

AFD ASSOCIATED FOOD DEALERS OF MICHIGAN and its affiliate PACKAGE LIQUOR DEALERS ASSOCIATION **FOOD & BEVERAGE REPORT**

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 and its affiliate, Package Liquor Dealers Association

AUGUST 1991

INSIDE

Start planning now for holiday sales	4
Meet Senator Gil DiNello	6
18 scholarship winners announced	12
Selling a mature lottery to Michigan	13
New products hit shelves for back-to-school	18

LEGISLATIVE UPDATE

Retailer liability for sexually explicit material

Legislation intended to protect victims of pornography, will provide a cause of action for victims of sexual abuse or murder against producers and distributors of sexually explicit material. This bill, as currently drafted, would cover R-rated or PG-13 rated movies typically rented or sold in grocery stores, and books or magazines. Under the bill, victims or family members could sue a grocer or other distributor or seller if they allege the material was sexually explicit and the retailer was or should have been aware of the content. This legislation, S. 983, introduced by Sen. Mitch McConnell (D-KY) could be attached as an amendment to the crime bill, which is moving through Congress.

Retail price maintenance bill approved by house committee

Legislation (H.R. 1470) that would make it easier for discount stores to bring price-fixing lawsuits against manufacturers and other retailers won the approval last week of the House Judiciary Committee. The panel approved the bill by a voice vote. In subcommittee the vote was 10-6, with Republicans arguing that the bill is anti-competitive and unnecessary. The Bush administration has threatened to veto the measure, arguing that "juries could misinterpret lawful business decisions as price-fixing conspiracies." The retail price maintenance bill would ease the burden of proof a discount retailer would have to satisfy in order to bring a suit claiming a price-fixing conspiracy between the manufacturer of a product and other retailers. The Senate passed similar legislation (S. 429) on May 9.

Shift in dairy policy would mean higher prices

In an effort to increase income for dairy producers, the House Agriculture Subcommittee on

See UPDATE, page 17

AFD's voice heard in Washington

As another example of the work AFD does for its members, AFD last month took members' concerns straight to the government leaders in Washington, D.C.

AFD First Vice-Chairman Frank Arcori and Executive Director Joe Sarafa traveled to the capitol to make AFD's position on several issues known to Sens. Carl Levin and Donald Riegle and a representative for Cong. Dennis Hertel. The group discussed several topics including anti-striker replacement, civil rights, BATF Special Occupational Tax, and mandated family and medical leave.

Arcori and Sarafa presented the following positions on those issues on behalf of the membership of the Associated Food Dealers of Michigan.

Anti-Striker Replacement:

•H.R. 5 and S. 55 are an unfair government intrusion into labor-management disputes in favor of union employees and their powers.

•H.R. 5 and S. 55 would deprive management of a major bargaining chip in negotiations and destroy what is now a balanced framework for labor-management relations and would lead to increased strikes and labor disputes.

•The bills would also restrict the rights of individual employers and employees by prohibiting employers from granting any employment preference to a worker who crosses the picket line and returns to work.

•It is unfair to give unions greater economic organizing power through an unconditional strike guarantee and by granting strikers preferential treatment after a strike.

•Labor law should not promote conflict by encouraging strikes that have a negative impact on grocers, small businesses, and the economy.

Mandated family and medical leave:

•Mandated benefits undermine the successful voluntary, comprehensive benefit system developed by the private sector.

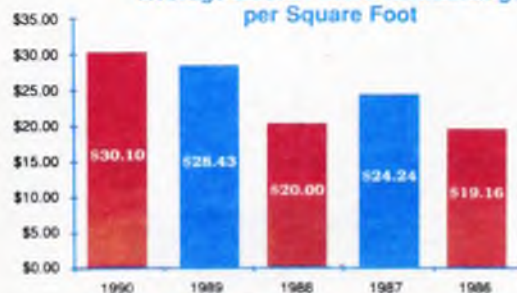
•Mandated leave threatens an employer's flexibility.

See WASHINGTON, page 14



The days of lunch boxes and thermoses are steadily approaching, and new products for back-to-school are hitting the shelves. For news about what's hot in back-to-school lunch items, turn to page 18

Average Cost of Store Remodelings per Square Foot



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AFD CHAIRMAN'S REPORT

EDUCATION NOT JUST FOR THE YOUNG

On the importance of education

By Amir Al-Naimi
AFD Chairman



It is hard to believe, but we are already in our last month of summer. This year as we store owners and wholesalers prepare for the back-to-school

rush and AFD is busy awarding scholarships at the Annual AFD Scholarship/Golf Outing, let us remember the importance of education—in our business and our lives.

Not only does education help us manage the dollars and cents of our stores and companies, it serves many

other purposes. It helps us communicate, it teaches us to trust our instincts and make informed decisions, and it makes us more well-rounded.

Most importantly, education is, in a sense, the training of tomorrow's leaders—not only of our industry, but of our country. As we award financial grants at this month's golf outing to nearly 20 deserving young students, let us pause to remember that the scholarships are about more than money. The scholarships are a way of telling students that their hard work has paid off, we recognize them as responsible citizens and future leaders, and we wish them the best of luck in their lives and careers.

But education is not only for the young. As retailers and wholesalers protecting the interest of our businesses, we need to participate in continuing education. This means that we should encourage and pay for our employees to seek further knowledge, as well as ourselves, whether it be by attending an AFD T.I.P.S. seminar or national association seminar in Washington, D.C. In the long run, you, your employees and your business will benefit.

