Frozen food sales heat up

Studies of supermarket shopping indicate that Americans are moving toward foods that are ready to eat, quick, fancy, and good-tasting, in that order. Supermarkets are responding to perceived consumer demands by offering in-store delicatessens, bakeries, and enlarged frozen food departments. Growth in these areas is expected to continue well into the 1990s.

"There is no doubt that the reason for the frozen food industry's tremendous and constant growth lies in the unique ability of manufacturers to respond quickly to changing consumer lifestyles, and anticipate future trends and demographics," said Nevins Montgomery, president of the National Frozen Food Association.

With more women working than ever before, an increasing number of singles, an aging population, more varied tastes, and a growing nutrition consciousness, today's frozen food products are right on target.

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

• frozen vegetables instead of fresh vegetables that need paring and chopping;

• frozen prepared salads with dressings instead of do-it-yourself salads and dressings;

• frozen prepared dinners, entrees, breakfasts, and desserts instead of "scratch" meals;

• microwavable frozen products instead of almost anything else.

When commercial frozen foods were first introduced in 1930, only 8% of Americans ate frozen foods. The growth in popularity of frozen foods is due to the development of new products and improved preparation techniques. As a result, the demand for frozen foods has increased, leading to a greater variety of products available to consumers.

Food Safety Council strives to educate public

The Michigan Statewide Food Safety Council, under the direction of the Michigan Department of Agriculture, was formed in May 1990 at the request of Governor James J. Blanchard. The Council, of which AFD takes an active role, is an effort to provide Michigan consumers with factual information about food safety issues.

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

It is important that consumers receive factual information immediately when a food safety issue arises in order to avoid unnecessary confusion and assure consumers that our food supply is safe. We believe the food safety council will be a valuable asset to MDA in meeting consumers' needs. Mitchell said.

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

Along with the rise in public concern and loss of confidence in the safety of the food supply, there has been an overall shift in the way people view and purchase food. Today's consumer is more health-conscious and is looking for quick, easy meals that are ready to eat. As a result, the demand for frozen foods has increased, leading to a greater variety of products available to consumers.
YOUR STATE-WIDE FOOD BROKER
BRINGING YOU INNOVATIONS
IN CONSUMER EVENTS!

CENTSIBLE
SUPER
SAVER
SWEEPSTAKES

COMING IN SEPTEMBER 1990 ...

- Weeks of September 10, 1990 and September 17, 1990
- Over 45 national brand coupons
- Full-color 16-page insert and supplemental R.O.P. in five marketing areas:
  - Detroit
  - Grand Rapids
  - Toledo
  - Saginaw/Bay City/Flint
  - Fort Wayne

76 newspapers ... over 3 million circulation

paul inman associates, inc.
The repackaging of the Package Liquor Dealers Association

John R. Dagenais

The Package Liquor Dealers Association recently entered into an agreement with the Associated Food Dealers of Michigan under a merger plan that will result in a larger and more organized SDD and SDM sales, lottery agents, as well as their others.

When the Package Liquor Dealers Association was chartered by Michigan's Corporations and Securities Commission in 1962, LDA's primary concern was the DD liquor license or package liquor, and to represent those concerns before the Michigan Liquor Control Commission, various different commissions, and especially the Michigan Legislature. Increasing the SDD liquor profit margin was also a continuing goal. However, the Michigan House of Representatives is considering changing the Michigan Liquor Control Act to allow package liquor to be sold only at liquor stores, which will result in a larger and more competitive liquor industry.

The repackaging of PLDA is not just a response to the changing landscape of the liquor industry, but also an attempt to achieve greater efficiencies and economies of scale.

Michigan looks at packaging regulations and fees

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

The 2-cent fee would be placed on packaging that does not meet standards for use of the state's pollution prevention plan. EPA's pollution prevention plan requires that packaging be reusable or recyclable. For packaging with a volume greater than three feet by four feet, the fee would be one dollar.

**EPA issues report on heating oil tanks**

Last week, the Environmental Protection Agency sent to Congress its recommendation for underground tanks which are currently exempt from hazardous waste regulations. The report was mandated under the Resource Conservation and Recovery Act (RCRA) Streamlining Amendments of 1990 and would impose a 2-cent fee on certain packaging.

