Criteria for coupon acceptance broadened

The Department of Public Health has determined that it will no longer automatically reject certain coupon types, specifically infant formula coupons and some special formula coupons submitted for payment over $40. Those coupons will be manually reviewed and compared against current price information for the respective peer group and payment will be made accordingly. All other criteria established for processing coupon payment will remain in effect. In view of this, the Department is urging retailers to accept formula coupons and redeem the full quantity of infant formula even if it exceeds the $40 limit.

In order to accommodate the system modifications more efficiently to future price fluctuations “up” or “down”, the Department intends to eliminate any specific mention of the maximum value on the coupon.

For additional clarification relative to the issuance of a specific coupon, call the local health department which issued a coupon (check the participant’s ID/VOC folder for the telephone number).

Garbage backhaul measure approved in Senate

The Senate has passed its version of garbage backhauling legislation, which would limit trucks and railroad

See LEGISLATIVE, page 3

‘Tis the season to be jolly and profitable

Merchandising to sell holiday spirits

During the holiday selling season, from November through the new year, the use of creative merchandising techniques can have a considerable impact on a store’s profits. The festivities of the season which encourage sales beyond the usual demand can be capitalized on to increase monthly sales by as much as 50 to 100 percent.

Suppliers are well aware of the importance of taking advantage of this traditionally peak period. The general consensus is that this year will be strong for premium product sales. “While total consumption will probably be down, consumers will be drinking less but exercising their option to purchase the brands they perceive as being best,” said Robert Gilligan, president of R.M. Gilligan, Inc.

This is important to keep in mind when planning promotions. “Be aware of good value buys for the customer,” said Spencer Phinney, Cooper-Wieferman Spirits. “Premium products will generate greater profits while providing greater customer satisfaction.”

Also significant during the holiday season are sales of specialty liquors. “After dinner drinks and holiday drinks will be featured more during the season,” said Barbara Weiss.

LCC considers temporary transfer license report

Editor’s note: The following is excerpted from a report submitted to the Liquor Control Commission by Blythe Morris, Governor’s Executive Intern. The information is currently being reviewed by the LCC.

The Michigan Liquor Control Commission was established in 1933 after the end of Prohibition. At that time, the Michigan legislature chose to adopt the “control” system for our state. The Michigan Liquor Control Commission is responsible for controlling all alcoholic beverages and distributing liquor in the state. If it were a private industry, it would rank among the top 20 largest companies in Michigan. Since 1933, the Michigan Liquor Control Commission has grown to be one of the largest revenue producers in state government, collecting $176,452,046 in fiscal year 1989. The goal of the Commission is to make alcoholic beverages available while maintaining standards that protect the citizens of Michigan.

In order to be issued a license, an applicant must first submit a number of forms. The Commission conducts a thorough investigation of the background, prior business, financial stability, and criminal history of the applicant. This is done to evaluate the

See TRANSFERS, page 9

More and more consumers seeing the “Light”

Why People Use “Light” Products

Stay in better overall health: 86%
Reduce calories: 85%
Reduce fat: 83%
Reduce cholesterol: 79%
Reduce sugar/carbohydrates: 76%
Maintain current weight: 72%

Beverages
Cheese, yogurt, sour cream and other dairy products
Ice cream and other frozen desserts
Cakes, breads, other baked goods
Chips and other snack foods
Dinner entrees

% of Light Consumers: 86%

% of Light Consumers: 79%

% of Light Consumers: 70%

% of Light Consumers: 70%

% of Light Consumers: 70%

% of Light Consumers: 70%

% of Light Consumers: 70%

% of Light Consumers: 70%

84%
83%
86%
85%
79%
76%
72%


The Most Popular “Light Products”

Most Popular "Light Products"

Stay in better overall health: 86%
Reduce calories: 85%
Reduce fat: 83%
Reduce cholesterol: 79%
Reduce sugar/carbohydrates: 76%
Maintain current weight: 72%

Beverages
Cheese, yogurt, sour cream and other
Ice cream and other frozen desserts
Cakes, breads, other baked goods
Chips and other snack foods
Dinner entrees

% of Light Consumers: 70%

% of Light Consumers: 65%

% of Light Consumers: 46%

% of Light Consumers: 40%

% of Light Consumers: 39%

% of Light Consumers: 32%

% of Light Consumers: 70%

% of Light Consumers: 70%

% of Light Consumers: 70%

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% of Light Consumers: 70%
IT TAKES A PART OF THIS COUNTRY AS COLD AND CLEAN AS THE ROCKIES TO BREW A BEER THIS PURE AND NATURAL.

Coors
THE ROCKY MOUNTAIN LEGEND
The history of the present check lane action would take several months or even years to unfold. The fact that motorists are stopped without suspicion of wrongdoing is another concern.

The percentage of check lane searches and seizures in spite of the fact that motorists are stopped without suspicion of wrongdoing is very small. The percentage of check lane searches and seizures in spite of the fact that motorists are stopped without suspicion of wrongdoing is very small. The percentage of check lane searches and seizures in spite of the fact that motorists are stopped without suspicion of wrongdoing is very small.

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Help us elect AFD’s “Member of the Year”

Joseph D. Sarafa  
Executive Director

One of the most important benefits of being an AFD member is the opportunity to participate in events that provide a different way to conduct business and develop friendships. By taking advantage of these activities, both the retailer and the supplier member have the chance to build relationships away from the usual business atmosphere. Watch for these traditional AFD events, and the newly created activities.

Associated Food Dealers has institutionalized a new way for members to acknowledge and give special thanks to a fellow member. Any association is only as strong as the individuals of which it is comprised. The contribution each member makes through his participation is the lifeblood of a volunteer-propagated organization and a few outstanding members are the arteries which give it direction. The “Member of the Year” award is a small way to show appreciation to someone who has given their utmost to the benefit of all AFD members. Because it is an honor bestowed by peers, the “Member of the Year” award is truly a prestigious distinction.

In addition to AFD participation, the nominees should be involved in the community and industry and be active in a successful business. The award will be presented at the trade dinner.

Consider members you know and send in the official ballot on page five.

Other AFD events are in the planning stages, including the trade dinner scheduled for January 18, 1991 at Penna’s in Sterling Heights and the trade show which will take place on April 16, 1991 at Fairlane Manor, Dearborn (see page 13). Mark your calendar for these events.

AFD members will also be able to participate in the Michigan Winter Ice Festival “Winterfest ’91” at a special low rate. The Winterfest is slated to take place January 25 through February 3, 1991 at the Michigan State Fairgrounds in Detroit. The new family entertainment event features ice sculptures and a laser ice show. AFD members and their families will have the opportunity to participate in the fun at a reduced rate. More information will be available in the next Food & Beverage Report.

Another food and beverage industry event is Thanksgiving for the Trade, a dinner scheduled for January 18, 1991 at Penna’s in Sterling Heights and the trade show which will take place on April 16, 1991 at Fairlane Manor, Dearborn (see page 13). Mark your calendar for these events.

