AFD merges with Package Liquor Dealers

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

The acquisition was agreed to in principal by both associations' boards earlier this year, according to Joseph Sarafa, AFD executive director. Sarafa made the announcement Friday evening, February 9, at AFD's annual trade dinner. "We are extremely excited about the prospect of offering our services to hundreds of new members," said Sarafa. "We have a long-standing commitment to the food and beverage industry in Michigan and to the people who make up that industry. We are proud to join with the Package Liquor Dealers Association in a mutually beneficial arrangement that will strengthen the voice of our industry."

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

Legislative update

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

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

**SENATE BILL 77** — The bill, introduced by Senator Fred Dillingham (R-Fowlerville), would amend the Liquor Control Act to hike the discount rate for liquor purchases from the state from its current 17 percent to 19 percent. If passed, the bill would also increase by five percent — from 51 percent to 56 percent — the Liquor Control Commission markup on the delivered case cost of liquor.

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

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

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

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

Legislation, continued on page 22
EXECUTIVE DIRECTOR'S REPORT

By Joseph D. Sarafa, Executive Director

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

1. High prices. Averaging four percent per year through the 1990s, prices will increase due to Mother Nature’s penchant for long droughts and early freezes, causing havoc in the farming industry and translating into higher food costs.

2. Safe food. Food safety will be increasingly important to consumers in the 1990s. The result — alternatives to fertilizers and pesticides like insect vacuums that sweep up bugs and dirt before harvest, or no pesticide used at all. Expect smaller harvests, smaller and less colorful produce, and a shorter shelf life for many products.

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

4. Labor shortage. A trend continuing into the 1990s will be a shortage of labor in the food industry. Employers will bring retirees back into the work force, offer scholarships to college students during the term of employment, and turn to high-tech solutions like automatic self-scanning registers for customers to tally their purchases before paying.

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

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

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

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

9. Less health food. So-called “health foods;” will decline in sales, with ’80s buzz works like “natural,” “pure,” “nutritious,” and “lite” allowed on packaging only if certain high standards are met. Consumers will no longer trade long term health benefits for short term fads.

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

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

12. Fewer new products. Customers will see fewer new products introduced in all food categories, with the exception of frozen foods. Freezer sections will be larger than ever in the ’90s with new formats such as packaging and microwaveable super market freezers in the ’90s.

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

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

LETTERS

With the March issue, AFD starts a new LETTERS TO THE EDITOR column. We encourage our members and readers to send letters to Debbie Cooper, 300 W. Ten Mile Road, Southfield, MI 48075.

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

Dear Mr. Sarafa,

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

As a coordinator of large scale demonstrations, we at United Delivery Systems personally witness the performance of as many as 17 Michigan demonstration companies in one program. We track the performance of each company and the enthusiasm and expertise which each demonstrator brings to their store. From this data, we can say that the company mentioned in the article is not alone, as was indicated, in "helping to improve the image of the demo service industry.”

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

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STATEMENT OF OWNERSHIP

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2 — FOOD & BEVERAGE REPORT, MARCH/APRIL 1990
ANNOUNCING...

THE MOST UNIQUE MARKETING EVENT EVER-
AN INDUSTRY FIRST—BROUGHT TO YOU
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AMERICA'S FAVORITE
LITE BEER...MILLER LITE.

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CHAIRMAN'S REPORT

Long Range Planning Committee points the AFD into the 1990s

1989 includes: Bill Viviano, Chairman and AFD Board officer; Jerry Inman, Paul Inman and Associates and AFD Board member; Fred Krohn, Farm Dairy; Mel Larsen, Mel Larsen Distributors and AFD Board member; Paul Inman, Jr., Palace Market, Curtis Stores, Big Ten Party Store; Joe Mocnik, Meadowlake Foods; Joel Greenie, Kroger Company; and Jack Harms, Proctor & Gamble Co.

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

The Committee has recommended hiring two representatives to act as membership liaison, supporting greater involvement among current members and encouraging new membership.

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

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

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

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

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

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

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

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

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

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

Organic foods also got a boost, although how they will fare in the long run depends on pricing and how fast capacity can expand. Unfortunately, many of the public’s food safety fears were fanned by overzealous media who were not about to turn down the opportunity for a front page story.

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

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

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

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

2. President’s Choice GREEN Products. Loblaw is among the first to admit that protecting the environment is a young and, therefore, imprecise science. So when it comes out with a targeted group of products it promotes as “environment friendly,” there’s bound to be some disagreement. Splitting hairs over whether a product is really as benign as it claims to be diverts attention away from the real value of this effort — that a food concern as large as this one is willing to take a stand and put its money where its mouth is.

3. Campbell’s Fresh Hydroponics. This product is grown indoors under carefully controlled conditions, in a soilless medium without growth regulators, pesticides or other chemicals. The result is tomatoes, lettuce and cucumbers which are often superior in looks and taste to field-grown produce. They may be more expensive than conventionally-grown products. We applaud GM for sticking its neck out to try and make a product which can make a difference. After all, isn’t that what innovation is all about?

4. Premium vodkas have been coming on strong in the U.S. and this product, called “Golden Ring” in Russia, is said to be among the finest vodkas in the world. It was exported to the West for the first time this year, selling here for around $16 to $20 a bottle. As Russians and Americans concentrate less on differences and more on what they have in common, both sides may be raising a glass or two of this ultra-premium liquor.

5. Borscht. This beet-based liquid has been no stranger to households where a grandparent or parent once lived. It’s only now, however, that we’re seeing this product finding its way into the mainstream. The reason for this: its health benefits. If you’re looking for a nutritious, low-calorie, low-fat and cholesterol-free coffee filter, it’s an idea whose time has come.