**Legislative Update**

Food stamp "cash out" demonstration underway

The Food and Nutrition Service of the U.S. Department of Agriculture has begun two new projects in which food stamp benefits are paid to recipients in cash rather than through food stamp coupons. This "cash out" of the food stamp program will take place in designated areas of Alabama, California and Florida. The Food and Nutrition Service estimates that the program will result in significant savings to the food stamp program.

Labeling bill ready for house action

As a result of action by the House Energy and Commerce Committee earlier this summer, an amended version of H.R. 3562 requiring food retailers to label 20 of the most frequently consumed varieties of fresh fruits and vegetables and seafood in ready for house floor action. It also would require mandatory nutritional labeling of private label products. Labeling requirements for in-store fresh bakery goods were deleted from the bill. The Senate Human Resources and Labor Committee had already approved similar legislation April 28. The Senate bill would require labeling of the top 30 consumed raw agricultural commodities and fish products. Excluded from both bills is a National Uniform Labeling Provision. A food industry backed uniform labeling amendment was defeated during both committee markups.

**Disability law to impact hiring**

Under the Title III provisions of the 1994 Lanham Act, which is due to be replaced by the Equal Employment Opportunity Act of 1994, the American Disabilities Act (ADA) will affect convenience store industry most notably through employment-related requirements (Title I) and guidelines to ensure equal access to public accommodations and services (Title III).

The Title I requirements go into effect July 26, 1992. During this two-year period, the Equal Employment Opportunity Commission (EEOC) will issue implementing regulations and conduct public education forums to educate employers on the laws.

If you have questions about which items in your store are taxable call your state tax department or your local IRS office.

After August 31, 1994 the federal excise tax on gasoline should be figured at 4 cents per gallon.

A new Michigan law protecting the buyers of a business from undisclosed unemployment insurance tax liabilities has recently taken effect. The law requires the business to provide written notice and unemployment insurance tax information to the purchaser before the offer is accepted. In general, the buyer of a business becomes liable for the seller's unemployment taxes and any interest due MESC.
EXECUTIVE DIRECTOR'S REPORT

Past successes — future challenges

by Joseph D. Sarafa
Executive Director

Annually, the board of directors of the Associated Food Dealers of Michigan meet to review the past and plan for the future of this association. This year the board spent nearly 18 hours in an intensive meeting in Troy, Southfield and Farmington Hills locations.

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

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

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

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

Despite these accomplishments, our work is far from over. We have much left to do in the areas of political action funds, increased membership, and out-state regional councils. In addition, we must continue to maintain strong political activities and legislative work to keep up our momentum.

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;
- legislative representation in Lansing — full-time — to protect your interests;
- Magic Touch Debit Program to eliminate the handling of checks;
- 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.

To: K. Rossman Communications
From: Ray Amyot
Date: September 15, 1990
Subject: AFD satellite office

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

Note to Lottery:

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

AFD Consultants
Harley Davis
Counsel
Karcub and Associates
Legislative Consultant
Gadazio & Ramsby
Health Care
K. Rosenman Communications
Public Relations

Immediate Past Chairman
Hollywood Supermarket
Sue Krapp
Office Administration
Debbie Pagett
Bookkeeping
Jerry Inman
Membership
Jim Largen
Computer System
Membership Records
Deborah Cooper
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Vicky Zuchinoff
Special Events

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Public Relations
Fighting fraud and misuse in the food stamp program

Contributed by the United States
Department of Agriculture

Food Stamps are a unique, highly
valuable form of U.S. currency. Only
people who have been determined to
be in need of help because of limited
incomes can use food stamps. And,
unlike currency, food stamps can
typically be used to purchase food for
home consumption and plants and
not to produce food for the eligible
government.

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

Food stamps come in one, five
and ten dollar denominations. Except
for the one dollar coupon, which
ministers use to make change, food
stamps are taken out of circulation
and they are exchanged for food.

Businesses that accept food
stamps are authorized to accept
food stamps according to a contract
they have with the state or local government.

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

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

Program Misuse — Eligible recipi-
ents and authorized retailers misuse
the program when food stamps are
exchanged for ineligible food, or used
for making multiple small purchases
in order to accumulate cash change.