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ATTENTION RETAILERS

Best Bagger Contest
Would you participate?

AFD would like your input on the possibility of holding a statewide “Best Bagger Contest” in conjunction with the annual 1991 trade show in April. However, we MUST know how many of you, our retailers, are interested in holding one of your employees participate in the contest. There is quite a bit of time and cost involved in holding this event and we need participation. Please let our association know at your earliest convenience if you and/or your employees would participate in the contest. Please call for more information. Your response will be greatly appreciated. Call Vicky at 557-9600 with feedback.

WE MAKE PROFIT

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

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12065 TELEGRAPH ROAD, REDFORD, MICHIGAN 48240 (313) 535-9200

EXECUTIVE DIRECTOR'S REPORT

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NAWGA  National Association of Wholesaler Dealer Groups
fioc  Food Industry Association of Canada
NACS  National Association of Convenience Stores

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If we can help you, please call the staff at (313) 535-9600 or (1-800) 66-66-AFD.

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Jerry Urcheck  CPA
Ray Amoy  Advertising

4—FOOD AND BEVERAGE REPORT, NOVEMBER 1990
On-line Debit Card Point-of-Sale a new customer convenience

On-line Debit Card Point-of-Sale has made its way to Michigan. The familiar "wiggly" ML logo that identifies the Magic Line, has taken on a new meaning.

Magic Line is the electronic services network serving hundreds of financial institutions throughout Michigan. It is most familiar to consumers as the ML logo on Automated Teller Machines (ATMS) indicating that the card can be used at any ATM displaying the ML logo. Approximately 350 financial institutions in Michigan are members of Magic Line including Michigan National Bank, First of America, Comerica, Old Kent Bank, State Employees Credit Union, Mutual Savings, etc.

The Magic Touch program allows consumers throughout Michigan to use ATMs cards (over 3.5 million cards) that display the Magic Line logo as an alternative method of payment at retail stores throughout Michigan. This type of program—often called on-line point-of-sale by the banking industry—is already in operation in several regions including Florida, Texas, Pennsylvania and California.

When the consumer uses the Magic Touch POS program at a participating merchant, the magnetic strip on the back of the card is read by a card terminal, just as an ATM machine reads the same magnetic strip. The consumer then enters their personal identification number authorizing use of the card in coordination with their checking account. The amount of the purchase is then deducted from their checking account balance, just as it is when a withdrawal is made using the card at an ATM.

Since Magic Touch is a quick and easy program and offers merchants guaranteed payment—it offers an acceptable alternative payment method to cash and checks. Grocery stores, gas stations, drug stores and convenience stores have traditionally been the first to implement debit card programs. However, as the awareness of debit programs increase, other retailers begin to see how they can take advantage of a debit program.

Up until now, it was clear who the typical debit card user was: a young, affluent urban professional who used ATMs frequently. However, new information from Mobil Oil suggests that this description is changing. Mobil's recent studies of debit card transactions at its locations reveals that the age of the typical debit customer is creeping up. Previous information revealed that two thirds of debit users were under 35 years old. Recent studies show users are under 45 years old with some customers in their 60s.

This is a demographic group that retailers want, especially considering that POS activity will only grow as this affluent convenience-oriented group increases in size through the years.

Michigan Bankard Services, a division of Michigan National Bank, is offering on-line debit as a standard part of our payment processing package. For those locations that currently accept credit cards, a debit card program adds additional value to the card program. For those who do not accept credit cards, the program allows for future implementation of credit cards and check guarantee services if desired.

For more information about Michigan Bankard’s debit program, call 1-800-848-3213 or call AFD at (313) 557-9600.

AFD member benefits

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

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

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

AFD MEMBER OF THE YEAR OFFICIAL BALLOT

Nominees:

1. name/business
   comments
2. name/business
   comments
3. name/business
   comments

Signature/Date

The Associated Food Dealers is pleased to introduce a new forum to recognize an outstanding individual in the food and beverage industry. We are asking that you nominate three AFD members for this prestigious award. The "Member of the Year" will be honored at the AFD’s 75th Anniversary Trade Dinner on Friday, January 18, 1991.

Your nomination should be based on the following criteria:

To be eligible nominees must be:
• AFD members or employees of AFD member companies
• AFD board members are ineligible

Consideration of individual nominees:
• AFD involvement
• Industry involvement
• Community involvement
• Successful business operation

Nominees can be retailers, wholesalers, suppliers, distributors, food processors, brokers, service members

Please use the official ballot below to nominate up to three individuals that you feel qualify for the "Member of the Year" award. Entries must be signed and sent on the ballot below. The top nominees will be voted on in December. Please send this ballot to: Associated Food Dealers/ 18470 W. Ten Mile Road/ Southfield, MI 48075/ Attention: Debbie Cooper
Thank you for your participation.
Shelf management can maximize profits

By Tom Forkin

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

Shelf management is a retailing concept which involves making decisions on the placement of merchandise on the shelf according to certain principles. These principles can be based on price, markup, product category, sales volume, package size, color, taste, shape, shelf life, market position, and several other factors.

Every shelf management system is different because the importance of each factor is usually determined by the motives and needs of the person designing the system. One store owner might want to set his shelves to maximize high-profit items, another may want to set his shelves for the convenience of his cashiers while another feels maximizing impulse item sales should be the top priority in setting up his department.

Many of your vendors have excellent shelf management programs which they will be more than happy to share with you. Some are even using computers to generate a shelf management program tailored to your store's product mix and department size. Ask your beverage representatives about shelf management programs the next time you see them.

Shelf management increases sales by:

- Brand consolidation creates billboard impact and makes items easy to find.
- Makes your ordering and stocking easier.
- Advantageous positioning: reserving a shelf for a new product, a shelf for a new product line, or a larger size bottle, the next size in their view will be bigger than the one on the left. This Right Hand Trade Up concept will increase your dollar sales and is a proven merchandising tool.

Vertical blocking

This merchandising concept is used with a shelf management program. It involves rearranging categories of merchandise on the shelf so that the borders of that category form a vertical box or ribbon. An example might be placing all the 1.5 liter bottles of a brand on a single shelf, with the borders of the shelf being bigger than the one on the left. This Right Hand Trade Up program is funded by the proceeds from the annual golf outing. AFD members can apply for college scholarships. The Associated Food Dealers Scholarship Program has been in existence since 1980. AFD awards college scholarships to those students exemplifying academic excellence. Those eligible to apply are high school seniors, college freshmen, sophomores and juniors who are employed by an AFD member company, or whose parents work for an AFD member company. This program is funded by the proceeds from the annual golf outing. AFD awarded 15 students with $1,000 and $500 scholarships totaling $8,500 for the 1990 academic year.