Another way to promote education in your business is by setting up scholarships programs of your own. AFD is happy to help any retailers or wholesalers interested in learning how to set up such a program.

I look forward to seeing many of you at the golf outing Aug. 5. It will be a great time to not only pay tribute to an excellent cause, but to celebrate the associations we make as members of Associated Food Dealers.

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- monthly publication;
- education seminars and a number of special events;
- Mechanical Breakdown insurance;
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The Grocery Zone by David Coverly



"GIVE A MAN A FISH AND HE'LL EAT FOR A DAY... SEND HIM TO THE GROCERY STORE FOR A FISH AND HE'LL EAT FOR A LIFETIME."

LETTERS

I would like to thank you for awarding me the Associated Food Dealers Food and Beverage Scholarship. The funds from this scholarship will assist with my college expenses at Miami University in Oxford, Ohio and enable me to further my education. I truly appreciate this generous award.

I am looking forward to the Scholarship/Golf Outing in August. Thank you again.

Sincerely,
Katherine A. Stoops

Start now for holiday selling plans

By John Dagenals

In the busy summer days and nights of selling food and beverage products, it's not too difficult for retailers to put aside early planning for the September-through-December holiday selling period.

It never fails that some beverage retailers conclude that the majority of customers won't really think of their holiday planning until about Thanksgiving week, but there is a flaw in that assumption.

For one thing, the Liquor Control Commission can't fill an order if it doesn't have an ample stock to take care of items in sudden demand—and it seems to happen every year. A brand backed by a solid national advertising campaign or a new drink is unveiled calling for a specific alcohol beverage—and the rush is on!

Holiday packaging and colorful wraps are somewhat limited compared to a decade ago, and one has to take that into consideration when planning for holiday sales. No sense in losing a sale because the customer wants a gift-wrapped bottle—unless, of course, you have taken the expense of your own store gift carton or fancy wrap.

But early ordering—and we're talking about starting in September—is just one phase of getting ready for

the best selling period in the year. Let's look at other things to think about.

Naturally, all party store retailers should be ready to display some of the better wines and champagnes; and don't overlook some of the fine domestic and imported beers.

Even if your business establishment is not in the category of a full-line food and beverage store, you can do a lot with the addition of some special items to accompany the beverage selections made by holiday shoppers. Try some popular gourmet food selections, but remember to take into consideration the type of product and whether you'll be able to provide good storage and refrigeration, counter space, wrappings, etc. You can try cheese, shrimp, baked goods, special sauces—the list is endless—and a good food broker can help get you started. You can carry a limited supply of gourmet snack items like processed cheeses and sausages having a shelf life of about two months.

So much for the beverage and food items—especially the specialty foods, but let's turn to the store itself. What can we do to make both the store front and the interior of the business take on a real holiday atmosphere?

First things first! Make sure the

entrance and front are clean—no litter and no accumulation of returnables at the front. For a period of two months, how about trying some uniform jackets for you and your employees. A name tag with just the first name will make the customer feel that your store wants to reach out and help.

Do a nice job on decorating the store's interior and have some holiday mood music played through a couple of speakers within the shopping area. Even if business is down a bit and you feel that the economy this past year doesn't justify this kind of preparation or spending, be different and surprise the customers with a fresh attitude. This positive attitude encourages the customer to be on your side and support your business.

Some ideas and planning take a long time to put into effect, and so

we're not addressing this subject matter too early, but you almost have to start immediately following Labor Day or early September. Your own advertising should start in the store by telling customers to get big orders in early, as well as taking orders for items that are a bit scarce during the Thanksgiving to New Year's Eve period.

If you have been thinking of a store modernization project for next year, try to get it started, or part of it started, in time for the coming holiday selling period. That modernization project could be a simple thing like a rustic wine rack with "old-world" effect to house your very best wines.

Finally, don't forget the true spirit of the holidays like carryouts to the customer parking lot or some other small services. Select one or two needy families in the community and collect food items from friends and relatives to take to those in need. A couple of wooden barrels in the store with an appeal for help in the form of can goods will be remembered by your supporters.

Remember, we are merely offering suggestions on preparing for the holiday selling period—the biggest advice being ORDER EARLY and make plans now. We acknowledge that your customer base, type of clientele you serve and your local competition are all factors to be considered.

Good luck and have a great holiday selling period!



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Gil DiNello speaks his piece

If there is such a thing as a voice crying out in the wilderness of state government, the voice belongs to Senator Gil DiNello.

And there's little likelihood it will be stilled soon.

"What irritates me most about legislators is that they don't get up and speak their piece," the four-term democrat from Macomb County says.

DiNello frequently voices his opinion, sometimes—he admits—a little more vociferously than necessary. Recognized as both a loyal ally and feisty adversary, DiNello knows little middle ground when it comes to matters of the heart—both his and his constituents'.

As Chairman of the influential Senate Committee on State Affairs & Military/Veterans Affairs, DiNello presides over legislation impacting the liquor industry. That vantage point recently enabled him to launch legislation from the Senate to the House that brings a sorely needed note of sanity to those laws involving sale of alcohol to minors.

"I don't like party labels," the Senator says. "I'd like to define politicians as either conservative or liberal, and throw out the Democrat and Republican monikers."