Most cases of food stamp misuse involve
small amounts of money and don’t
involve criminal intent.

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

Trafficking — The most serious
food stamp violation, trafficking involves
the purchase or sale of food stamps
(or authorization to participate cards)
for cash or other exchange for items
other than food. The cash given for
a coupon is significantly less than the
face value of the coupon, and is
generally one-half face value. Traffick-
ing in food stamps is done by
retailers, recipients and people who
have no legal right to use, acquire or
possess food stamps.

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

Potential Penalties — Depending
upon the value of food stamps illegally
acquired, used, or redeemed, food
stamp fraud may be punishable as a
felony (over $1000 in value); a
misdemeanor (under $100); or by
disqualification from the program
and/or a fine and/or restitution of
wrongfully acquired benefits.

USDA asks congress for more "tools"
to fight fraud

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

These include

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

Program compliance

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

Recipient Application — state and
local food stamp offices are responsi-
ble for ensuring that applications for
the Food Stamp Program are properly
filed out and for checking the infor-
mation provided by the client for
errors and potential fraud. They are
required to check that the information
is correct and that the applicant
meets the eligibility criteria.

Individuals are also required to
submit false information or to with-
draw from the program if they have
received food stamps in error.

Potential penalties for individuals
who are found to have committed fraud
may include disqualification from the
program, fines, and/or restitution of
wrongfully acquired benefits.

Fraud and trafficking in the food
stamp program can be prevented by
providing additional "tools" to federal,
state and local agencies.

See FRAUD, page 18.

Silver Premium Frozen Yogurt
DISTRIBUTED BY:
Golden Valley Dairy Co.
(313) 399-3120
IN MEMORY OF
NIBAL FRANSES (KASHAT)
JULY 18, 1990

Many of us came to know Nibal by the position he held at the J. Lewis Cooper Co. and even before that, when he worked at Kashat Meat Market which was owned by his father. Whatever Nibal was involved in; be it his family, his job or many of the charitable acts he was known for—he gave it all he had. Those of us who worked with Nibal recognized the intensity, drive and love for life that was so integral to his character. It is with great sadness and despair that we say goodbye to our friend and associate. We know that the sorrow we are feeling is a small reflection of the loss his family is suffering. He will be dearly missed and remembered with our love and respect.

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

AFD on the scene
Political Action Committee

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

Minor Monitor

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

AFD/Michigan Dept. of Agriculture

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

WE MAKE
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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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AFD board retreats for progress

The AFD board held its retreat at Boyne Falls on July 27, 28, and 29th. This annual event gives the board an opportunity to review AFD's progress and make plans for the future. Participants included Chairman Amir Al-Naimi, Executive Director Joseph D. Saraf, and the following board members: Thom Welch, Louie Stephen, Ron Paradishi, Frank Arcon, Jerry Yono, Nabby Yono, Tom Simaan, Frank Tumbarelo, Sam Dalo, Mark Karmo, Sam Yono, and Tony Munaco. Also in attendance were: Henry Ernstthal, Corporate Strategy and Future Planning, Mike Ranville, Karoub & Associates, Mike Carr, Lottery Commissioner, Joe Gadaleto, Gadaleto & Ramsby, Jim Bellanca, Bellanca, Beathe & Delisle, and Kelly Rossman, K. Rossman Communications.
1990 AFD golf outing par for the course

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

THE GOLF COMMITTEE:
Thank you for your hard work! Your time and effort is much appreciated.

Chairman
Kevin Larsen
MEL LARSEN DISTRIBUTORS
Ray Amyot
ASSOCIATED FOOD DEALERS
Nick Bortolussi
COCA COLA
Brian Bushey
KOWALSKI
Jim Eilers
HOUSE OF SEAGRAMS

AFD members companies contribute

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

GOLD SPONSORS:
Coors Brewing Company
Seven-Up of Detroit
Hiram Walker
Coca-Cola
House of Soagra
Pepsi-Cola
Gadaleto, Ramsby & Associates
Paul Irman Associates
Stark & Company

BRONZE SPONSORS:
Easttown Distributors
Mucky Duck Mustard Company
Tele-Check
Home Style Foods
Prince Macaroni
Northpointe Insurance
Ludington News