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HITS & MISSES, continued on page 12
Elections for AFD's Board of Directors were held. The new and re-elected officers were chosen from a group of well-qualified nominees.

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

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LEGAL ADVISOR

any lawsuits brought against you. Under your automobile policy, your insurance company must defend you or those people you permit to drive your vehicle. Under your homeowner’s policy, the insurance company must defend you against a guest or passerby who is injured through alleged negligence in maintaining your home. However, this duty to defend you extends only to the dollar limit of your insurance coverage. Thus, if you are being sued for $200,000 and have only $50,000 in coverage, it’s advisable to have your own attorney represent you. In fact, insurance companies routinely advise a policyholder to hire an attorney if the lawsuit amount is higher than the policy coverage limit.

Here’s an example of how your own attorney can be helpful in protecting your interests. The attorney, while investigating the case, may discover that the person suing you wants to settle for less than your policy limits. Using the above situation, let’s say the person wants to settle for $20,000. If your own attorney has evaluated the case as worth a higher potential jury award than what the person wants to settle for, then your attorney will advise the insurance company to settle the case. This means that the insurance company would pay the entire $20,000, settling within your $25,000 policy limit.

This would free you from the worry of a potentially higher jury verdict which would be paid partially by you and partially by the insurance company. The insurance company could refuse to settle the case for an amount within your policy limit ($25,000 in this case). Under Michigan law, an attorney could protect your rights by fighting to attach responsibility to the insurance company for any settlement award in the case, no matter how high, because it acted in bad faith for not settling the case before trial.

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

If you have a legal question for this column, please send it to: The Food & Beverage Report, 1840 W. Ten Mile, Southfield, MI 48075.

U.S. DEPARTMENT OF AGRICULTURE

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

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

According to the Midwest Region Food and Nutrition Service of the USDA Detroit office, food and nutrition service representatives have no problem identifying food and non-food products, but some items are confusing and not easy to distinguish in either category.

“We average eight to ten phone calls per week asking if a certain item is eligible to be purchased with food stamps,” said J.W. Younce, officer-in-charge of the Food and Nutrition Service Detroit office.

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

ELIGIBLE ITEMS

- CANDY: gum and other snack foods such as potato chips.
- COLD DELI ITEMS: such as sandwiches, salads or trays. They must be wrapped or packed in containers and intended for off-premises consumption.
- FRUIT: fruits like cantaloupe that don’t contain alcohol.
- ICE: ice for the dilution of beer that doesn’t contain alcohol.
- DISTILLED ALCOHOL: distilled and spring water.
- CHOCOLATE: chocolate and specialty cakes.
- GARDEN VEGETABLES: vegetables such as lettuce, tomatoes and spinach.
- HERBS AND SPICES: herbs and spices.
-ReturnValue bottle or container deposits which are part of the cost of the food.
- LIVE FISH: live, air-breathing animals — fish such as catfish, catfish and shrimp.  
- CRAYFISH: and mollusks, including oysters, clams, mussels, conch, squid and octopus.
- SPECIALTY FOODS: foods such as dietetic and diabetic foods; enriched or fortified foods; infant formulas; and health foods, including wheat germ, brewer’s yeast and sunflower seeds.
- NUTS: nuts normally consumed as an ingredient of food, such as pecan, a base in making jam and jellies.

INELIGIBLE ITEMS

- DRUG STORE MEDICATION: except for cooking wine and wine vinegar, which are not considered beverages.
- TOBACCO: tobacco and tobacco products, including cigars, cigarettes, chewing tobacco.
- PREPARED FOOD: prepared food sold for on-premises consumption such as foods hot at point of sale, food displayed above room temperature. This keeps it suitable for immediate consumption (cooked chicken in a microwave display case, hot dogs, steaks, chili and beverages such as hot coffee, tea and cocoa). Food intended to be heated on premises in a microwave oven or other heating device (pizza, hamburgers, sandwiches, hot dogs, sweet rolls and pastries).
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TIPS

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

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

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

The TIPS program, which is in videotape, introduces several customers at different intoxication levels. Most store owners are familiar with the outward behavior of someone who has had too much to drink. The program outlines how to cut off people who have had more than the legal limit. To encourage customer safety in alcohol consumption, the guidelines recommend that sellers suggest alternatives to alcohol if they believe someone has had too much to drink, or, if in doubt, simply don’t sell it to the customer. The program instructs sellers to say no and keep the line moving, give clear reasons for saying no (questioned: but never tell the customer he’s drunk) and call for backup if the customer causes trouble.

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

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

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

CAMPBELL SALES CO.
32000 Northwestern Highway — Suite 190
Farmington Hills, MI 48018 — (313) 855-1750
PROFIT FOR THE '90s
AFD's Trade Show Exposition

Tuesday, March 27
Noon-8 p.m.
Fairlane Manor
Dearborn, Michigan

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

SEE and SAMPLE DEMONSTRATION
PRODUCT AND SERVICE DEMONSTRATIONS AND DISPLAYS

Industry representatives with new products and services for the '90s will offer:
- terrific discounts for buyers during the trade show.
- demonstrations and displays on services and equipment.
- product samples and promotional materials.
- Prizes, gifts, and games will be a part of many of the exhibitions.
- This '90s exposition is for retailers only and their key employees.
A series of 45 minute question and answer sessions will be offered. These informal sessions allow the retailer to ask the experts questions concerning the topics listed below. Everyone is welcome to attend all or any of the sessions.

1:00-1:45 p.m.:
"ELECTRONICS" hosted by the LIQUOR CONTROL COMMISSION with Diana Popp, this session will help you order alcohol and maintain inventory through either the TELTON BOX, or through computer transmissions.