His first shot at high office came in 1972 when DiNello decided to take on incumbent Harold Clark. It was a hard fought battle—DiNello even had to fight the sweet tooth of the voters who got free Clark Bars from the incumbent. In the end, the upstart politician's campaign emerged victorious by a sliver, and the Italian American native of Detroit headed for Lansing. The nightmare which can come from partisan politics didn't take long to disturb his dreams.

"When I first came to Lansing, I was a neophyte and voted the way I was 'supposed' to," DiNello continued. "I supported the same groups that had supported me in my first campaigns."

That didn't sit too well for very long. DiNello spent many of his first years—often well into the night in his Lansing office—thinking about the

pressure he was receiving from special interest groups who demanded blind obedience. And his conscience started to get to him.

"I'd have people say to me, 'Why don't you vote for this issue even though you may not agree with it? After all, you've still got a few years before reelection.' I don't think that way."

The reputation as a maverick is well deserved, the result of a simple but profound philosophy that no

group or individual shall come between Gil DiNello and his constituents. This belief has seen the feisty lawmaker do pitched battle with members of his own party, labor unions, and those in Lansing who would bypass his district in the allocation of state funds and resources. Further evidence of the Democrat's stubborn independence can be found in his support of the candidacies of Ronald Reagan, George Bush and John Engler.

Yet for the past 19 years (six years as state representative and senator since 1982) DiNello has made plenty of friends. His constituency has actively supported him since that first narrow margin of victory, sweeping him into another term each time he chooses to run. The secret of his success should already be obvious.

"The people of my district may traditionally vote Democratic, but

See DINELLO, page 17

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It is not just cognac. It is Martell XO Supreme. And it has found its place in the center of special moments because it is a work of art.

So said Denis M. Guillaumin, Martell's international brand manager, on a recent stop in the U.S. Martell XO Supreme, he said, is the result of a marriage of ingredients so precise it took years to discover and takes 35 to 40 years to perfect.

Martell, owned in North America by House of Seagram, makes a variety of cognacs. (The word cognac refers to the province in France where the brandy is produced. Only brandies from Cognac may be given



Denis Guillaumin explains where and how Martell XO Supreme is produced.

the name.) Each one is the product of a different *caux-de-vie* mix and aging process.

Martell Cognacs are produced by the chief blender, currently a man in

the business 40 years. He is the direct descendent of the original chief blender five generations before him. A nephew has been trained in the intricacies of cognac tasting and blending to take over when he retires. Maintaining taste and traditions established in 1715 is of utmost importance to Martell.

"We don't care if it's a good taste or a bad taste," Guillaumin

explained, "we want it to be consistent."

But there's no doubt that Martell XO Supreme has a good taste. To create XO Supreme, the chief blender selects the best vintages from the finest *eaux-de-vie* originating from the Grand and Petites Champagnes, the Borderies and the Fin Bois growing regions.

"We have 2,500 farms of wine growers working under contract with Martell," Guillaumin said. "The same people have supplied Martell for many generations."

The *eaux-de-vie* are then matured in oak barrels crafted exclusively for Martell. It is the tannin in the oak which gives the cognac its woody flavor and exquisite amber color.

That color is accentuated in Martell XO Supreme's gracefully designed bottles. Special packaging and accessories available make it the ultimate in sophisticated gifts, and a must in the well stocked liquor cabinet.

After all, every home should have tasteful art—and the smooth, distinctive flavor of Martell XO Supreme is among the most "tasteful" art recognized throughout the world.

DEPT. OF AGRICULTURE

What's with refrigeration of eggs?

By Edward C. Heffron, D.V.M.
Director, Food Division
Michigan Dept. of Agriculture

Recently the Michigan Department of Agriculture (MDA) on a state level and the US Food and Drug Administration on a national level redefined eggs as a potentially hazardous product. Before anyone gets alarmed with that title, it should be remembered that milk and dairy products, as well as meat and meat products, have been defined as potentially hazardous for decades. This term merely means the product should be handled under refrigeration and be considered to have a possible consequence of causing a health injury if improperly held.

The designation into a category requiring refrigeration has been foreseen for some years but was prompted by a small bacteria, *Salmonella enteritidis*. Previously, eggs were not considered to require refrigeration as long as they were in intact shells. Upon breaking the shells, the eggs were then required to be refrigerated. It was almost considered a spiritual mystery that eggs could prevent the entry of bacteria that may cause illness by the lining and shell around the yolk and white.

Oh yes, the exterior of the shell could be contaminated and thus as a safety precaution not be handled without washing hands before handling other foods. For the last decade, this specific *salmonella* has been in our environment at an increasing

rate. And unlike previous experience, this bacteria in extremely few cases has been transmitted by hens into developing eggs and lived in the yolk. Thus eggs are now required to be refrigerated, a condition in Michigan that should not cause alarm to retailers as Michigan has required eggs to be refrigerated in retail display cases for many years.

Most large egg producers belong to a trade association, the United Egg Producers, which met in Washington in April and urged that the Federal Egg Products Inspection Act require eggs be held at 45°F after processing and during transport. In addition, this trade group also recommended that "Keep Refrigerated" be marked on all egg cartons and cases. Most research shows little or no bacterial growth at 47°F or less. Therefore, with proper refrigeration and handling, eggs should be as safe as meat or dairy products.