FOOD SPONSORS:
Archrway Cookies
Avery Bakery
Coca-Cola
Coors Brewing Company
Frito-Lay
Faygo Beverages
Koepplinger Bakery
Everfresh Juice
Seven-Up

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

Joseph D. Sarafa
Judy Mansur
Sue Knaap
Debbie Pagetti
Chris Zebari
Jim Larges
Deborah Cooper
Vicky Zuchnitt
Ray Amyot
Harley Davis
Frank Tumbarello

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

1990 HOLE SPONSORS
Pepsi-Cola
Coors Brewing Company
Radio Relay Beepers
Frito-Lay
Seven-Up of Detroit
Blue Cross/Blue Shield of Michigan
Mickey Cheese
Yoplait Yogurt
Mel Larsen Distributing
Drumstick Sundae
K. Rossman Communications
Carnation Refrigerated
Kraft
Fresh Like
La Yogurt
Melody Farms

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

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

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

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

The Golf Committee gathered a week before the outing to stuff the “goodie bags” which were distributed to each golfer the day of the outing.
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.
Pfeister involvement, technology are keys to success

Started in 1918, the Pfeister Company is one of the oldest food brokerage firms in the United States as well as one of the most modern. Headquartered in Livonia, Pfeister has operations in Saginaw and Grand Rapids in Michigan and Toledo, Dayton, Cincinnati, and Columbus in Ohio. The company is decentralized, rendering each location as a separate business unit. Also decentralized are the areas of service such as grocery, health and beauty care, and perishables. "We are able to be very focused by having specialized segments geographically and by product category," said Don Gundle, president.

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

The company employs about 300 people in both full and part time capacities. "We have a philosophy of having our people get involved with the industry outside of Pfeister," said Gundle, who is a board member and past president of the Food Industry Council which is a special committee of the Detroit Chamber of Commerce, serves as chairman of the Trade Relations Committee for the National Food Broker Association, and is active with Gleaners, a food bank serving people of Detroit. He was the emcee for AFD's 1990 Trade Dinner.

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

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

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

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

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

Gundle has worked in the industry for about 32 years. He started his own brokerage firm in 1974 which merged with Pfeister in 1976. He feels the long term future for food brokers is strong. "For the most part, food brokers have a local market expertise which can be important to the retailer. They provide professional representatives who are particularly knowledgeable about the local conditions and needs of the area.
We're Handing You A Great Way To Scare Up Business

With a Halloween promotion that's sure to grab customers. That's right. Our Miller Monster Madness promotion is your chance to give your customers plenty of thrills and chills. With spectacular POS and premiums featuring Miller High Life, Miller Genuine Draft and special Halloween edition Miller Lite longnecks.

Call your Miller sales rep for all the chilling details. And let him show you how, hands down, this promotion will make your place the toast of the ghosts.

THE MILLER ADVANTAGE... PROFIT FROM IT.
Watch Us.

We’re On The Move.

Traveling in excess of a million miles this year, Capistar trucks will make deliveries to over 200 stores in Michigan and Ohio. On board, they’ll carry a wider variety of products than ever before, exemplifying Capistar’s commitment to service.

Capistar, Inc.

Formerly Associated Grocers of Michigan

A subsidiary of Spartan Stores, Inc.
“Big Ten” Party Store: specialty items for all tastes

“Big Ten” Party Store, Inc., is a novelty shop of foods and beverages to make the most sophisticated gourmet sigh line the eyes of this Ann Arbor store. Wild mushrooms, a smorgasbord of olives and capers, shellfish, and rare delicacies are some of the delights displayed to tempt customers.

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

Some of the more unusual items for awhile, but the specialty item he is the key to Big Ten’s success, are items that wild food growers would shudder at in horror. “Some of the items,” says Estes, “word of mouth leads new customers to us and the old saying that you have a good product people beat a path to your door is true.”

Big Ten appeals to people with middle and above incomes, and it is customers who serve as the best source for new items to stock. “That’s been our philosophy—some probably will too,” said Estes. “That’s been our philosophy along.”

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

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

A French wine room off to the side of the store is another successful marketing device. Liquor sells well also. “They say the liquor business is dying but ours continues to grow,” said Estes. “We are always changing products and keep as much in stock as possible.”