2:00-2:45 p.m.:
"BASEBALL AND KENO" hosted by the BUREAU OF STATE LOTTERY, this session will introduce the all new "Michigan Baseball Game," and give information on Keno.

3:00-3:45 p.m.:
"FINDING GOOD EMPLOYEES" hosted by Wayne State University’s Placement Services, this session will show you how to take advantage of a new state-wide service which offers full and part-time employees.

4:00-4:45 p.m.:
"T.I.P.S." (training intervention procedures by sellers) hosted by Scott Forbes, this session explains what you need to know as a seller of alcoholic beverages.

5:00-5:45 p.m.:
"NO CHECKS — NO PROBLEMS" hosted by Michigan National Bank, this session covers AFD’s new services, the Magic Touch System and the Visa/Master Charge Card program.
Thom Welch, buyer for Hollywood Super Markets (left) and Tom Carroll, assistant store manager

Hooray for Hollywood

"In my mind personal contact between the employees and the customer is the most important thing," said Thom Welch, buyer/merchandiser for Hollywood Super Markets of Troy and Associated Food Dealers board member. "Personal service is the big difference between us as an independent.

Hollywood Super Markets is comprised of five stores: two in Royal Oak (including the first store opened), one in Troy, one in Shelby Township and one in Auburn Hills. Store sizes range from 3,000 square feet up to about 20,000 square feet. "Even with five stores I don't consider us a chain. We don't have a chain atmosphere," said Welch. "There's a lot of autonomy as far as merchandising in our stores.

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

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

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

Welch also believes recyclable packaging will become a big issue for the industry. "There is going to be to have some very strong recycling programs put together in this country," he said. "That doesn't happen probably 95 percent of the packaging on our shelves is going to have to be banned."

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

WHOLESALE PROFILE

Foodland offers wide range of services

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

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

Foodland is a full-line, full-service wholesaler that goes way beyond the supplying merchandise.

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

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

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

While he acknowledges the impact new technology is having on the industry, Gallus believes marketing techniques and service are the most important assets to retail success. "What I fear is we will lose the basics of merchandising," he said. "It is still a selling game.

RETAILER PROFILE

7-Van store gets a new look

"Everything is changed," said Jacob Bakal, co-owner of 7-Van Drugs, located on the corner of East 7 Mile Road and Van Dyke in Detroit. He and his brother Eddie have renovated the store which they run together with the help of about 16 employees.

"We didn't want to move the location because it's a busy corner," said Jacob Bakal. "We wanted to increase business and are hoping the city will keep going so we can serve the community better." Already they notice that business has picked up. "By May and June we should reach our potential," said Jacob Bakal. "There is a lot of competition."

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

The Bakals also rent out the space for a day. "It gives us an edge," said Jacob Bakal. "It is still a selling game.

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Please send me an AFD Scholarship application and brochure

Please check two of the appropriate spaces

I am a high school senior

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

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

Name of Applicant

Address

City State Zip

Home Phone Number

Name of AFD member firm

Name of employee

Send this request to: Associated Food Dealers of Michigan Scholarship Program 19470 W. Ten Mile Road Southfield, MI 48075

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

Winners will be announced in May.
Hits and Misses
continued from page 4

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

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

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

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

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

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

MISSES

1. Knotty Bobbers Gummi Candy. If we were rating products on their gross-out factor, this one would surely head the list. Needles in your gum? ConAgra did not even try to put any useful ingredients in this confection, largely comprised of corn syrup, sugar and gelatin. Flavors include Goopy Grape, Lumpy Lemon, Clingy Cherry and Wobbly Melon. On the package, kids are encouraged to send in Boger Joke Entries, the most hilarious of which garners a place on the package. Now we're not saying that kids don't like this product, but in terms of picking, parental discretion is advised.

2. Robert's American Gourmet Potato Chips With Oat Bran. No cholesterol or preservatives. Lightry salted. Now with oat bran. Okay, maybe we buy the factual content, but when the company claims "you can enjoy these treats to your heart's delight" and "all the health benefits of oat bran," we think the company has pushed the limits of credibility. We're talking about a potato chip fried in peanut oil, for goodness sake. Even the plain brown packaging and the scratchy drawn picture on the label can obscure this product's essence: a tired exploiter.

3. Oat's Original Oat Bran Beer. We can be reasonably understanding about bread with added oat bran, breadsticks and even pancakes. But when you add oat bran to beer and try to sell consumers on the idea that you can do healthy things with beer other than wash your hair with it, we think you've gone too far. Oat Bran is not a go for us. There's a taste similar to other leading national brands, but without the cholesterol. Two bachelors and a thumbs down for this one.

4. Franco-American SportyOats and TotalOats. When a company as conservative as Campbell's Soup comes out with the first new item in its children's canned vegetables line in some time, we expect big things — not little things, remarkably like their counterpart SportyOats, which have been around for over 20 years. These items, two, have an excessively high sodium content of almost 1,000 milligrams per serving, right around the 1,000 to 3,000 limit the American Heart Association sets for maximum daily allowances for adults. The only thing which seems to differentiate these new products from the chocolate candies is the skateboard, roller skate, bicycle, ball and teddy bear shapes. Oh, what an opportunity lost!

5. Hostess Lights. Some people love their vanilla pudding filled chocolate cakes and that's that. The package boldly states "New!" "Low Fat/Cholesterol Free." Only "60 Calories." One of the most disgusting of all ConAgra's attempts to jump on the health bandwagon by substantially lowering their fat content, but check out the 16 lines of ingredients which are still included in these ten calories.