In Michigan there should not be an additional refrigeration and energy cost, although nationally it is estimated it will cost approximately \$47 million for refrigeration equipment and about \$10-15 million annually to furnish energy for operation of this equipment.

MDA is stressing to consumers the importance of refrigerating and properly handling eggs just as one would with other perishable products. MDA recently pointed out the dangers of abuse of such products, but also the assurance that comes with proper handling.

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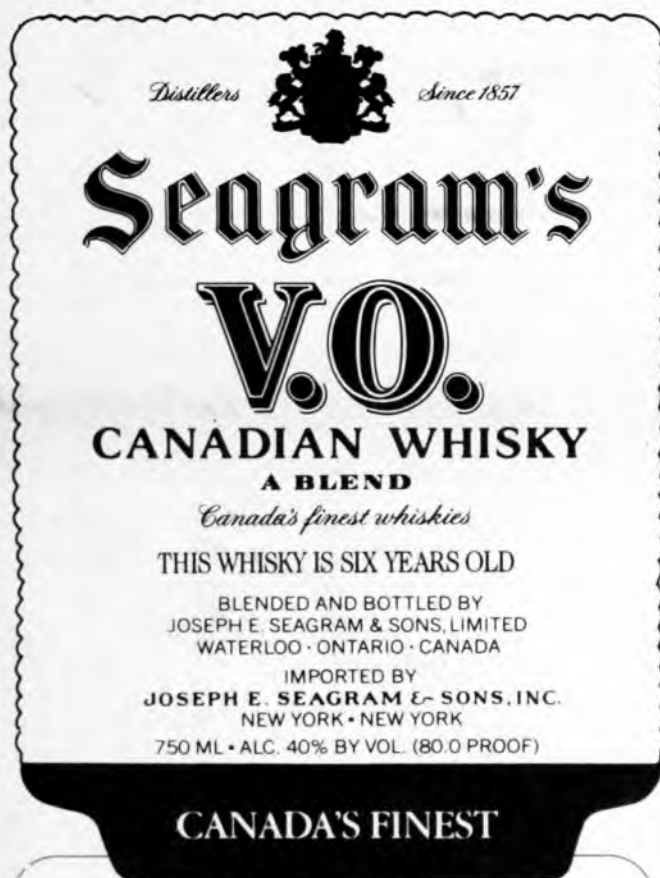
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AFD ON THE SCENE



AFD visits Martell XO Supreme party

House of Seagram was host to a lavish party promoting its premium blend, Martell XO Supreme cognac. Two AFD members went home with a delicious door prize. From left to right are John White, House of Seagram; Jimmy Rabban; Joe Sarafa; Denis Guillaumin, Martell; and Randy Bahoura.



Deals talked at Foodland's "Radio Days" show

These exhibitors "chilled out" between sales at Foodland's trade show last month. Radio personalities were on hand to set the tone.



AFD holds T.I.P.S. seminar

Southfield Director of Public Safety Jerry Tobin narrated an informative T.I.P.S. training class, which explained to AFD members how to sell liquor with caution.

AFD meets with LCC

Several AFD board members met with LCC commissioners over lunch last month. Hot topics to AFD members, including pricing, were debated in a round-table discussion.

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*BUNN MACHINE INCLUDED AT NO EXTRA CHARGE
WITH 2 CASES MINIMUM
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CREAMER
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Local beer gets commendation

Frankenmuth Brewery recently received a letter from German Chancellor Helmut Kohl congratulating the brewery on the excellence of its product. Ferdinand M. Schumacher, president and chief operating officer of the brewery, said

the letter will be displayed in its Hospitality Center. "A lot of people think the only good beer is imported," Schumacher said. "You don't have to import it. You can have it right here. It's made in your own neighborhood."

ASK AFD

Q. Can I sell single cigarettes in my store? —P.C., Lexington

A. A BATF regulation reads, "All tobacco products purchased, received possessed, offered for sale, sold or otherwise disposed of, by any dealer must be in proper packages which bear the mark and notice prescribed (by other BATF regulations).

"Tobacco products may be sold, or offered for sale, at retail from such packages, provided the products remain in the packages until removed by the customer or in the presence of the customer."

If you have a question, please write to Sarah Humphreys, Associated Food Dealers, 18470 W. Ten Mile Road, Southfield MI 48075. Include your name, the name of your business, and your address.

COMING EVENTS

Aug. 5: Annual AFD Scholarship / Golf Outing. Shenandoah Golf and Country Club. For information, call 557-9600.

Sept. 15-17: FMI Food Protection Conference. Washington, D.C. For information call 202-452-8444.

Sept. 22-25: FMI Annual Information System Conference. Orlando, Florida. For more information call 202-452-8444.

Sept. 27-30: Tortilla Industry Association (TIA) Second Annual Convention and Trade Exposition. San Antonio, Texas. For information call 818-981-2547.