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

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

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

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

CLASSIFIED

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

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

Building wanted for lease. Single story 6,500–14,000 square feet, adequate for grocery retailing environment. Joint venture possible, terms negotiable. Send inquiries to J. Erickson, P.O. Box 339, Coldwater, Michigan 49036.

For Sale: Six foot refrigerated counter ($475), custom wine cabinet with etched glass doors ($600), automatic door opener ($175 with pads and rail, bow-maker, and other miscellaneous items. Call Al Kabak, (313) 556-4688.

Liquor License for sale in Detroit. Call Sam or Dave at (313) 272-4500.

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For more information - In Detroit call Terry Bunting at 525-4000.
Outstate call Jerry Shannon at 1-800-333-7838
3111 Industrial Road, Livonia MI 48150

FOOD & BEVERAGE HIGHLIGHTS SEPTEMBER 1990 - 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.
Al-Naimi's businesses are streamlined for success

Amir Al-Naimi's prescription of success is what makes his businesses so prosperous. "We must be efficient," said Al-Naimi. "You must be efficient or you will eat your profits.

Al-Naimi notes that customers are interested in efficiency and time management. "People have less time now," said Al-Naimi. "Service is as important as price. With the husband and wife working, they don't want to waste time shopping.

He emphasizes the need for convenience and service. "If you want to succeed in the next few years, you must be high-tech and get your customers in and out of the store.

Al-Naimi started out in the retail business in 1971 with a grocery store on 8 Mile Road, Detroit, and one on Telegraph Road, Detroit, which he sold in 1979. He also owns Metro Wholesale, Inc., a Detroit-based wholesale business. His three brothers and a sister help manage the stores, and 45 additional employees work at the store. He holds a buyer's meeting once a week to discuss new products and the coupons, tying and samples that would be used to promote them.

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

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

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

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

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

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

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

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

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

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The Sixth Annual Beverage Journal Holiday Show is being held at Detroit's newest most luxurious Banquet and Conference Center, the beautiful new... Laurel Manor
The Laurel Manor is located at 39000 Schoolcraft, Livonia, MI.

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Don't miss this chance to see all the new products and packaging, point-of-sale displays, new products, liquor, beer, wine, non-alcoholic beverages, snack foods, equipment and much more!

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The Beverage Journal • (313) 454-5410
New varieties of mayonnaise and dressings introduced

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

Weight Watchers Reduced Calorie Mayonnaise has been introduced with half the calories of regular mayonnaise (50 calories per tablespoon compared with 100). Packaged in both 32 and 16-ounce glass containers, Weight Watchers Reduced Calorie Mayonnaise is available nationally. The suggested retail price is $1.79 to $1.89 for the 32-ounce jar, $1.99 to $2.19 for the 16-ounce size.

Weight Watchers has a Cholesterol Free Reduced Calorie Mayonnaise and is introducing a Whipped Dressing with no cholesterol. With only 45 calories per serving (compared with 10 mg. cholesterol and 100 calories per tablespoon serving of regular calorie mayonnaise), the cholesterol free Reduced Calorie Whipped Dressing is also packed in 32 and 16-ounce glass jars and has the same suggested retail as the Mayonnaise.

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

For information, call (412) 237-5804.

Two new frozen novelties available

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

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

- Weight Watchers Crunch Bars are the only reduced calorie frozen novelty item. When tasted by an independent food testing panel, these bars received the highest score ever for a reduced calorie frozen novelty item.

Packed 12 to a box, English Toffee Crunch Bars are available nationally. The individual bars are premium-quality vanilla ice milk, covered with milk chocolate and crunchy bits of toffee. Low in fat, cholesterol and sodium, each 1.7-ounce bar contributes 120 calories.

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

- Weight Watchers Sugar Free Orange Vanilla Treat Bars are sweetened with NutraSweet and flavored with real orange. Orange Vanilla Treats are 99 percent fat free. Licensed dairies throughout the country produce the Orange Vanilla Treat Bars which are available nationally. The suggested selling price for a box of 12 bars is $3.09.

For information, call (412) 237-5804.