This December, AFD will ask that members hang promotional posters in their stores. These posters will be mailed out to member companies with hopes that they will reach the employees and ultimately a record number of students will apply for college scholarships. The posters should be posted from January 1991 thru April 1991. With your support and participation, AFD will continue to help in the education of youth.

Scholarship posters will soon be available

The Associated Food Dealers Scholarship Program has been in existence since 1972 and each year awards college scholarships to those students exemplifying academic excellence. Those eligible to apply are high school seniors, college freshmen, sophomores and juniors who are employed by an AFD member company, or whose parents work for an AFD member company. This program is funded by the proceeds from the annual golf outing. AFD awarded 15 students with $1,000 and $500 scholarships totaling $8,500 for the 1990 academic year.

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**QUESTION:** Are there any general rules or regulations concerning instant ticket sales that agents should be aware of?

**ANSWER:** Each instant game is accompanied by a set of rules and regulations pertaining to that specific game. In addition, each game directive contains a section titled “retailer conduct,” which applies to all instant games offered by the Bureau. These rules include, but are not limited to:

1. **Retailers should sell their tickets in sequential order within a book and in book number order.**
2. **Retailers are prohibited from exchanging books with other retailers.**
3. **Retailers are prohibited from marketing instant game tickets using any method other than fair chance or contrary to the principle that every ticket has an equal and random chance of winning a prize.**
4. **Retailers and their employees are prohibited from placing their own or any other name on ticket not purchased or redeemed by said retailer or employee.**
5. **Retailers must place their agent number on the back of each ticket they redeem.**

If all agents adhere to these general rules of fair play, the lottery, the players, and the retailers all benefit.

**MSL opens new regional office**

The Michigan Lottery is opening up a new regional office and claim center to service the retailers in western Wayne County, Monroe County and a portion of southwestern Oakland County.

The new office is:

- Bureau of State Lottery
- Downriver Community Conference Center
- Southgate, Michigan 48195
- Phone: (313) 282-6045

Office hours: Monday thru Friday (except holidays) - 7:45 am to 4:45 pm

Those retailers that are serviced by Robert Collins, Marian Caldwell, Doris Leigh, Benjamin Lockhart, Brian Milantoni, Theresa Redden, Brenda Wilkins should direct any inquiries or transactions they may have to his office by calling the phone number (313) 282-6045.

**Board of directors nominees picked**

The Nominating Committee, chaired by Nabby Yano, has selected candidates for a three year term on the board of directors of AFD. The term begins January 1, 1991. Ballots will be sent to all retail and wholesale members in November. All ballots are held by AFD accountants until the December board meeting when they are counted and the results are announced.

Five retail board members will be elected from the following nominees: Frana Cappuccia, owner of the Banana Wine Shop in Livonia; Sam Dallin, incumbent, owner of the In-N-Out Food Store in Pontiac; Curtis Estes, owner of the Big Ten Party Store in Ann Arbor; Richard George, M.C., owner of the Wine Barrel in Livonia; and three other stores, Badia Jamil, owner of 8 Mile Party Shoppe, D. & H. Market, and World Wide Liquor in Detroit; Mark Karmo, owner of Royal Food Center and five other stores, incumbent; Frank Tumbarello, Frank’s Party Store, incumbent; and Thom Welch, marketing and merchandising director for Hollywood Supermarkets in Troy, incumbent.

Two general board members will be selected from the following nominees: Fred Davis, territory sales manager at Carnation Company; Jerry Inman, president and chief executive officer of Paul Inman Associates, incumbent; and Bill Viviano, consultant to the Border Company and past president of the Prince Pasta Company, incumbent.

**AFD plans 75th Trade Dinner**

The year 1991 marks a very special year for the Associated Food Dealers, as it is the 75th anniversary of the Annual Trade Dinner. This dinner is hosted each year by AFD with the help of generous member sponsors. This year’s dinner promises to be a spectacular extravaganza. The dinner, “The Diamond Jubilee,” will be held on Friday, January 18, 1991 at Penza’s of Sterling Heights.

The evening entertainment includes a star-studded show with the headlining act being a Motown group from the past, TheContours. This group began their career in the early 1960’s and has most recently been recognized for their hit song, “Do You Love Me” from the movie Dirty Dancing. TheContours will perform classic Motown hits and much more in two shows at the dinner.

The magic act of Scorpio and Linda will enthral the crowd with grand illusions.

Denny McLain, talk-show host on WXYT-AM and former Detroit Tiger pitcher, will be the evening’s emcee.

Black and silver balloon arches and center piece accents will be the perfect back-drop for the black-tie affair. Many wonderful door prizes will be given away.
Taking aim at the food stamp program

By Harry Sullivan
Senior Vice President and General Counsel
Food Marketing Institute

The food stamp program always offers a tempting target for govern­
mental tinkering, whether it be from the U.S. Congress, or the Administra­
tion. This is particularly evident when the program is up for reauthoriza­tion, as it is this year.

Current efforts to change the food stamp system include a test program where cash is substituted for food stamps; a move to change the eligibility requirements for retailers authorized to accept food stamps; and a test of the use of electronic equipment to dispense benefits to food stamp recipients.

All of these need to be examined carefully.

The current food stamp program (an earlier authorization dated back to 1938) began in the 1960s. The first year was in effect the total cost was about $100 million. Today’s food stamp expenditures may approach $18 billion. With this kind of explosive growth, the cost of administration of the program has likewise shot up. The possibility of fraud has also increased—fraud by recipients not entitled to the benefits, and from rogue distributors who devise schemes to siphon off food stamp money for illegal purposes. Trafficking in food stamps has reached alarming proportions in some parts of the country.

Because of this some sort of improved system, providing more efficiency and better control, is badly needed. Thus, the tests of an electronic system are timely and are already showing promise. There are problems which will have to be resolved, but EBT may well be the wave of the future. In the meantime, moves to tighten the controls in the current program are being made, which are also essential.

Some approaches which are being suggested, however, are questionable. Substituting cash for food stamps is being tested in two parts of the country. While the objective is laudable, the realities of such a program are likely to be disappointing. Providing cash is a complete reversal of the food stamp benefit approach. Retailers have previously been required by law to follow strict guidelines as to what food products are to be exchanged for food stamps. The cash substitute program relies on recipients to spend the money allotted to them in place of food stamps for nutritious food. The opportunity for abuse is readily apparent.

In another instance, the Administration had proposed to change the standards a retailer must meet in order to handle food stamp transactions. Current laws require that stores handling food stamps have over 50 percent of food sales volume in “staple foods,” such as meat, fish, bread, poultry and dairy products. The administration wanted this changed so that an eligible store must have at least 50 percent of its gross sales in staple items, as defined by the food stamp regulations. The proposal was made as an attempt to fight fraud, waste and abuse by removing problem outlets that sell mostly alcoholic beverages. However, the proposal would also eliminate other legitimate types of food stamp stores, particularly smaller retailers who may sell gasoline. It was rejected by both the Senate and House in their versions of the farm bill, and will not be enacted this year.