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

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

8. American Heart Association's Heart Healthy Program. This program which allows products to bear the Heart Healthy label, they meet the AHA's criteria for sodium, fat and cholesterol content, has been embroiled in a lot of controversy. Consumers feel that it offers too simplistic a view of nutrition. Our beef is with the burden it places on the industry: participating companies have been asked to pay a non-refundable administration fee of $500 per product, with a minimum fee of $5,000 to $1 million. Why penalize these companies which care enough to have more nutritious products? And ultimately, consumers may be forced to shoulder some of these costs.

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

10. Healthy Choice. Frozen dinners which cost a hand and a leg, or strange diet concoctions. Spicier's offers a 100 percent natural food, which uses the process of protein expansion to act as an apetite depressant. The weight loss product, which is medically safe, was tested and proven through trials at the University of Miami Medical School and written up in the American Journal of Clinical Nutrition. With all the strange and foolish diet programs out there, this one is a healthy alternative.

Letters
continued from page 2

1. Have the demonstration at the optimum location in each store.
2. Try them all.
3. Have the store manager check on the demonstrator to make sure he/she has everything they need to be successful.
4. Have sufficient inventory.
5. Put an attractive, trained demonstrator on the floor.
6. Analyze the "Daily Demo Reports" to find ways to improve the next promotion.

Good luck with your efforts.

Jack Pustine
Vice President Operations
Retail Deliver Systems

Dear Mr. Sara:

We as a group of demonstrating companies are responding to the article in the February issue of the Association Food Dealer's Food and Beverage Report evaluating the status of Point of Sale Demonstrators. The writer calls us to Point of Sale turning the demonstrating industry around and making it again respectable.

We other demonstrating agencies that work together for the betterment of this industry feel we have already earned our reputation by offering a vast quantity of experience in this field. We recruit our people ethically and not for the purposes of existing agencies. We pay dearly to train our demonstrators and are proud of their ability to promote. Our standards are indeed high. We do not make false promises nor do we make questionable claims.

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

Sincerely,

J.R. Marketing & Promotions
Retail Demonstrators
Be healthy, wealthy and wise.

A premium whisky, unrivaled in quality and smoothness since 1858.
SAVE UP TO $500, BY NOT REKINDLING AN OLD FLAME.

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

Detroit Edison
A good part of your life.
AFD’s Trade Dinner a roaring success

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

Costumes from the 20s helped set the festive mood.

The emcee was Don Gundle, Pfeister Company. Laurel Manor was the perfect setting for fun.

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

Beautiful centerpieces adorned each table.

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

Caricaturists captured smiles.

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

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

The AFD Door Prize winners Teresa Huston, Cleta Lettramel, Shari Brown, and Jeannie Butcher. The PAC Raffle, headed by Jim Bellanca, also caused excitement.
**Liquor License Violations**

1. Licensee: FREDERICK ROUMAYAH d/b/a Ebony's Market SSD SDM 13945 Charlevoix Detroit, MI 48215
   Charge: Selling alcoholic liquor before noon on Sunday.
   Hearing Held: November 14, 1989 — Lincoln Park
   Comm. Order: $200 fine due 1/15/90.

2. Licensee: THOMAS & NITA CANNON d/b/a Crestwood Party Store SSD SDM 16624-16626 Harper Detroit, MI 48224
   Charge: Selling to person under 21 years of age.
   Hearing Held: November 13, 1989 — Lincoln Park
   Comm. Order: $100 fine due 1/15/90.

3. Licensee: NABEE M. MASHNI d/b/a NABIL M. MASHNI SDM d/b/a Crestwood Party Store SSD SDM 23534 Ford Road Dearborn Heights, MI 48127
   Charge: Selling to person under 21 years of age.
   Hearing Held: November 13, 1989 — Lincoln Park
   Comm. Order: $750 fine due 1/15/90.

4. Licensee: MIKHAIL BAHOURA d/b/a Mound Party Store SSD SDM 21271 Mound Road Warren, MI 48091
   Charge: (1) Sell or transfer interest in license without MLCC consent.
   (2) Allow a person whose name does not appear on the license to derive use or benefit from the license.
   Hearing Held: ACKNOWLEDGED
   Comm. Order: $300 fine and seven days suspension on each count due 1/15/90 and effective 1/16/90.

5. Licensee: CHECKER DRUG OF DEARBORN HEIGHTS, INC d/b/a Checker Drug SSD SDM 18412 N. Telegraph Road Dearborn Heights, MI 48127
   Charge: Selling to person under 21 years of age.
   Hearing Held: ACKNOWLEDGED
   Comm. Order: $200 fine due 1/15/90.

6. Licensee: MICHAEL C. WARN d/b/a Gourmet Galley ISSD SDM 4940 S. Division Kentwood, MI 49508
   Charge: Sell alcoholic liquor before noon on Sunday.
   Hearing Held: ACKNOWLEDGED
   Comm. Order: $100 fine due 1/15/90.

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

8. Licensee: JOHN C. CAVITHRA d/b/a The Store SSD SDM 1947 South Shore Drive Holland, MI 49423
   Charge: Selling to person under 21 years of age.
   Hearing Held: ACKNOWLEDGED
   Comm. Order: $300 fine full penalty of which half is waived, due 1/15/90.

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

10. Licensee: A & Y CORPORATION d/b/a SunKist Market SSD SDM 18685 W. Eight Mile Road Detroit, MI 48219
    Charge: (1) Sell, furnish or give away alcoholic liquor to a person, one Scott Michael Helmer, who had not then attained the age of 21 years.
    (2) Sell, furnish or give away alcoholic liquor to a person, one Kevin Garrett Adelson, who had not then attained the age of 21 years.
    Hearing Held: ACKNOWLEDGED
    Comm. Order: (1) $200 fine due 1/15/90, and (2) $200 fine due 1/15/90.