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—20mb/disk, 640k memory, B/W Monitor
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Events



September 15, 1991



October 6, 1991



November 3, 1991

Total Michigan/Detroit Circulation — Over 3,300,000

VLASSIS INSERTS

CITY	News & Free Press	CIRCULATION
Detroit	News & Free Press	1,271,000
Oakland County	The Oakland Press	84,000
Lima, OH	News	50,000
Toledo, OH	Blade	219,000
Flint	Journal	126,000
Ann Arbor	News	63,000
Grand Rapids	Press	186,000
Lansing	State Journal	92,000
Jackson	Citizen Patriot	44,000
Kalamazoo	Gazette	83,000
Muskegon	Chronicle	52,000
Battle Creek	Enguiner	38,000
Saginaw	News	67,000
Bay City	Times	51,000
TOTAL F.S.I. CIRCULATION — 2,426,000		

ROP NEWSPAPER FILL

CITY	CIRCULATION
Albion	Albion Morning Star 11,100

Allegan	Lakeshore Flashes	8,000	Grand Ledge	Ledges Shopping Guide	24,200
Allegan	Allegan/Wayland Flashes	14,800	Hartford	Hartford Shopping Guide	10,700
Allegan	Kalamazoo Shopper	78,200	Hastings	Hastings Reminder	25,800
Alma	Cadillac Buyers Guide	18,600	Lansing	Lans. Shopping Guide N&E	63,600
Alma	Alma The Shopper	20,900	Lansing	Lans. Shopping Guide S. Ed	69,500
Bangor	Reminder Shopping Guide	12,100	Ludington	Lakeside Shopping Guide	24,300
Battle Creek	Battle Creek Shopper	47,500	Manistee	West Shore Shopper	14,200
Charlotte	Charlotte Shopping Guide	16,500	Marshall	Community Ad-Visor	19,000
Coldwater	Coldwater Shopping Guide	21,700	Oshtemo	Oshtemo Shopping Guide	10,700
Dowagiac	Dowagiac Leader	44,100	Paw Paw	Paw Paw Flashes	17,300
Eaton Rapids	Eaton Rapids Flashes	6,700	Petoskey	Emmet County Advertiser	12,600
Eau Claire	Eau Claire Twin City	30,900	Rogers City	R.C. Huron Shores Buyers Guide	9,100
Eau Claire	Eau Claire Central County	14,600	Sturgis	Sturgis Gateway Shopper	28,500
Fremont	Hi-Lites Shoppers Guide	21,100	Tawas City	Tawas City Northeastern Shopper	17,900
Gaylord	Charlevoix Action Shopper	21,400	Three Rivers	Three Rivers Shopping Guide	13,700
Gaylord	Gaylord Northern Star	15,600	Traverse City	Traverse City Preview	55,600
Gaylord	Alpena Advertiser	18,900	Bucyrus, OH	Bucyrus Telegraph - Forum	7,500
Gaylord	Rossmore N.E. Buyers Guide	27,300	Defiance, OH	Defiance Crescent News	16,700
Gladwin	Gladwin Shopper Guide	17,000	Galion, OH	Galion Inquirer	4,700
TOTAL ROP CIRCULATION — 912,600					

AFD announces 1991 scholarship winners

Jan M. Erla, a 1990 Cass City High School graduate, has been selected to receive a scholarship for the second year in a row. Erla was valedictorian of her high school class and is currently a business major at Oakland University. Her entry was submitted by Erla's Food Center. Her corporate sponsor is **Scot Lad Foods**.



Dominic R. Ronzello plans to study engineering at Michigan Technological University with his scholarship. Ronzello is a 1991 Grand Ledge High School graduate from Lansing. He was in National Honor Society and the Summer Institute Program, as well as on the cross country and track teams. He was nominated by the Kroger Company. His corporate sponsor is **Central Distributing** (Anheuser-Busch Distributor).



Meredith A. Stine, a 1990 Superior Central High School graduate, will use her scholarship to continue her education major at Northern Michigan University. She was a high-school cheerleader and held office in the student council. Her entry was submitted by Lami's General Store. Her corporate sponsor is **Kramer Foods Co.**



Jaime J. Grayson, a University of Michigan-Dearborn student, receives a scholarship for the second year in a row. While at Redford Thurston High School, she received a Phi Beta Kappa Award and the Society of Women Engineers' Madame Curie Award. She also was a member of the National Honor Society, the varsity pom-pom squad, the varsity tennis team, and SADD. She is a pre-business major. Her entry was submitted by Foodland Distributors. Her corporate sponsor is **Statewide Food Equipment/Biro Manufacturing**.



Ryan T. Boeskool has been selected to receive a scholarship, which he will use to attend the University of Michigan in the fall in the LS&A school. A graduate of East Kentwood High School, Boeskool received numerous awards for broadcasting, debate and forensics. Three years of distinctive achievement earned him a Scholastic Honors Award, and he earned an academic pin and letter. He also participated in choral groups, school publications, the pep club and school musicals, and was a member of the Young



Republicans and the tennis team. His entry was submitted by Spartan Stores. His corporate sponsor is **Creative Risk Management Corporation**.

Christopher L. Cahill will continue his accounting studies at Western Michigan University with his scholarship. A 1988 graduate of Farmington High School, Cahill received the Time Magazine Writing Award and Farmington Area Volunteer Award. In other activities, he was captain of the varsity tennis and basketball team, president of the National Honor Society, and editor of the school newspaper. At college, he is treasurer of Pi Kappa Alpha fraternity and a member of the National Greek Honor Society, Order of the Omega. He was a scholarship recipient in 1989, as well. His entry was submitted by Discount Pop & Beer. His corporate sponsor is the **Pfeister Co.**



Christopher M. Davis of Mt. Clemens has been selected to receive a scholarship to pursue a degree in communications at Western Michigan University. A 1991 graduate of Lutheran High School North, he received the Phi Beta Kappa Award and participated in cross country, track, youth basketball and band, and coached baseball. At college, he enjoys intramural sports. His entry was submitted by Klemm's Party Store. His corporate sponsor is **House of Seagram**.



