring the handicapped, employers can turn to the developmentally handicapped who can be quite productive in low maintenance positions such as stocking in the bakery or maintaining shopping carts. Physically handicapped individuals such as the deaf, who are documented in lip reading, also make excellent workers.

Other items, however, have been enjoying strong growth over the past decade. Pizza consumption has increased by 17 percent since 1978. Yogurt also had a 77 percent gain, while broccoli consumption is up 51 percent. Also, chicken and turkey sandwich consumption has gone up by 67 percent, while fish sandwiches, including tuna fish, are up by 17 percent.

Convenience and health were cited as the key factors driving these changes. Also, an increase in away-from-home meals has played an important role in increasing the frequency of consumption.

The Lempert Report suspects, however, that some of the old favorites will see a resurgence now that manufacturers are responding to these needs. After fast-food chains grabbed about 17 percent of food sales from supermarkets, manufacturers retaliated by coming out with microwaveable fast-food. Last year, $36.6 million was spent on frozen microwaveable frozen foods alone.

Manufacturers are also addressing health concerns with a variety of non-traditional products, from turkey frankfurters to frozen meals with reduced fat, sodium and cholesterol. Sales of reduced-calorie foods reached almost $1 billion in 1988.

Driver’s License Designation Will Help to Identify Minors

The “under 21” designation, which was designed to help prevent the sale of alcohol to minors by making it easier to identify, is being well received. The designator was adopted as a result of the 1984 PA 289 and has become fully implemented after a four year phase-in period.

Methods to make the designator more noticeable, such as boldface type, are being considered. The Michigan Department of State is also exploring various educational efforts to prevent the sale of alcohol to minors.
Leadership and Service continued from page 4

range of implementation. Add to this the dimensions that our new computer system gives us and we are confident that AFD is prepared to lead our industry into the ’90s. Service is the second fundamental property of AFD and it is our commitment to our members that we will serve them and represent them. AFD offers a wide range of activities and programs that enhances the individual growth and protection of each member. A summary of these efforts are highlighted in the following chronology as we review the passing year, the close of the ’80s.

1. AFD offers more services to its members than any other association in Michigan. Services and programs such as our health and medical insurances — coupon redemption — Liquor Liability insurance — legal consultation — Worker’s Comp insurance — telemarketing — Verification Directors scholarship — Magic Touch Debit Program — store signs — Visa/Master Card service and our publication that keeps our members informed.

2. Legislation impacts everyone and AFD has earned the title of being our industry’s “watch dog.” Through the efforts of Karch & Associates, our registered lobbyists in Lansing, AFD testifies before committee hearings, garner legislative support on key issues, involves its members in voicing their concerns over certain critical issues, raises money through our registered Political Action Committee in support of legislation, and offers resolutions and amendments, all to the ultimate goal of seeing to it that the interest of our members is protected. And were we successful? Yes! Yes, because for the first time retailers can share in the returns of a handling fee. Yes, because the Senate has passed bills strengthening penalties against minors who purchase alcohol and because for the third year in a row, no legislation was passed that has a negative impact on our industry.

3. There is always the need to bring our members together in a series of events that are both enjoyable and productive. In 1989 we saw the continued growth of participation in our Trade Show, Golf Outing, Trade Dinner, and Scholarship Awards Program. Further, through the efforts of our Public Relations Committee, 1990 sees the birth of a new dimension as we combine our newsletter and magazine into one monthly publication.

4. The public relates to our industry through what they read and what they see. And in Michigan they read and see “AFD.” Through the efforts of our new PR division, we have received extensive coverage in newspaper, radio and TV on issues ranging from pesticides and store acquisitions to bottle deposits and selling alcohol to minors. Our image and that of our industry demands that we act as an official spokesman and the media has recognized and accepted this unique position for which we are indeed qualified.

5. To better serve and represent our members, AFD became the first association in the state to begin the operation of six “Regional Councils.” By dividing the state into geographic regions, we will be able to bring the association together on a local basis, so that every member will be personally served. These regional councils will be going and will offer a series of seminars and meetings to a degree never before realized.

6. Government agencies are The Liquor Control Commission, Bureau of State Lottery, Department of Agriculture and the Food Stamp W.I.C. program impact on every retailer. The close working relationship that AFD enjoys with each, assures every member that their voice will be heard.

7. AFD is also a good community neighbor. Our working relationship with the Annual Turkey Drive, Muscular Dystrophy and Easter Seals drive epitomize our concerns for those less fortunate.

SUMMARY

Leadership and services are the cornerstone on which AFD has built its reputation and has earned its place as one of the oldest and largest associations in the country representing the food and beverage industry. We end 1989 with a motto and firm resolve for the ’90s. AFD—We can and we will! I with all of you a healthy and prosperous New Year.

Widen Customer Base continued from page 4

parking availability (72.8 percent), accessibility from the street (69.4 percent), and 24-hour operation (68.9 percent). Here are other significant trends from the survey:

1. Milk was the most desired product, followed by ice, dairy products (other than milk), fast food items and candy.
2. Gasoline has become an integral and expected ingredient of the convenience store’s product mix. Sixty-three percent of consumers say gas availability is important and 60.9 percent of customers are drawn to stores that allow them to make one stop for gas and other items.
3. Some of the least effective traffic builders were, in order: wine, video rentals, automatic teller machines, debit cards, drive-up windows, video games, pet food and novelty items such as sunglasses and beachballs.
4. Customers perceive most convenience store merchandise as high priced, with the exception of ice, gasoline, fountain drinks, coffee and fresh sandwiches.
5. From 7 percent to 9 percent of convenience store customers average at least one purchase daily and more than half of the customers make two or more purchases per week.
6. Customers’ favorite shopping hours are from 4 p.m. to 9 p.m.