11. Licensee: KLETWOOD MANAGEMENT, INC. d/b/a “C” 10631-10635 Whittier Detroit, MI 48224
    Charge: Selling to person under 18 years of age to sell alcoholic liquor.
    Hearing Held: ACKNOWLEDGED
    Comm. Order: Suspected as of 1/15/90 with said suspension being waived if Catherine Colleen Hoebeke is not employed in any capacity in this licensed establishment until she is 18 years of age.

12. Licensee: R & A, INC. d/b/a Vino Village Party Store SSD SDM 436 Fort Street Lincoln Park, MI 48146
    Charge: Selling to person under 21 years of age.
    Hearing Held: November 14, 1989 — Lincoln Park
    Comm. Order: $300 fine due 1/22/90.

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

14. Licensee: TAHMIN F. PUTRIS d/b/a The Store SSD SDM 22764 West Trenton, MI 48183
    Charge: Selling to person under 21 years of age.
    Hearing Held: November 13, 1989 — Lincoln Park
    Comm. Order: $200 fine due 1/22/90.

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

16. Licensee: MATHEW A PREISZ d/b/a Ebb Tide SDM RESORT C 38302 Twenty Three Mile Road New Baltimore, MI 48047
    Charge: (1) Permit his premises to be occupied by persons other than himself or his working bona fide employees, to wit: Sharon Marie Holt, between the hours of 2:30 a.m. and 7:00 a.m.
    (2) Allow an inside connection between the licensed premises and an unlicensed portion of the same building or another building without prior written approval of the Commission.
    Hearing Held: November 7, 1989 — Port Huron
    Comm. Order: (1) Dismissed.
    (2) $100 fine due 1/22/90; and Suspended as of February 2, 1990 unless in compliance to Commissioner's satisfaction.

17. Licensee: BLUE LIGHT ENTERPRISES, INC d/b/a Blue Light Party Store SSD SDM 5040-5044 Mack Detroit, MI 48214
    Charge: Allow narcotic paraphernalia, to wit: glass pipes and/or a metal scale and/or boxes of coin envelopes, wire screen filters and/or cello bags and/or cutting agents, to be stored and/or sold on the licensed premises, contrary to Rule R 406.1011 (3), as promulgated by the Michigan Administrative Code.
    Hearing Held: December 12, 1989 — Lincoln Park
    Comm. Order: 60 days suspension effective 12/26/89.

18. Licensee: GRAND SQUARE LIQUOR SHOPPE, INC d/b/a Grand Square Liquor Shoppe SSD SDM 3841 Grand River Westland, MI 48185
    Charge: Selling to person under 21 years of age.
    Hearing Held: ACKNOWLEDGED
    Comm. Order: $400 fine due 12/14/89.

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

20. Licensee: FRANK T. SAROKI d/b/a Saroki's Market SSD SDM 2055 Wixom Road, Route 3 Wixom, MI 48066
    Charge: Selling to person under 21 years of age.
    Hearing Held: October 4, 1989 — Pontiac
People

Brothers killed in robbery

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

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

AFD board member appointed CEO

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

AFD staff member makes a move

After three years at AFD, Richard Hackendahl is leaving the association in March to take a position in Pennsylvania. "I'm leaving with mixed emotions," said Hackendahl. "It's been a great three years and I know that AFD will continue to grow and expand under Joe Sarafa's leadership."

Hackendahl, who is currently responsible for a variety of duties at AFD, including general marketing, will exchange his job to wear two hats in southwestern Pennsylvania. He'll be working as executive vice-president of the Greater Union Town Area Chamber of Commerce to reorganize the county-wide chamber and will also work as executive vice-president of the Greater Union Town Industrial Fund managing the development of four industrial parks.

AFD expands staff

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

Raymond Amyot

Amyot joins AFD

Raymond Amyot, former Detroit Free Press senior account executive, has joined the staff of the Associated Food Dealers of Michigan (AFD), announced Joseph Sarafa, AFD executive director. Amyot, who has more than 30 years of food-related industry experience, is the association's north central Michigan membership service director. Amyot is a former board member of DAGMAR. He is a current member of the Adcraft Club and has been closely associated with the Detroit Food Brokers' Association, Michigan Food Dealers, and the national Food Marketing Institute.

Richard Romanelli named V.P.

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

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

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

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

Romanelli has been named V.P.
NEW PRODUCTS

Miller introduces non-alcoholic beer

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

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

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

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

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

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

Hillshire Farms & Kahn's offer healthy alternative

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

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

Other products include Deli Select thin-sliced lunch meats (up to 98 percent fat-free); low salt Country Smoked Bacon (contains 31 percent less sodium and no sugar added); Deli Fresh Lite Lunch meats (35-46 percent fat-free products including bologna and salami); and Lean and Family Classic Ham (19 percent fat-free).

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

Dips find their niche

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

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

Known as the "Dip Lady in her area, Kautman-Jones traveled to arts and crafts shows to offer free samples because business was slow at first. However, within three years, her business began to grow. Mail orders mounted, and wholesale accounts to gift and gourmet stores grew so much that Kautman-Jones had to close her store at regular intervals to replenish stock.

Culinary wares range from Country Dilly Dip Mix to Country Mulling Brew Mix. Country Home Creations products start at $2, with gift baskets starting at $8. For more information, call 313-636-7346 or 313-636-7345.