Jeffrey M. Davis will continue his art major at Concordia College with his scholarship. He is a Mt. Clemens resident and 1989 graduate of Lutheran High School North, where he received the Presidential Award, participated in track, basketball and band, and coached baseball. At college, he enjoys intramural sports. His entry was submitted by Klemm's Party Store. His corporate sponsor is **General Wine Co.**



Bonnie L. Emming, a 1991 graduate of Ubyly High School, received numerous scholastic awards in high school, and was a member of the National Honor Society and the yearbook staff. She plans to use her scholarship to major in hospitality service administration at Central Michigan University. Emming's entry was submitted by the Korner Store. Her corporate sponsor is **Coca-Cola Bottling Co. of Michigan**.



Carly M. Lyon will receive a scholarship to attend Grand Valley State University with a major in physical therapy. A 1991 graduate of Waterford Mott High School, Lyon received the Presidential Academic Fitness and Excellence in Effort awards, and participated in varsity tennis, the student council and the National Honor Society. Lyon's entry was submitted by Felice Family Food Center. Her corporate sponsor is **Hubert Distributors**.



Dawn M. Rivard, a 1991 Chippewa Valley High School graduate from Mt. Clemens, has been selected to receive a scholarship to pursue a business major at Eastern Michigan University. In high school, she received academic achievement awards, as well as joined Mat Maids, Key Club, International Club, and Business Professionals of America. Her entry was submitted by Ada's Party Market. Rivard's corporate sponsor is **Seven-Up of Detroit**.



Vicki L. Socall, a senior at Central Michigan University, plans to use her scholarship to finish up her mathematics major. She also received scholarships in 1989 and 1990. At Lake City High School, she was a recipient of the Ben Jeff's Award and a member of the National Honor Society and the pep club. In college, she is involved in the National Council of Teachers of Math and Students Making Math Matter. Socall's entry was submitted by Whipple & Co., and her corporate sponsor is **Royal Canadian**.

Katherine A. Stoops plans to continue her business major at Miami (Ohio) University with the scholarship she will receive. She is a graduate of Divine Child High School in Dearborn, where she received the Presidential Academic Fitness Award and was listed in Who's Who Among American High School Students. She was also involved in dancing and drama, the Spanish, math and ski clubs, and community softball. Currently, she is a member of Alpha Delta Pi Sorority and the Alpha Lambda Delta/Phi Eta Sigma Honorary Society. The Pfeister Co. submitted her entry. **Golden Dental Plan** is her sponsor.

Luma W. Makhay, plans a pre-medicine major at Wayne State University with her scholarship. She is a Southfield resident and 1991 graduate of Marian High School in Birmingham, where she received the Presidential Academic Fitness Award and was listed in Who's Who Among American High School Students. She was also a member of the National Honor Society, the French Honor Society and the Math Club. Her entry was submitted by Southwestern Drugs. Her corporate sponsor is **J. Lewis Cooper**.



Dominic Silvestri of Livonia, a 1991 graduate, plans to use his scholarship to attend General Motors Institute in Flint, majoring in Mechanical Engineering. In high school, he tutored math and belonged to the billiards and German clubs as well as the soccer team. His entry was submitted by Villa Bakery. His corporate sponsor is **Coors Brewing Co.**

William (Chris) Landrem is a 1991 graduate of Fenton High School, where he played for the golf team all four years. He plans to use his scholarship to pursue a biology major at Oakland University. His entry was submitted by Ideal Pharmacy in Fenton. Landrem's corporate sponsor is **Pepsi-Cola Co.**



Craig Vissers, a 1991 Allendale Public High School graduate, will attend Grand Valley State College this fall with his scholarship. In high school, he was a member of the National Honor Society and the baseball and basketball and basketball teams. **Spartan Stores** submitted his entry and is his corporate sponsor.



ALEX BELL MEMORIAL SCHOLARSHIP WINNER:

The Alex Bell Memorial Scholarship is being awarded this year for the first time. It was established to honor the memory of a friend to many in the industry, who passed away in February.

Receiving this scholarship is **James Campbell, Jr.**, a graduate of Berkley High School. A junior at Central Michigan University, he plays intramural sports and is a member of Phi Eta Sigma honor society. His entry was submitted by Pepsi-Cola Bottling in Troy.



Monday, August 5, 1991

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A DAY OF GOLF PACKAGE
\$500 per foursome/\$125 per person

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PLUS CLOSEST-TO-THE-PIN AND STRAIGHTEST DRIVE

Selling a mature lottery to Michigan players

By Michigan Lottery Commissioner
Jerry Crandall



Crandall

education. And as a revenue producer, we must compete in the

The Michigan Lottery, unlike any other state agency in Michigan, is retail and market oriented due to the nature of its legislative mandate: to raise revenues for K-12

marketplace for our sales along with everybody else. We are competing for consumers' discretionary dollars by asking them to purchase a lottery ticket over a movie, dinner, a new tie or even a pair of new shoes.

Therefore, we must keep the Lottery exciting and fun to play, so everyone will want a part of the action.