Lowrey's and Ducks Unlimited join to conserve wetlands

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

The national marketer of beef snack foods, including the brand names Smoke Craft, Wild Wolf and Lowrey's is issuing an exclusive series of six collectible decorative canisters. Each canister contains four 1-2-oz. bags of Lowrey's premium bite-sized beef jerky.

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

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

Lowrey's and Ducks Unlimited for every three cans sold their contribution over three years will be applied to established projects throughout North America that have significant influence on the welfare of our wildlife areas.

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

For information, call (503) 363-4433.

No-oil corn chips introduced

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

The Eyes Have It!

Over 16,000 Eyes* Will See Your Ad on These Pages

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

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

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

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Please send rate card and marketing information to:

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ATTN: Ray Amyot

The Eyes Have It!

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*More than 1000 circulation also sent along with reading.

16—FOOD AND BEVERAGE REPORT. SEPTEMBER 1990
condensed soups, "Campbell's Chunky" and "Home Cookin'" ready-to-serve soups, "Swanson" broth and "Campbell's" dry and ramen soup lines.

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

Leonard F. Griehs was appointed director- investor relations for Campbell. He will report to Edwin L. Harper, executive vice president and chief financial officer. Griehs, 43, has served as investor relations function since 1979.

Ralph Harris was appointed vice president - corporate development reporting to Edwin L. Harper, executive vice president and chief financial officer. Harris, 43, has been vice president, business development, for Chicago-based Quaker Oats. Company, where he was responsible for some $2 billion in billion dollar ventures, acquisitions and corporate strategic planning. He succeeds John R. Morris, who retires after a 31-year career.

Campbell Soup Company also announced the appointment of Harlan M. Kent as director-strategic planning. Kent, 27, who reports to Ralph A. Harris, vice president - corporate development, will be responsible for evaluating Campbell's existing portfolio of businesses and for identifying corporate growth opportunities.

**Safety**

continued from page 1

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

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

1. Identification of the principal hazards associated with food.
2. Legal controls including the associated political, administrative, and veterinary drug residues, food additives, reaction products formed during processing or preparation for eating, and allergen or intolerance reactions. It should be remembered, however, that every substance is hazardous at some concentration.
3. A scertainment measures and risk/benefit assessment considerations relating to the consumer.
4. Other issues such as national and international collaboration.
5. A discussion of the principal hazards associated with food cannot be restricted to a particular geographic region but must apply to foodstuffs offered for sale anywhere in the world. Hence, keeping food supplies safe is a worldwide public health concern.

The next most important source is the nutritional composition of the diet and its influence on the general health of the consumer. Other important sources are toxic natural constituents, environmental contaminants, pesticide and veterinary drug residues, food additives, reaction products formed during processing or preparation for eating, and allergen or intolerance reactions. It should be remembered, however, that every substance is hazardous at some concentration.

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

Food safety concerns must be considered in two dramatically different ways. One approach considers actual statistics of illness or death associated with food consumption. A second consideration is a consumer perception about the safety of food. Recent food recalls directed and government expenditures to improve food safety have been influenced primarily by consumer surveys and attitudes about safety foods.

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

**Shoppers still rely on themselves for food safety**

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

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

This year brought changes in shopper's views of how supermarkets can enhance confidence in food safety. Last year, 30 percent were unsure; this year just 14 percent remain unsure.

About one shopper in five (19 percent) are confident in the safety, four in five shoppers indicate that food safety have been influenced primarily by consumer surveys and attitudes about safety foods.

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FRAUD
Continued from page 5
also responsible for ensuring that their clients receive the proper amount of food stamps and that they know how to use food stamps.

Retailer Authorization and Control — The U.S. Department of Agriculture's Food and Nutrition Service works with retailers. They not only screen and authorize eligible food merchants to accept and redeem food stamps, but train them in what they can sell for food stamps, how to give changing in a food stamp transaction, and how to properly turn in their food stamps to banks for cash.

FNS field offices also monitor retailers to ensure compliance with program rules. The FNS Compliance Branch conducts actual investigations into suspected retailer violations of program rules.