Cassette duplication service available

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

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

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

Lite products introduced by Eckrich

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

Lite products, according to Swift-Eckrich, are specially formulated with only select cuts of pork, beef and turkey with three to four percent fat and little marbling. "It is tender with a good flavor," said Seman. "People want leaner meat with lower cholesterol and Seman has been researching the possibility of using the Belgian Blue for breeding on a large scale in Michigan. It would be a shot in the arm for the industry and be good for the consumer, " he said.

In-plant facility

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

Pepsi-Cola Central announced plans last summer to invest $33 million in the facility's construction. The company signed a letter of agreement to purchase an undeveloped 38-acre parcel of land in Forest Park, two miles north of downtown Detroit. The 316,000 square-foot plant, planned to open this fall, is expected to draw more than 300 employees from the Pepsi facility on Everet Avenue in downtown Detroit and facilities in Dearborn and Warren.

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

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

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

- The Legionnaire's disease outbreak in Louisiana is still viewed as an isolated case. No similar cases involving misting systems have been reported anywhere else in the United States.
- The outbreak was connected to a very specific type of produce mister—an automatic, continuous reservoir model equipped with an ultrasonic nebulizer that generates a fine aerosol mist.
- The Legionnaires' bacteria (Legionella pneumophila) is not foodborne and cannot be transmitted by eating produce. Legionnaires' disease is a respiratory illness caused by inhaling small water droplets containing the bacteria.
- The bacteria cannot be transmitted from person to person.
- Before activating misting systems, notify local health officials that you are doing so in accordance with FDA guidelines.
- Inform consumers through signs, pamphlets, etc. that the misting systems are operating in compliance with state and federal guidelines.

New lottery rules proposed

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

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

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

A public hearing on the proposed rules will be held on Thursday, April 5 at the bureau's offices located at 101 E. Hilldale Street in Lansing. Copies of the proposed rules may be obtained by writing to the commissioner of the Bureau of State Lottery at that address.

Lottery game introduced

The Bureau of State Lottery is announcing a new Lottery game, Keno! It offers a top cash prize of $50,000. Sales for Keno! will begin April 7 and the first drawing will be held April 9.

To play Keno!, players will select 10 numbers from a field of 80. The Lottery will randomly draw 22 numbers from which players will need to match 10, 9, 8, 7, 6, or zero numbers to win. Keno! drawings are held four times each week with drawing results announced each Monday, Tuesday, Thursday, and Friday at 7:29 p.m. A ticket will cost $1 per play.

WIC vendor letter clarified

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

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

Future peer groups average prices will be based upon quarterly submission of subsequent Vendor Price Reports (VPR). The next VPR will be due April 3, 1990. VPR averages will be determined by peer group and used to monitor vendor prices on an ongoing basis.

The Bureau of State Lottery is among the largest on-line cash payouts of the 31 states and the District of Columbia now operating lotteries.

To play Keno!, players will select 10 numbers from a field of 80. The Lottery will randomly draw 22 numbers from which players will need to match 10, 9, 8, 7, 6, or zero numbers to win. Keno! drawings are held four times each week with drawing results announced each Monday, Tuesday, Thursday, and Friday at 7:29 p.m. A ticket will cost $1 per play.

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

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

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Minimum wage to increase in April

Legislation to gradually increase the minimum wage during the next year and a half will take effect April 1. The legislation was passed overwhelmingly by Congress and signed into law by President Bush early last November. The new law, which amends the 1938 Fair Labor Standards Act (FLSA), increases the federal minimum wage from $3.35 per hour to $4.25 in two 45-cent jumps over the next 17 months. The minimum wage will jump to $3.65 on April 1 this year and to $4.25 on April 1, 1991.

Under the new law, grocers, convenience store operators and other employers can pay a $3.35 per hour training wage for a 90-day period to employees not more than 18 years old. A mandated increase in that training wage will lift it to $3.65 per hour on April 1, 1991.

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

Michigan is considering similar legislation that would increase the state's minimum wage to $3.40 on April 1, this year, $3.65 April 1, 1991, $4.25 April 1, 1992 and $5 on April 1, 1993. If enacted, House Bill 2394 would increase Michigan's minimum wage to $3.80 on April 1 this year, $4.25 on April 1, 1991, $4.65 on April 1, 1992 and $5 on April 1, 1993.

NACS/AFD supported congressional legislation

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

Occupational Tax on Alcohol — Two bills intended to provide relief from the $220 annual tax on alcoholic retailers are H.R. 2285 and H.R. 3556. H.R. 2285 would impose a three-year statute of limitations for collecting the occupational tax retroactive to 1986. H.R. 3556 would reduce the tax on retailers to $165 with a statute of limitations retroactive to 1987 for collecting back taxes, interest and penalties.

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

Solid Waste Disposal — Bills have been introduced in both the Senate and the House. S 369 would require all consumer products to be categorized according to recyclability or degradability and would ban non-degradable food and beverage containers. Legislation called the Solid Waste Disposal Act has been introduced by Rep. Charles B. Rangel (D-N.Y.) and Sen. Alfonse D'Amato (R-N.Y.).

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

Excise Taxes on Alcohol, Gas and Tobacco — NACS opposes increases in regressive federal excise taxes as a way to reduce the federal budget deficit. These taxes are regressive because they place an unfair burden on low income workers who can least afford them. If II. 22 was introduced to prohibit gasoline excise taxes from being used for any purpose other than transportation infrastructure improvements.

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

NACS opposes federally mandated employee health benefits.

Degradable products challenged

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

The Federal Trade Commission (FTC) and several state attorneys general are investigating claims by some plastic manufacturers that their products are degradable and therefore better for the environment. Advertisements saying the products are degradable, as well as research data supporting the claim, are being reviewed. Minnesota Attorney General Hubert Humphrey III is leading a seven-state task force investigating whether or not the claims are truthful. The FTC is conducting an intensive review of claims by the largest plastics manufacturers. Environmental groups have not been formally accredited but may have free access to documents. The FTC's conclusions are not expected to be announced until sometime in 1991.