This kind of proposal was made before, in 1981, but was defeated when it was shown that smaller retailers, who would not be eligible under the proposed change, are often the only food stores that serve some rural and inner-city areas of the country. In such the only food outlets available to the food stamp shoppers. This other site was created earlier this year when the USDA sent out detailed forms to a number of retailers which were supposedly for the purpose of reauthorizing the retailer’s continual participation in the food stamp program. Among other things it required retailers to furnish for each store such things as all licenses currently held by the store, and the criminal records of store managers— including moving traffic violations.

The USDA has been developing a responsible tobacco retailing program

NACS announces responsible tobacco retailing program

Forty-four states currently have laws on the books regulating the sale of tobacco products by age. The legal age for tobacco purchase across the country ranges from 16 to 19 years of age, but recently the Secretary of Health and Human Services Louis W. Sullivan, M.D. testified before Congress that 80 to 90 percent of smokers begin to smoke at younger ages. Sullivan also stated in a letter to NACS President Kerley LeBoeuf that “Numerous studies have shown that teenagers can easily purchase cigarettes over the counter, even in states where the sale of cigarettes to minors is illegal.”

NACS has been developing a responsible tobacco retailing program for the past several months. Consultation with the tobacco industry has been an integral part of the development and the industry stands with us in support of the campaign.

Modeled after the highly successful “It’s the Law” program for responsible alcohol retailing, the new tobacco program is also titled “It’s the Law.” Signs and decals for use in convenience stores have been prepared to communicate with customers and employees about the legal purchase age for tobacco products.

The convenience store industry stands at the front line of defense for preventing tobacco use by minors where it is illegal. As major retailers of tobacco in the United States, the industry has a responsibility to ensure its legal sale. Adopting company policies regarding tobacco sales and employee training on the policy are also key elements of a good company program.

Information kits about this new NACS program will be distributed in late March.
TRANSERS
from page 1

reliability of the potential licensee. As mentioned above, local governmental approval is needed for all Class C licenses and police department approval is needed for all Class C, SDD and SDM licenses. This is done in order to protect the public and provide for local input. An establishment that is proposed to be licensed must also meet zoning and health code requirements.

Due to the need for detailed investigations, liquor license decisions require a great deal of time. Although liquor license investigations are lengthy in order to protect everyone involved, this is often discouraging to applicants, especially when an application has been made for a license transfer where both buyers and sellers are affected. In 1989, 2,607 license transfers took place in Michigan. In order for a license to transfer ownership, all requirements for an original license must be met by both parties involved in the transfer. This may take a very long time to happen and in the meanwhile a number of problems can arise.

License transfer applications can take up to eight months to complete. During this time, the seller’s priority may not be in maintaining the current condition or viability of the establishment. Poor business controls may result in violations which harm the public and may delay the process. While the transfer is pending, it is also legally difficult for the buyer to become involved in the operations of the business. Those trying to obtain licenses are continually losing money while those selling businesses are being restricted to their unnecessary obligations to an establishment in which they no longer have interest. These persistent problems have shown there is a need to make a change in the manner that transfer licenses are handled.

In order to address this continuing problem, a temporary transfer licensing system has been suggested. A temporary transfer licensing system would serve to expedite the transfer process and allow businesses to continue operations under the purchaser’s control while the transfer is pending. To qualify for a temporary license, the buyer would need to successfully complete a preliminary investigation including paperwork, fingerprinting, and a criminal record check. In order for the Liquor Control Commission to consider issuing a temporary transfer license, the applicant must simultaneously file for a transfer of ownership, pay a $75 inspection fee, and file and pay for a temporary 120 day, or some established time period, permit. If a permanent license is approved, the applicant must pay a transfer fee which would be likely to cost between $100 and $300. This fee would be paid upon the completion of the license transfer. In accordance with Liquor Control Rule #136.1049, a temporary transfer license could not be granted when a violation is pending. The Liquor Control Commission would be able to deny an application for a temporary permit based upon pending violations or prior operating record. Temporary licenses would be available for 120 days, or some established time period, with no option for renewal and initially would only be issued for ownership transfer of off-premise businesses that are currently operating. Because of this stipulation, an establishment intended to be transferred should already be in accordance with current operating standards and ordinances. A permanent license would be issued pending further investigation. However, a temporary license would not be a guarantee for a permanent license.

In order for a temporary license to be obtained, the buyer and seller of the business intended to be transferred would need to establish an escrow account. The escrow account would serve to protect the seller. The money would be used if the buyer does not purchase the establishment but does not receive any type or damage in the meanwhile. A $10,000 bond payable to the State of Michigan would also be held for the buyer in order to cover any violations that may occur during the transfer time. The transferee must obtain temporary Dram Shop insurance in his/her own name. Because during the transfer period, the buyer would be responsible for all violations and actions involving the establishment. The Dram Shop insurance would cover claims for up to two years. The transferee must purchase, in cash, all alcohol currently on the premises of the establishment. If a permanent license is not issued, the intended licensee can either keep the spirits, sell them back to the Liquor Control Commission for ten percent less than the original price, or sell them to the permanent licensee. Beer and wine may be kept, returned to the wholesaler or alcohol may be sold to the permanent licensee.

A temporary transfer licensing system would be very beneficial for the business climate in Michigan. With implementation of a temporary transfer licensing system, businesses would be able to change hands much faster than they currently do while simultaneously maintaining current quality standards and financial status. A temporary transfer system would allow the buyer to get involved in the business much sooner than what is currently possible. This proposed change in the licensing system is generally supported by people involved in businesses because they have the most to gain by this type of change. As mentioned before, transfers currently can take up to eight months to complete and they are very costly in terms of time and money. Additionally, businesses often suffer because of neglect of some of the responsibilities that occur while the transfer is pending. A temporary transfer licensing system would help solve the manner that transfer licenses are handled.

Don’t forget Prince pasta in your cool summer salads!
Proposed rules for food salvage operations

by E.C. Heffron
Director, Food Division

Over the last few years a number of operations sprang up calling themselves food salvagers. Unfortunately, many of these operations were not equipped or trained to conduct reconditioning or true food salvage. As a result, large amounts of damaged, distressed, and adulterated food entered the chain of commerce.

Criminal warrants were issued against five businesses and one individual for the sale of food in violation of the Michigan Food Law in 1968.

As a result of these findings and the imminent hazard implication to public health, it has been the Food Division's policy that food items unsuitable for human consumption or sale shall not be released for shipment to other locations except to a business officially recognized by the Food Division as a food salvage operation.

At this time no establishments in Michigan are licensed or recognized as food salvagers, i.e., able to reprocess or relabel large quantities of distressed food. Therefore, no food, unfit for human consumption, may be released to a Michigan location. Such food may be permitted to leave Michigan for approved reconditioning in another state, provided it is shipped under MDA approval who will advise the FDA or the responsible state agency in the state receiving the product.