Criminal Detection — Detection of food stamp trafficking is shared by local, State and Federal agencies. Most states have laws against fraudulent acquisition, possession and use of food stamps. At the federal level, the USDA Office of the Inspector General has primary responsibility for investigation of suspected criminal trafficking of food stamps, with local and State law enforcement agencies. Depending upon the type of criminal activity, federal law enforcement agencies, such as the Secret Service or Postal Service investigators, could become involved.

The authorized food stamp retailer is vital to the success of the Food Stamp Program. Not only do retailers exchange food stamps for foods, but they also must prevent recipient misuse and abuse. They also play a role in the prevention of fraud and criminal food stamp activity since only authorized retailers can take food stamps to the bank and redeem the coupons for cash. Without the ability to convert the food stamps for cash, food stamps are valueless to those who would illegally traffic in them.

To aid retailers in ensuring that their customers are indeed qualified to use food stamps, a food stamp recipient is issued an identification card which must be presented at the time of the transaction. Some areas use a photo ID. In addition, some areas have regulations thatallets to use food stamps, sold under the WIC Program, must be redeemed for cash. The retailer is not to accept loose coupons except for $1.00 coupons. The only denomination which can be issued in change from a transaction.

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

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

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

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

Welcome, new AFD members!
A & C Liquor Store, Harranack
Vic's Quality Fruit Market, Southfield
Lauren Sales Inc., Detroit
Detroit Food Service
Dearborn Heights
Ice Cream Dream, Marshall
Park & Sibley Market, Detroit
B & D Market, Detroit
Your's Liquor, Detroit
Valle Travel Center, Pinckney
North Country Party Store, Wixom
B & M Party Store, Mt. Clemens
Harvard Party Store, Pontiac
Honey Bee Market, Detroit
Punches Inc., Novi
Orchardside Market, Grand Blanc
Jumbo Supermarket, Lincoln Park
Larkin Food Center, Midland
Tom's Party Store Inc., East Lansing
Mr. G's Food Mart, Mt. Clemens
33 ½ Party Store, Kalamazoo
Superior Market, Gobles
Bear Lake Party Store, Hephzibah
J & K Liquor Shoppe, Detroit
Petty's Junction, Pinckney
Poussard's Party Store, Chelsea
P & P Food Market, Saginaw
Parkside Parent Medicine, Detroit
Sunlight Market, Romulus
Frank's Liquor Inc., Detroit
Al's Party Store, Allen Park
Mickey's Party Store, Harrison
Bayshore Market #793, Richfield
Don's IGA, Grosse Pointe
Hammerstein's Light House Liquor, Oak Park
Ventimiglia's Italian Foods, Sterling Heights
Hammary Bros. Food Markets Inc., Flint
Wine Gallery, Livonia
Big J Market, Detroit

Gerry's 5 Corners Grocery, Escanaba
Metro Shopper's Market, Detroit
Range Convenience Corner, South Range
Food & Drug Mart, Ann Arbor
Alpena IGA, Alpena
Bill's IGA Market, Brooklyn
Bryan's Super Market, North Branch
Chapel Beef & Wine Market, Detroit
Myers Food Center, Marshall
Peny Lake Market, Wallingford
Plum Country Liquor, Warren
W heel Foods #224, Dexter
Manchester IGA, Manchester
Aspen Party Store, Belleville
Jeffery's Grocery, Grosse Ile
Stimac's Grocery, Battle Creek
Grand Price Food Center, Detroit
Kubal Food Markets, Flint
Concord/Wigley Drugs, Pontiac
Campioni Enterprises Inc., Huntington
Eddie's Pizza Palace, Greenville
Princess Food Center, Detroit
Taylor Town Party Store, Taylor
Paro's Italian, Detroit
Caspian IGA, Lansing
Big Valley Supermarket, Detroit
Ports of Call, Muskegon
Mindell Pharmacy Inc., Ann Arbor
Gonzalez's Import Foods, Detroit
North Buff Market, Gladstone
Rusty Key Party Store, Sterling Heights
Soo Super Valu, Sault Ste. Marie
United Party Store, Detroit
7-B A Kendra Drive, Livonia
Harding's Friendly Market, Buchanan
Sanford IGA, Sanford
Middlebelt Market, Inkster
Houseman's Central Park Food, Holland
StarKist Tuna is Dolphin Safe!

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

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

"Thanks, StarKist"

StarKist Seafood Company

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