Nutrition Quiz

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

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

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

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

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

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

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

Answers

(1) True. According to the Food and Drug Administration (FDA), low calorie foods cannot contain more than 40 calories per serving. (2) False. While most foods advertised or labeled as low calorie do not contain additives or preservatives, there is no prescribed definition of the term regulating its use. You can check a claim of natural by reading the label of the product's ingredients.

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

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

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

Food stamp program requests updated application

The United States Department of Agriculture Food and Nutrition Service is sending a letter to randomly selected stores participating in the Food Stamp Program requesting updated information. Eventually all authorized stores will be required to update their authorization. If you receive this request, you must return the application within 10 days. Failure to update your application will result in the withdrawal of your Food Stamp Program authorization.

How Independents Divide Their Advertising Dollar

Source: The Food Marketing Industry Speaks, 1988

NEWS AND VIEWS

Nearly 40 percent of new food products introduced in the first half of 1989 were health claims and one third of the 138.6 billion pounds of fresh fruits and vegetables marketed by the food industry estimated to feature health-related messages.
Violations, continued from page 15


22. Licensee: MAC KINNON, RODNEY DEAN d/b/a Rodney's “C” SDM 6808 S. US 27 Spruce, MI 48782 Charge: (1) Sell or transfer his license or an interest in the license to Chester Thomas Hoefs, without the prior approval of the MLCC, on or about October 7, 1988. (2) Obtain licenses in his name for the use and benefit of another person, one Chester Thomas Hoefs, whose name does not appear on the license, on or about April 1, 1985. (3, 4, 5, & 6) Obtain licenses in his name for the use and benefit of another person, one Rodney’s, Inc. and/or Edwood D. MacKinnon and/or Joan MacKinnon, whose names do not appear on the licenses, on or about April 17, 1987; April 9, 1989; April 16, 1987; April 19, 1988 and April 19, 1989. Hearing Held: ACKNOWLEDGED. Comm. Order: Licensee is now in compliance, previous suspension is therefore waived.

23. Licensee: NOHMAN L. HUDELL d/b/a Danville Grocery SDM SDD 1570 Mason Box 176 Danville, MI 48839 Charge: (1) Sell or transfer his license or an interest in the licenses to Chester Thomas Hoefs, without the prior approval of the MLCC, on or about October 7, 1988. (2) Obtain licenses in his name for the use and benefit of another person, one Chester Thomas Hoefs, whose name does not appear on the license, on or about April 1, 1985. Hearing Held: November 27, 1989 — Grand Rapids. Comm. Order: $200 fine due 1/15/90.

24. Licensee: MOTHER HUBBRAND, INC. d/b/a Mother Hubbard SDM 3800 Lake Michigan Dr., N.W. Walker, Michigan 49504 Charge: Sell, furnish or give away alcoholic liquor to a person, one Kathryn Marie Mask, who had not then attained the age of 21 years. Hearing Held: November 27, 1989 — Grand Rapids. Comm. Order: $290 fine due 1/15/90.

25. Licensee: MOTHER HUBBRAND, INC. 881 Robbins Road Grand Haven, MI 49504 Charge: Sell, furnish or give away alcoholic liquor to a person, one Terry Lee Hendt, who had not then attained the age of 21 years. Hearing Held: November 27, 1989 — Grand Rapids. Comm. Order: $300 fine due 1/15/90.

26. Licensee: MOTHER HUBBRAND, INC. 2871 East Paris Avenue, S.E. SDM SDD Kentwood, MI 49508 Charge: Sell, furnish or give away alcoholic liquor to a person, one Paul Gillispie, who had not then attained the age of 21 years. Hearing Held: November 27, 1989 — Grand Rapids. Comm. Order: $200 fine due 1/15/90.

27. Licensee: MILAD IBRAHIM JAWICH KISSRA d/b/a Olive Market SDM 1548 S.E. Kalamazoo Grand Rapids, Michigan 49507 Charge: (1) Sell, furnish or give away alcoholic liquor to a person, one Areka Scholt, who had not then attained the age of 21 years. (2) Fail to keep their license, issued by the Michigan Liquor Control Commission, signed, framed under transparent material, and display said license in full view of the licensed premises. Hearing Held: ACKNOWLEDGED. Comm. Order: (1) $300 fine due 1/15/90. (2) Dismissed.

28. Licensee: DIVERSIONS, INC. d/b/a Aibi North 910 Wright Marquette, MI 49855 Charge: (1, 3, 5, 7 & 9) Selling to person under 21 years of age and/or (2, 4, 6 & 8) Allow person under 21 years of age. Hearing Held: October 17, 1989 — Negknesday Comm. Order: (1, 2, 3, 4, 5, 6, & 8) $300 fine on each count, due 12/5/90. (7) & (9) Dismissed.

COMING EVENTS

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

March 4-7 National-American Wholesale Grocers’ Association Annual Convention and Exhibition, The Rivergate Center, New Orleans, Louisiana. For information, contact: NAWGA, 601 Park Washington Court, Falls Church, VA 22046. (1-800-363-4733).


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

March 26-27 - The Food Marketing Program and Sigma Phi Omega’s Food Marketing Conference, Western Michigan University, Kalamazoo. For information, contact: Tracy Old at (616) 275-8743.

April 1-4 - N.G.A. Entrepreneurial Institute seminar “Perpetuating The Family-Owned Business”, Western Michigan University, Kalamazoo. For information, contact: Frank Gambino at (616) 387-3742.