"...large amounts of damaged, distressed, and adulterated food (have) entered the chain of commerce."

However, damaged food, unsuitable for sale yet still fit for human consumption, may be donated to recognized charitable organizations, such as the the Food Bank Council, for non-sale distribution. For example, mislabeled food products including short weight items may be donated.

The Food Division has drafted proposed administrative rules for food salvage operations, both to specify and clarify the requirements on handling and reconditioning distressed food. To summarize the major provisions on these rules:

"Distressed food" means any food without label, mislabeled, or that has been subjected to possible damage due to accident, fire, flood, adverse weather, physical trauma, mishandling, or to any other cause, and which may have been rendered unsafe or unsuitable for human consumption or use, or unsuitable for commerce.

"Reconditioning" means any appropriate process or procedure by which distressed food can be brought into compliance with all department requirements and making it suitable for consumption by humans or animals, but it does not mean the sorting of saleable from non-saleable items.

Anyone wishing to engage in a food salvage operation or to sell, distribute, or otherwise traffic in distressed food shall first obtain a salvage permit from the Food Division. This permit shall be required in addition to the MDA food establishment license, but there is no fee for the permit.

No permit would be required for a licensed food establishment to sort distressed merchandise produced in normal operations of their establishment; i.e., sort merchandise into distressed and non-distressed categories. For example, when a case of cans is dropped in your storeroom, no permit would be required to sort the damaged, non-saleable cans from salable cans. However, the damaged, non-saleable cans shall only be distributed to a person only if holding a salvage permit from the department.

Salvage permits may be suspended or revoked for the creation of an imminent public health hazard or violation of the food salvage rules. A permit holder has a right to a hearing and provision is made for the reinstatement of permits in accordance with the Administrative Procedures Act.

Other aspects of the rules cover specific requirements for the sanitary handling of refuse, housekeeping, vehicle maintenance, and the transportation of distressed food. Salvageable food shall be protected from contamination, and poisonous and toxic materials shall be identified and

See SALVAGE, page 13
Few Things So Fulfilling Are So Unfilling.

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

Just For The Taste Of It.
Mike O'Brien — a helping hand in Lansing

A big teddy bear
Poker-faced...who cuts deals with the best of 'em?

The underdog's best friend in Lansing!

He's been called many things since his arrival at the Capitol on a cold December morning in 1974. But that's the way it is when you're a scrapper and not afraid to get out from on a number of issues.

Senator Michael J. O'Brien took the oath of office nearly a month before his colleagues in that election year of 1974. His father, Senator Mike O'Brien Sr., had recently died and O'Brien the younger ran successfully for the vacated office.

But it wasn't as if this was his introduction to politics. On the contrary, his victory assured a continuity of service that is now approaching legend: an O'Brien has represented the northwest section of Detroit for nearly fifty years.

Senator O'Brien still speaks fondly of his father and grandfather. His speech is laced with such terms as "you know, the old man used to say..." and "helluva nice guy, he knew my grandfather.

The O'Brien legislative legacy is characterized by an agenda that simply says, if it's good for working men and women, then it's good for the state.

From the first day Mike O'Brien assumed a seat on the Senate floor, he has been an outspoken champion of independent business people. And that translates into a fifteen year record of support for the Associated Food Dealers of Michigan.

It came as no surprise when AFDO honored Senator Michael J. O'Brien in 1981 as legislator of the Year.

"It's an award I'll always cherish," O'Brien said during a recent interview. "When you consider the membership of AFDO is one that places a premium on integrity and hard work, then being singled out for such an honor is both gratifying and humbling.

O'Brien prefers to work outside the limelight, a characteristic not normally associated with politics. "You can get much more accomplished when people know you're trying to help someone because it's the right thing to do, not because it'll look good in a press release," O'Brien said in response to a question regarding his style. "I'm a lot more productive that way.

Currently, O'Brien sits on the Regulatory Affairs Committee where legislation involving liquor disbursement and sales is considered. In years past, prior to Republican control of the Senate, he chaired the powerful State Affairs Committee.

Those who have served with him know the quiet but purposeful resolve Mike O'Brien brings to the legislative arena.

As one colleague pointed out, "Mike O'Brien commands a great deal of respect from both sides of the aisle. When he's involved in an issue somehow the votes just seem to be there. Everyone has been contacted, questions have been answered and nobody knows why."

Another colleague put it more succinctly: "I want Mike O'Brien on my side."

The AFDO-AFD relationship is nurtured out of respect and loyalty. "A lot of the guys in AFDO are friends from the old days, guys I ran the streets with," O'Brien says. "I still feel close to them."

"More importantly, though," he goes on, "is that I really believe in their issues. That legislation involving unredeemed deposits was long overdue. I'll do whatever I can to help retailers in general and AFDO in particular."

Mike O'Brien — one of AFDO's best friends in Lansing.
Dallos stresses service, honesty

Sam Dallo loves two party stores in Pontiac and one in Detroit, and through his many years of experience running them, he has learned much about marketing. With the help of his wife, family and friends, Dallo has been able to accomplish much since his first days in the business when he worked free to gain butchering skills.

"If you offer good services, people will come to your store," said Dallo. "In my opinion, customers don't always go for price as their first priority." He offers check cashing, lottery, money order service, and many other services.

The customers drawn to the store varies, with one store more dependent on neighborhood business and the other on traffic. But Dallo realizes the way to please both groups is through service. "In today's party store, you have to offer more than just beer, wine, and pop," he said. "You have to offer deli items, hot foods, and other things you can't find at a gas station."

Dallo does things like providing breakfast foods in the morning to increase business. "Chances are when they come in to get morning coffee, they will buy something else too," he said.

He hires employees locally and trains them thoroughly to encourage them to stay with the store.

Dallo is an active AFD board member. He serves on the membership committee, the political action committee and attends WIC advisory meetings to make sure AFD's voice is heard. "AFD is the best place to learn about the business," said Dallo. "I have learned a lot about different areas of the food business through the contacts I have made."

He is constantly making an effort to learn new things in other avenues as well. He has gone to night school to increase his business knowledge and is an avid reader.

Dallo is also very family oriented, with one son and three daughters.

Dallo has developed some important safety procedures which have proven successful. He believes the following guidelines can help party store managers maintain a safe environment:
- Let the customer know that there is not much money in the cash register.
- Don't cash checks from the register to customers; can't see how much money is inside.
- Keep the safe deposit box behind the service counter so customers can see money is not being put into the cash register.
- Keep windows clear and the register by the window so people passing by will see if there is a problem in the store.
- Turn the parking lot at night.
- Have one extra person in the store for emergencies.
- If a problem does occur, don't get involved but let the police handle it.
- Be honest with the customers to build their confidence.

Salvage

from page 10

Handled to prevent contamination of Salvageable food.