But because Michigan is on the oldest lotteries in the country—we'll celebrate our 20th anniversary in November—one of our greatest challenges will be to continue developing our areas of potential

sales growth. New lotteries can generate player interest by introducing new games, whereas mature lotteries, such as Michigan, must use other strategies and continue to be creative in the ways we market our products.

We are currently in the process of evaluating our existing games and promotions, while exploring new means of strategically marketing our products to sell. We've got big plans for ways to increase our sales and rejuvenate interest in Michigan's lottery as part of our 20th year anniversary

celebration. To highlight this milestone, we will launch several promotions, special offerings and public relations activities throughout the anniversary year. We look forward to sharing these ideas with you in the coming months.

But right now, we find the area of greatest sales growth potential to be in the marketing of our instant games. We are looking at ways to market our instant tickets as effectively as we currently market our on-line games—Lotto 47, Zinger, KENO!, and the Daily 3 and 4 games. In Michigan, we generate about 87 percent of our sales on on-line games and only 13 percent on instant games; whereas most other states have about a 50:50 sales ratio. When you consider that retailers can make the same amount of profit from commissions, 6 percent in sales and 2 percent in redemptions, on instant tickets as on on-line games, you can see the potential for revenue growth.

There also is an action the Legislature could take to help the Lottery increase sales of both instant tickets and on-line games. By increasing the overall prize payout level from the current 45 percent to 55 percent, more people would probably play Michigan's lottery.

Another means of increasing sales is through carefully planned special promotions. For instance, this summer the Michigan Lottery turned up the heat by offering an exciting "hot" new promotion—the "Lotto Sweet 16 Giveaway." Typically mid-summer sales are down because people are generally out of their normal routines and less likely to stop at a local retailer to buy a lottery ticket. So we've attempted to increase interest by offering a second chance sweepstakes. We're giving away 16 brand new automobiles in July and August, two each week for eight weeks.

We are always interested in ideas for promotions from our lottery retailers. So if you have any ideas you would like to share with us, please discuss them with your district manager, regional manager, our marketing division or me. At the Lottery, the door is always open to our retailers.

In short, we have many new things in the works at the Lottery. In addition, we are continually evaluating the success of current activities while looking for new means of building our sales. My deepest commitment is to ensure the Lottery continues to be a winner for everyone: a profitable venture for retailers, a fun and exciting experience for our players and a successful fund-raising arm for our children's education.

BIG CHIEF LOOKS.....

TWICE

AS GOOD!!

THE SAMI FIGURES PROVE IT! BIG CHIEF SUGAR OUT SELLS PIONEER AND DOMINO TWO TO ONE IN THE MARKET PLACE.

IF YOU THINK YOU HAD GOOD REASONS TO PUT BIG CHIEF ON YOUR SHELF BEFORE...NOW YOU HAVE TWICE AS MANY!

"WITH BIG CHIEF, YOU'LL SWEETEN THE BOTTOM LINE."



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WASHINGTON

from page 1

•Many retail and wholesale grocers already offer family and medical leave programs.

Civil rights:

•Any civil rights legislation must be crafted and equitably balanced as to thwart off new problems in labor-management relations.

•H.R. 1375 is superior to H.R. 1 because it places the burden of proof on the plaintiff to demonstrate causality between a particular employment practice and the unacceptable disparity.

•Only H.R. 1375 restores the Supreme Court tests of "business necessity" that were employed for almost two decades before the Wards Cove decisions.

•Only H.R. 1375 limits judgments for harassment allegations to \$150,000 and expert fees to \$300 per day.

•Civil rights should balance the employment process rights of employers and employees. Employees should be provided fair opportunity while employers are ensured the right to hire on merit, without reliance on gender and race quotas.

Bureau of Alcohol, Tobacco and Firearms (BATF) Special Occupational Tax:

•The special occupational tax (SOT) was raised, without any public input or Congressional hearings, from \$24 and \$54 for beer and wine retailers, respectively, to \$250.

•The BATF SOT affects dozens of service industries and organizations.

•The current SOT rates are inequitable: a family-owned chain of five grocery stores is required to pay \$1,250, while a major corporate brewer owes only \$1,000.

•Although alcohol retailers account for 91 percent of the SOT revenue and comprise 95 percent of the business locations paying SOTs, they receive no benefits.

•Enforcement of the SOT involves the direct collection of small amounts from a relatively large number of taxpayers. That wastes administrative resources and prevents collection from alternative, more cost-beneficial revenue sources.

•Since 1977, the Government Accounting Office and Office of Management and Budget have recommended that the tax be repealed because inequities exist in the tax structure.

WIC:

•Proposed changes could potentially penalize WIC participants and prevent independent grocers from participating in the program at all.

•Regulations are unclear as to the application of competitive pricing criteria and could cause problems in the marketplace, leading to program rigidity with only a few authorized vendors.

•The issuance of an exclusive

license would grant market control to selected retailers, denying WIC participants freedom of choice.

•The practice of limiting the number of authorized retail grocers by geographical distribution of participants would impose burdens of time and travel on participants, as well as exclude rural grocers from participation in the program.

•The voiding of the retail contract by moving penalizes the retailer for making improvements to serve the consuming public.

•The proposed WIC changes fail to differentiate between retailers who intentionally violate USDA rules and those with employers who may unintentionally commit a violation.

•The proposed changes may

result in additional costs to the taxpayers.