Note: Reprinted from NACS SCAN, October 1989.

1990 Public Affairs Assembly

“A Day on Capitol Hill”
March 19-20
Capital Hilton Hotel, Washington, D.C.

The 1990 Public Affairs Assembly is your opportunity to get the food industry’s message across in Washington, D.C. You will be able to voice your concerns and interests during face-to-face meetings with members of Congress.

Hear from chief policymakers about key legislative issues facing our industry as we enter the 1990s: food safety and labeling, mandated benefits, solid waste and tax issues.

Mark your calendar now and plan to join supermarket and convenience store operators, wholesalers, state and local association executives and other food distributors to make your voice heard in Washington.

For more information return the form below to:

Mitchell Named Director of Agriculture

Last August, the Michigan Commission of Agriculture appointed Robert Mitchell as director of the Michigan Department of Agriculture. A man with an extensive political, state and federal government background, Mitchell was serving as chief deputy director of the Michigan Department of Transportation at the time of his appointment to the Department of Agriculture. He played a key role in the Farmer’s Home Administration during Michigan’s PBB crisis in the 1970s and is currently considered to be one of Governor Blanchard’s top advisors.

“The commission was very confident that Mitchell will be an excellent leader for the department,” Commission Chairman Edward Kirkpatrick said at the time of Mitchell’s appointment. “One of our major concerns was that the new director be a good administrator, as well as able to function effectively in state government, and Mitchell has demonstrated that ability.”

Born and raised on a farm in Three Rivers, Michigan (20 miles south of Kalamazoo), Mitchell attended Illinois’ Olivet Nazarene University to obtain a bachelor of arts degree in history. He quit two terms before graduation, returning to Michigan in 1965 to help his father’s unsuccessful campaign for a Congressional seat. When the campaign was over, Mitchell moved to Lansing to finish his degree and earn a teaching certificate at Michigan State University. He then went on to teach in Battle Creek and Livonia.

Mitchell returned to Lansing in 1968 as a Democratic State Central Committee staff member, eventually working his way up to deputy chair of the party. “Those were very exciting times politically,” said Mitchell. “It was a time of major social upheaval. Robert Kennedy and Martin Luther King left an indelible impression on me—that you can have an impact on what goes on in people’s lives through politics.”

He made the jump to national politics and moved to Washington, D.C. after landing a job as an administrative assistant to U.S. Senator Mike Gravel of Alaska from 1972-1977.

Mitchell returned to Lansing as state director of the Farmer’s Home Administrations, a federally-funded program under the U.S. Department of Agriculture. By the time Mitchell took over this position, Michigan’s FHA office was in full swing. Agency officials had already decided to foreclose on $10 million in loans in their lending portfolio because the farmers had contaminated herbs and couldn’t make payments. Mitchell immediately overturned the decision, arranging payment schedules with the individual farmers to ensure they could survive.

Under Mitchell’s direction, the Michigan FHA office also made several business and industry loans in northern Michigan to help boost the area’s tourism industry. Mitchell moved to Lansing to finish his degree and earned a teaching certificate at Michigan State University. He then went on to teach in Battle Creek and Livonia.

Swift-Eckrich, Inc. Awards Stier

Swift-Eckrich, Inc., the makers of Butterball® turkeys, has named Rob Stier Most Valuable Poultry Manager for the second quarter of fiscal year 1989-90. Stier, 27, is a Milford, Michigan poultry manager and a resident of Warren, Mi. Swift-Eckrich, Inc. employs six poultry managers, each responsible for a geographical region.

Stier says that his 12-year career with Swift-Eckrich, Inc. has led him to believe in the importance of daily-day self-motivation at work. “One needs to set objectives and create strategic plans and must be self-motivated to work on that plan daily,” he said.

Stier contends that it is essential for customers to know and believe that there is someone really out there working for them. “A successful poultry manager has a genuine interest in his sales force and understands the customer’s needs,” he said.

According to Gary Moerley, marketing manager for Butterball® Turkey, Stier is an outstanding employee in an important position. “Poultry manager is a key position within Swift-Eckrich and the Butterball brand. A poultry manager is recognized as an expert on Butterball Turkeys and the industry in general. It is his job to pass that expertise along to the sales force and to our customers,” Moerley said.

A Michigan native, Stier has lived in Macomb Township for the past 13 years with his wife, Cindy, and their two children, Scott, 15, and Karen, 13. Stier graduated from Macomb College in Warren, Mi., with a degree in Business Management and Accounting.

COMING EVENTS

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

February 2-4 - National Food Distributors Association Mid-Winter Conference, Hilton Palacio Del Rio, San Antonio, Texas. For information, contact: NFDA, 111 East Wacker Drive, Suite 100, Chicago, IL 60601; (312) 644-6610.

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


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If we can help you please don’t hesitate to call the staff members at (313) 557-9600 or 1-800 66-66-AFD.
Can't Beat The Feeling!