Any time a fire, flood, or other disaster results in distressed food, the establishment must contact MDA as soon as possible. Other requirements specify the proper reconditioning of distressed food and approved cleaning and sanitizing of soiled containers. Non-salvageable damage to cans is delineated; for example, leaking or swollen cans are considered non-salvageable.

All food that has been reconditioned, or reprocessed, must be labeled to indicate that the food has been reconditioned before it may be sold. Reconditioned food from salvage-processing facilities outside of the state could be sold or distributed in Michigan only if the salvage processor and facilities conform to these same rules.

Copies of the full text of the proposed rules are available to anyone who is interested. If you have any questions or you wish to comment on the proposed rules, please contact Neal Fortin, Standards Coordinator, of our Lansing Office. Please contact the appropriate MDA regional office if you need information on which establishments are approved to receive distressed food.

The Food Division appreciates your cooperation in helping stem the commerce of bootleg salvaged food and preventing mislabeled, unwholesome, and contaminated food from reaching consumers.

The trade expo is an industry-wide show displaying products and services relating to the food and beverage industry. If you service this industry, in any way, you need to have a booth in the 1991 show. Reserve a booth today.

FOR MORE INFORMATION or to obtain a contract and exhibitor's manual call: (313) 557-9600 or 1-800-66-66-AFD

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

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

Exhibit at AFD's trade show on April 16, 1991

The trade expo is an industry-wide show displaying products and services relating to the food and beverage industry. If you service this industry, in any way, you need to have a booth in the 1991 show. Reserve a booth today.

FOR MORE INFORMATION or to obtain a contract and exhibitor's manual call: (313) 557-9600 or 1-800-66-66-AFD

Food & Beverage Report, November 1990—13
Deregulated liquor prices would enable the state's retailers to compete more effectively with out-of-state superstores.

The report concluded that with price competition, "it is reasonable to expect that some change in the number of licensees may occur." The report said that some stores will become discount stores and together with large chain operations, charge lower prices.

Finally, the report stated that Michigan is currently over-licensed, with more outstanding licenses than indicated by existing quota levels. The study also pointed to a benefit for the public and customers through greater variety of brands in stores, wholesale representative's assistance in stores and more advertising on the part of retailers.

Soft drink association sues Michigan

The Michigan Soft Drink Association filed suit in Ingham County Circuit Court recently to challenge Michigan law that sets unclaimed bottle deposits aside for environmental clean-up projects.

The soft drink group charges that the law is unconstitutional because it allows the government to "seize the private property" of soft drink bottlers.

The unclaimed deposit law requires soft drink bottlers to set aside bottle deposits not redeemed by consumers who pay 10 cents for all soft drink containers they purchase.

Michigan Soft Drink Association has always held to the position that many of the controls exercised by the Michigan Liquor Control Commission over returnable containers does not apply to those beverages containing no alcohol.

Bottlers perform a wide range of service related functions including: Basic order taking, retail customer delivery, shelf set-up, pricing, point of sale cash register equipment programming, point of purchase display set-up and local advertising and promotion. Wholesalers can provide a range of services contingent upon state regulations such as stocking the retailer's shelves and setting up advertising displays and signs—but only if the state would allow such services.

State liquor authorities generally place restrictions on what wholesalers can do for retailers in order to control the level of influence wholesalers may exert over retailers. If allowed by state law, wholesalers will extend credit and provide retailers with information regarding both new and existing products.

The firm of Price Waterhouse, Detroit, with offices in Washington, D.C. listed the following points that local retailers gave on the level of service: Licensees would appreciate having merchandise delivered. Some SDD licensees said they would like to set prices on liquor or be able to make more money. Some retailers appreciated the fact that there is no "cut-throat pricing" under Michigan's system. And many retailers appreciate the level of control that Michigan imposes on licensing. For example, license quotas and distance between business locations.

Rita Greenfield, a spokesperson for the Michigan Liquor Control Commission, said that the report's findings will be helpful in determining whether to change state laws on liquor licensing.
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.
Keough named to H.J. Heinz board

Donald R Keough has been elected to the board of directors of H.J. Heinz Company. Keough is president, chief operating officer and a director of The Coca-Cola Company. In addition, he is chairman of the board of Coca-Cola Enterprises, Inc., the world's largest bottling system.

Keough's tenure with Coca-Cola dates to 1950. He held various positions prior to being named president of the Company's Food Division in 1971. Subsequently, he held the office of president of Coca-Cola USA and later was given responsibility for the company's business in North and South America.

He was elected president, chief operating officer and a director of The Coca-Cola Company in 1981. Keough was elected chairman of the board of Coca-Cola Enterprises in 1986. He serves on the boards of National Service Industries, Inc. and the Washington Post and is chairman of the Board of Trustees of the University of Notre Dame. Additionally, he serves on the boards of various other educational, charitable and civic organizations.

Keough has received various honors, including honorary doctorates from the University of Notre Dame and his alma mater, Creighton University.

Spartan Stores names two V.P.'s

Spartan Stores, Inc. announces two promotions within the organization. Greg Williams has been named vice president of Grand Rapids Operations and Joe Smoliga is vice president of Plymouth Operations. (Spartan Stores second warehouse is located in Plymouth, Michigan for service to Eastern Michigan and Ohio.) Both will report directly to president and CEO of Spartan Stores, Patrick M. Quinn. They replace senior vice president Bob Scaife who left Spartan Stores last May to pursue other interests.

Williams, most recently director of Grand Rapids Operations at Spartan Stores, will be accountable for all warehousing and transportation functions. He has been an associate of Spartan Stores since May 1987 when he joined Spartan as director of Grand Rapids transportation. In June of 1988, he was promoted to director of fleet operations. In the past three years, Williams has been instrumental in implementing the Cadek System, computer routing and backhauling programs.

Smoliga assumed the positions of director of general manager of the Plymouth Division in June, 1989. He has been an associate of Spartan since November of 1987 when he joined as director of warehouse operations in Grand Rapids. While in that position, Smoliga was accountable for assisting with the implementation of the Dallas warehouse system and engineered labor standards.

According to Quinn, "These promotions will allow Spartan Stores to continue servicing our 503 retail customers in the most effective manner possible, guided by the experience and knowledge of two valued Spartan associates. As vice president of Grand Rapids Operations, George Williams will oversee the efficiency of Spartan warehousing and transportation. And with the Plymouth facility an integral part of Spartan's future, we expect to continue to increase our market share in Eastern Michigan and Ohio under Joe's leadership as vice president of Plymouth Operations."

Spartan Stores, Inc. is a retailer-owned wholesaler providing products and services to 501 independently-owned stores in Michigan, Indiana and Ohio. Subsidiaries of Spartan Stores include Shield Insurance Services, Spartan Insurance Company, United Wholesale, L&L/Jimich Distributing Company and Capstar, Inc.