April 17-18 - 1990 Governor’s Conference on Agriculture, Clarion Hotel & Conference Center, Lansing. For information, call (517) 324-1104.

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


Advertiser’s Index:

April 1990 — N.G.A. Entrepreneurial Institute seminar “Perpetuating The Family-Owned Business”, Western Michigan University, Kalamazoo. For information, contact: Frank Gambino at (616) 387-3742.

AFD Staff

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If we can help you please--don’t hesitate to call the staff members at (313) 557-9600 or 1-800-433-8200. AFD
By Carl Damien Gill

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

Recently, a great deal of media attention has focused on Europe 1992, the historic plan for a united Europe. Now, with western European countries joining forces in an unprecedented show of economic unity, Europe is undergoing a transformation to a faster-paced, more efficient economic climate. By the end of 1992, Europe will become one of the largest common markets in the world, due to economic deregulation and the elimination of internal trade barriers.

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

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

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

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

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

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

For more information about Europe's changing economies and how to benefit from these changes, call G.T. Global at 1-800-618-4861 for a free 24-page report on Europe 1992. The report outlines a comprehensive analysis of the economic, industrial and governmental forces driving the European community.
SUPPORT THESE AF&F SUPPLIER MEMBERS

Bakeries

Arwotzky's Cookies (516)695-6271
Awow Bakery, Inc. 521-1180
C & C Bakery, Inc. 521-2880
Central Bakery Co 521-4050
Continental Baking Co 521-8200
Friedman's Bakery 521-9200
General Biscuit Brands 532-3481
Kaufman's Bakery 532-7050
Knaepplers, Inc. 532-3388
S & M Biscuit Distributing 532-4384
Stella's DBA Biscuits 532-4747
Taft Bakers 532-8439
Treat Baking Company 532-8963
Wolmar Breads 532-2339

Madison National Bank 548-2890
Morgun Roofers, Inc. 549-3198

Beverages

Awrey Bakeries, Inc. 522-1100
Archway Cookies (616)692-6211
Franchise Bakeries 674-4671

Anheuser-Busch, Inc. 354-1860
Adolph Coors Company 546-0654
Bellanca, Beattie, DeLisle 964-4200
G. Heileman Brewing Co. (414)796-2540
Everfresh Juice Company 755-9500
Cooper/Wieferman Company 835-6400
Hubert Distributors, Inc 856-2340
House of Seagram 262-1375
Pepsi-Cola Bottling Group 641-7888
Pacific Ocean Pop Company 591-2560
Miller Brewing Company (414)259-9444

R.M. Gilligan, Inc. 553-9440
Charles Mascari & Associates 399-0950
Arlana Food Brokers 833-8686
Victoria Tobacco Services 891-2380

Insect Control

National Exposition Services 865-1000
Bellanca, Beattie, DeLisle 964-4200
Stroh's Ice Cream 568-5106
Capitol Poulin 567-8200
Salasnek Fisheries, Inc. 567-2000
Michigan Food Sales 882-7779
Mclnerney-Miller Brothers 833-4800
Faro Vitale & Sons, Inc. 393-2200

Dairy Products

Michigan Milk Company 567-8200

Muskegon, Inc. 833-8500

Services

Michigan Bakery Supply Co 571-3300
Market Mechanical Services 546-6840
MMI Distributing 582-4400
Brehm Broaster Sales (517)427-5858
Bureau of State Lottery (517)887-6820
Bomark Corporation 342-1679
Bethkay 789-2684
AAA Pallet Company 756-3555
Is Proud To Present...

COUPON EXPLOSION

PROGRAM DETAILS

- **Weeks of**: April 30th and May 7th
- Full Color Free Standing Insert (Supplemented with a 2 page RCP Coupon Ad in the Michigan Multi Ad Group)
- Point of Purchase Materials include:
  - Display Cards
  - Shelf Cards
  - Freezer Cards
  - Ad Slicks
  - Window Cards
- **Total Program** (37 CPNS)
  - Grocery: 12 CPNS, $3.74 Value
  - Perishable: 12 CPNS, $3.35 Value
  - HBA: 13 CPNS, $11.80 Value
  - Total Program: 37 CPNS, $18.89 Value

COUPON DETAILS

- **Full Color Free Standing Insert** (Supplemented with a 2 page RCP Coupon Ad in the Michigan Multi Ad Group)
- **Point of Purchase Materials include**:
  - Display Cards
  - Shelf Cards
  - Freezer Cards
  - Ad Slicks
  - Window Cards
- **37 CPNS**
  - Grocery: 12 CPNS, $3.74 Value
  - Perishable: 12 CPNS, $3.35 Value
  - HBA: 13 CPNS, $11.80 Value

NEWSPAPER INSERT CIRCULATION

**STATE OF MICHIGAN OVER 2,250,000**

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- **Free Standing Insert**: 1,646,000
- **ROP AD Multi Ad Group**: 605,000

PRODUCT DETAILS

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

**Perishable**:
- MRS. T's Pierogies
- HOT POCKETS
- LEAN POCKETS
- DOLE Seedless Raisins
- DOLE Novelties
- DOLE Chilled Juices
- DOLE Frozen Juices
- DOLE Pure & Lite Juices
- HEALTHY CHOICE Dinners
- MRS. PAUL'S Seafood
- AWAKE Breakfast Beverage
- ORANGE PLUS Citrus Beverage
- BETTY CROCKER Brownie Sundae
- BETTY CROCKER

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

SEE OR CALL YOUR PFISTER REPRESENTATIVE FOR DETAILS

DETROIT (313) 591-1900  GRAND RAPIDS (616) 949-7210