Foodland distributors adds affiliate

Foodland recently added another affiliate when Ron and Mary Neal opened their Vic's Foodland store in Big Rapids. Located at 910 South State Street in the Southland Plaza, the store employs approximately 45 people from the surrounding area.

The 15,000 square foot store will feature a wide variety of products in its deli, bakery, general grocery and health & beauty aids departments. Vic's is the only small full-service market in the area. Because of its proximity to Ferris State College (right across the street!), the Neal's hope to enjoy a brisk business from students and faculty. They also expect regular visits from seniors who find it difficult walking around the larger supermarkets.

Foodland Distributors, headquartered in Livonia, is one of the largest independent wholesalers in Michigan, supplying 110 independent supermarkets.

MDA director named to Miatco board of directors

Robert L. Mitchell, director of the Michigan Department of Agriculture (MDA), has been named to the Mid America Trade Council (MIATCO) board of directors.

Established in 1970, MIATCO strives to increase the volume and value of midwestern exports by developing overseas markets for high value added food and agricultural products manufactured by food processors and agri-business firms located throughout the 12 state region. The board of directors, comprised of the 12 midwest State Directors of Agriculture directors, is responsible for establishing policy and operating guidelines, using the guidelines to provide oversight and control over the organization's operations and approving and monitoring MIATCO's fiscal policies operating budget. In addition, the board regulates policy issues pertaining to personnel.

Mitchell is confident that combining efforts with other exporting states through MIATCO will help Michigan companies benefit from the organization's various marketing programs and public relation campaigns.

Other states besides Michigan represented by MIATCO include Ohio, Illinois, Wisconsin, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota.

Spartan Stores names vice president

Spartan Stores, Inc., announces that Charles B. Fosnaugh has been named vice president of Spartan Stores Market Development Division. His predecessor, Robert N. Schoof, recently retired after 21 years of service with Spartan.

In his position, Fosnaugh's responsibilities include overseeing market and consumer research, real estate assistance, store engineering, construction management and retail shelf management. He will also direct real estate management for Spartan Stores and the operations of Spartan's corporate stores.

Fosnaugh was formerly President and Chief Operating Officer of D & W Food Centers, Inc. He worked 13 years in various positions with this 26-store grocery chain which is supplied by Spartan Stores, Inc. Prior to that, he was employed four years with Trachex Ross & Company as Staff Auditor and General Services Advisor. Fosnaugh has served on numerous grocery-related committees and boards including Michigan Grocer's Association as Vice Chairman, the MGA's Legislative Committee, Spartan Stores Retail Advisory Board, Food Marketing Institute's ATM/ET Committee and others.

Program developed to address workplace substance abuse problem

'Drugs Don't Work' is a comprehensive employee substance abuse program created by the Greater Detroit Chamber of Commerce. It provides small and medium-sized businesses with the resources necessary to detect and address employee substance abuse problems, and is available to members and non-members of the Chamber. AFD has endorsed this program as a means to help employers handle this problem. Local companies which participate in 'Drugs Don't Work' will benefit from a half-day seminar on November 28, featuring discussions on writing employee substance abuse policies, government regulation, the legal implications of drug testing, subscription to a high quality, affordable employee assistance program, manual and guidelines, and access to an ongoing advisory council made up of legal, drug enforcement, and employee assistance professionals. For information, contact Greg Handel at (313) 964-4000.

AFD adds trade show consultant to staff

Marty Vickers has been retained by AFD as a consultant to the 1991 Trade Show which is scheduled to take place on April 16 at Fairlane Manor, Dearborn. Vickers works for the Economic Development Division of Oakland County as supervisor of marketing/research and does trade show marketing and consulting on a part-time basis. She has put together a marketing plan for AFD which identifies what must be done to make the show a success. Vickers has met with the Trade Show Committee and will continue to work with them on details of assembling and producing the show.

COMING EVENTS

November 11-13 - In-Store Systems Conference sponsored by Food Marketing Institute, to be held at the Wyndham Paradise Valley Resort, Scottsdale, Arizona. For information, call (202) 822-8444.

January 11-13 - National Food Distributors Association Mid-Winter Show-Top Show, to be held at the Yacht and Beach Club Resort, Orlando, Florida. For information, call (312) 544-5610.

January 18 - AFD's 75th Annual Trade Dinner, to be held at Peninsa, Sterling Heights. For information, call (313) 557-9600.

January 28-31 1991 N.G.A. Convention & Buying/Merchandising Expo, to be held at the New Orleans Convention Center, New Orleans, Louisiana. For information, call (703) 437-5300.

April 16 - AFD Trade Show, to be held at Fairlane Manor, Dearborn. For information, call (313) 557-9600.

CLASSIFIED

PRODUCTS

Fantastic Fantasia
Desserts Come To Foodland Stores

Dessert tortes and pastries are now available at your neighborhood supermarket, thanks to Fantasia Confections of San Francisco and Foodland Distributors.

Customers can serve pastry-cart desserts—the type featured at hotels and fine restaurants—in their own homes for a fraction of the price they'd pay at fancy specialty bakeries.

Fantasia desserts are available in the deli/bakery departments of supermarkets served by Foodland Distributors, a Livonia-based wholesaler. The 8-inch tortes are individually boxed and sold frozen. Customers thaw them in the refrigerator for 24 hours before serving. Half cakes are also available, along with petits fours and single-serving French pastries.

Included in the Fantasia collection are a Black Forest Torte filled with cherries and flavored with Kirsch; a Grand Marnier Almondine Torte, with chocolate and hazelnut layers and chocolate amaretto buttercream; a Chocolate Truffle with chocolate and hazelnut layers and chocolate amaretto buttercream; a Chocolate Truffle cream: an Almondine Torte, with chocolate and hazelnut layers and chocolate amaretto buttercream; a Chocolate Truffle with chocolate and hazelnut layers and chocolate amaretto buttercream; a Sacher Torte filled with raspberry jam and covered with chocolate fudge; and a Charlotte Chocolate fudge; and a Charlotte Mandarin, sponge and custard layers topped with raspberry jelly roll slices and glazed with apricot.

French pastries include Chocolate Mousse, Espresso, Black Forest, and Hawaiian Delite.

For information, contact: Foodland Distributors, 12701 Middlebelt Road, Livonia, MI 48150; (313) 523-2216.

Leelanau Wine Cellars
Medalists Awards

Leelanau Wine Cellars, Ltd. has been awarded a Gold medal and two Silvers for three of its consumer wines. The prestigious honors were presented by Tasters Guild, a Wine and Food Educational Society based in Washington, D.C.

A total of only 58 Gold medals were awarded by judges along with 178 Silver honors at the International Wine Judging, May 7-9, 1990 at the Amway Grand Plaza Hotel in Grand Rapids, MI.

According to Leelanau Wine Cellars owner, Mike Jacobson, "Hundreds of wines from all over the world were evaluated by 23 judges from around the country. The judging panels were comprised of a combination of retailers, winemakers, wine writers, restaurateurs and experienced consumers. We feel honored to be among the medal winners, especially for the difficult Gold. This is a tremendous accomplishment not only for us, but for the entire Michigan wine industry."

Leelanau’s 1989 Johannsberg Riesling-Ice Wine won the coveted Gold Medal with one of the highest point totals in the competition. Silver awards were given to Leelanau’s 1988 Baco Noir and their 1988 Chardonnay.

For additional information, contact: Bill Skolnick, Leelanau Wine Cellars, Ltd., (616) 386-5201 or 1-800-782-8128.

New Chico-San rice cakes

Just introduced throughout the East, new Chico-San Cheddar Cheese Popcorn Cakes combine real popcorn with real cheddar cheese in a crunchy rice cake.

Made from whole grain yellow popcorn and brown rice, and topped with cheddar cheese, Chico-San Cheddar Cheese Popcorn Cakes have fifty calories per cake.

Cheddar Cheese Popcorn Cakes were first introduced on the West Coast in January and are already the third best-selling rice cake variety in the Chico-San product line (behind Butter Flavor and Lightly Salted Popcorn Cakes.) Low in sodium, Chico-San Cheddar Cheese Popcorn Cakes are packed 16 per bag. The package has a suggested retail price of $1.59.

London’s Farm Dairy satisfies light taste

London’s Farm Dairy has frozen dairy products low in calories, fat, and cholesterol.

London’s line of Gourmet Frozen Yogurt features seven creamy flavors—vanilla, strawberry, peach, raspberry, blueberry, black cherry and strawberry banana. The product is available at supermarkets in Michigan in round half gallons with a suggested retail price of $3.29. It has only 90 calories and three grams of fat per serving.

The dairy’s Lite and Scrumptious line of premium ice milk is also low in calories and fat. The full-bodied dairy dessert is available in six flavors, including vanilla, heavenly hash, strawberry cheesecake, caramel pecan cluster, cookies and cream and chunky chocolate. London’s Lite and Scrumptious is sold in half gallon round containers at a retail price of $3.29.

GET A LOAD OF THESE GUYS.

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

In fact, for the more than 8,600 Lottery retailers, sales commissions and special fees are currently averaging $1,500,000 a week. That includes a 6 percent commission that comes with every ticket sold, and a 2 percent redemption commission on all prizes paid at the retail level. Not to mention the publicity gained when a customer wins the top Lotto 47, Zinger, Keno, and Fame and Fortune prizes.

So, as a retailer, make the most of all the Michigan Lottery has to offer. It’s the one game you can’t lose.
these problems. Temporary licenses would allow legitimate business people to run an establishment they are intending to purchase before a final license is granted. This would let regular business continue and the establishment could change owners much more efficiently.

The benefits of this type of change are quite obvious. On the other hand, there are clearly a certain number of drawbacks that need to be considered. Local governmental units and police departments have expressed concern that temporary permits would allow people to run establishments who haven’t been thoroughly investigated and may not actually be qualified. Hypothetically, temporary licensees may be more apt to serve to minors and commit other violations. Although local governmental approval isn’t needed for issuance of SSD and SMD licenses, governmental units are given notice of changes that are requested and they have 15 days to report any concerns they may have. Ideally, local police approval would not be needed in order to issue a temporary license. It would be advantageous to have police departments run a Liquor Control Commission operating record check on temporary applicants, but actually allowing police approval in this process would slow things down considerably and be somewhat self-defeating. However, police approval would eventually be needed in order to issue a permanent license. If police approval was a stipulation of temporary transfer licenses, it would be necessary for the departments to conduct their investigation within the established temporary period. Otherwise, applicants would be justified in requesting time extensions.

A center point of debate concerning temporary licenses is liabilities. Maintaining public safety is a matter of concern not only to the Liquor Control Commission but to everyone. These concerns are frequently represented by local governmental units and police departments. It is critical that under all circumstances the operators of liquor establishments remain responsible. Due to temporary status, status, buyers may be inclined to take advantage of an establishment and use it for all that is worth in order to receive immediate gratification. This could include selling to minors and intoxicated persons, violating hours of operation restrictions, and even more serious matters such as selling illegal drugs. For these reasons it is vital that liabilities be clearly defined. A temporary liquor license would not serve as an excuse to operate an establishment in a negligent manner.

Obviously, there are numerous circumstances that may arise where liabilities are not clearly defined. For example, if a temporary licensing system is implemented and a violation occurs under a temporary license that never actually receives a permanent license, someone will need to be responsible for the violation. Reasonably, it would be the temporary licensee. However, if the temporary licensee is never granted a permanent license, the penalty would not be an effective punishment or deterrent. As mentioned above, there is a genuine concern that temporary licensees may be apt to run an establishment more loosely because they have “nothing to lose.” There is also the possibility that a temporary licensee could do irreparable damage to an establishment. This could permanently decrease the value of the establishment and if a final license is never approved, the original owner would have to suffer from the damages incurred under the temporary licensee. The bond and escrow accounts, which are protective devices, should take care of most of this. However, extensive damage could be done that effectively turns away the established clientele and permanently changes the value of the establishment.

In order for a temporary transfer licensing system to be implemented, numerous legislative changes would need to occur. Legislative change would need to give the Liquor Control Commission the authority to immediately withdraw a temporary license if any violations occur during the transfer period. Additionally, legislative change would need to immunize the Commission against liability and denial suits. It would also be helpful to amend Liquor Control Act 436.47 in order to have all temporary licensing fees go to the Licensing and Enforcement Division in order to help defray processing costs.

It is obvious that a temporary transfer licensing system would have both positive and negative impacts. There are numerous trade-offs involved. Undoubtedly, the Liquor Control Commission would experience an increase in administrative costs due to a larger work load. There may also be a need to hire additional help in order to complete license transfers in a timely manner. The licensing fees should help defray costs but they will not completely cover the increase. Therefore, a budget increase would probably be necessary. Another matter of concern is public safety. The Liquor Control Commission is not only responsible for making alcoholic beverages available but for protecting the citizens of Michigan as well. As mentioned above, there is a great concern that temporary licenses would allow unqualified people to have liquor licenses. This poses the possibility that a temporary licensee would sell alcohol to minors, intoxicated persons, and conduct other negligent behavior. If temporary licenses are eventually made available, it cannot be the expense of public safety.

On the other hand a temporary transfer license system could potentially be very beneficial for the business climate in Michigan. Although the majority of license transfer applications are eventually approved, extensive rules need to be made in order to cover the exceptions. Businesses are currently suffering because of the lag time involved with license transfers. Extraordinary amounts of time and money are wasted during license transfers. If temporary licenses are eventually made available, people will be able to move in and out of businesses much faster than what is currently possible. This would save time and money for everyone involved. A temporary system would be worth-while if it expedited the licensing process without putting the public at risk or disproportionately increasing costs.
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