Following the Washington visit, Arcori and Sarafa felt confident that they had made great strides in con-

vincing the legislators to rethink their positions on certain concerns. Food & Beverage Report will continue to update members on new developments in the above issues.



Frank Arcori, Sen. Carl Levin and Joe Sarafa met in Washington to discuss pertinent issues to AFD members.

SAVE MONEY AT THE 11TH ANNUAL FOOD SHOW

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VISIT
THIS YEAR'S
EXTRAVAGANZA
AND BEAT
THE DEALER
ON
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SEPT. 15, 1991
11:00 a.m. - 6:00 p.m.
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SEPT. 16, 1991
11:00 a.m. - 7:00 p.m.
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Honey Roast Turkey,
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Contact your Oscar Mayer Sales Representative for details.



PEOPLE

Pressware International, Inc., names Christine MacMillan marketing manager

Pressware International, Inc., has appointed Christine MacMillan as marketing manager. Pressware is a subsidiary of Packaging Corporation of America, a Tenneco Company.



MacMillan will be responsible for all Pressware strategic planning, marketing research, new product launches and marketing service functions.

Spartan Stores names new director of human resources

Steve Biondo, celebrating his 10th anniversary with Spartan Stores, Inc., was named to the newly created position of director of human resources. His accountabilities in this job include facilitating Spartan's strategic planning, organizational development, training, employment, and labor relations.

Biondo started work with Spartan as a warehouseman and progressed through the supervisory ranks before achieving his previous post of organizational development manager.

"We see this as a natural progression," says Vice President of Human Resources, Bob Morse. "Steve has already contributed greatly to the development of the strategic plan and the installation of the performance management system at Spartan."

AFD add to staff



Muraeky



Haddock

AFD is pleased to announce the addition of two new sales and marketing representatives.

Issam Muraeky "Abro" and Phillip K. Haddock will be hitting the streets to ensure membership is high and members are getting the most from AFD.

Abro comes to AFD from a background in retailing and store equipment. Many already know him

from his extensive community service work at the Chaldean Federation and Kiwanis. AFD marks Abro's first association with a non-profit organization that is not voluntary. His flair for public contact and dedication to community support will assure the continued success of AFD.

Heading the outstate membership office in Lansing will be Haddock. He is an experienced manufacturer's representative for the retail industry throughout the Midwest of many years. Haddock will be responsible not only for maintaining strong membership outstate, but will work on setting up programs to benefit members and make AFD stronger.

Brian Krieg 'obvious choice' to direct foundation

The Produce for Better Health Foundation (PBH) appointed Brian Krieg as its first executive director during a board meeting June 18. Krieg will assume his duties at the end of July at the foundation's first office in the Produce Marketing Association building in Newark, Del.

Krieg is currently director of marketing for California's Nutrition and Cancer Prevention Program, where he serves as manager of the state's 5-a-Day campaign. He was instrumental in developing and executing the campaign, which has

grown to involve 17 retailers and more than 1,700 stores throughout the state.

Foodland Distributors announces winner of Lyle Everingham Award



Foodland Distributors has announced the first recipient of their Lyle Everingham Scholarship Foundation. The winner is 17-year-old Christopher C. Compton. Chris is the son of Mr. and Mrs. Patrick Herbert of Holly. Mr Herbert is employed by Foodland Distributors.

Foodland Distributors Founder's Scholarship Fund was established in 1990 in honor of Lyle Everingham, a co-founder of Foodland. The fund provides up to \$4,000 toward the college expenses to the recipient and is intended for the children/legal wards of current regular Foodland Distributors employees.

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Phone (____) _____

Brand of equipment
currently in place _____

No. of phones _____ No. of lines _____

DINELLO

rom page 6

they don't want liberalism," the senator explained. "I'm voting for the benefit of the people. I'm reading their pulse."

DiNello also enjoys another well-deserved reputation, that of a champion for the rights of senior citizens. He actively campaigns for senior rights, serving as the minority vice-chairman for Michigan's Human Resources and Senior Citizens Committee. DiNello is not only disappointed that the legislature did not approve a substantive property tax cut, he dislikes the thought of murderously taxing citizens—particularly seniors—on their homes. He advocates dropping property taxes from 40 to 15 mills, and making the income tax part of the state constitution to keep it from being altered by the Legislature.

"It would be an 'if you work, you pay' situation," said DiNello. "That way you wouldn't see senior citizens, who have worked so hard to pay for their homes, taxed out of them."

As a small-business owner himself (he is a real-estate broker in East Detroit), DiNello understands the unique problems associated with running a business. That special relationship, many feel, can be attributed to

DiNello's rugged political independence coupled with a strong belief in the free market system. During the Legislature's recent battle over the state's Capital Acquisition Deduction (CAD), he vehemently fought a House proposal that would have eliminated the deduction and raise business taxes by 25 percent. A favorable compromise was reached between the House, Senate and Engler Administration.

"The house proposal would have crippled small business and business expansion, and only put more people on the welfare roles," DiNello claimed.

It takes a strong person to deal with political life; an even stronger persona is needed to avoid conforming to the pressures of living in the limelight and speaking as the voice of thousands.

"When people look for a leader, they look for two types: a strong one or a weak one," the outspoken Senator concluded. "The strong ones lead, and the weak ones get pushed where someone else wants them to go."

Push all you like, special interest groups and partisan politicians. Gil DiNello isn't about to budge.

UPDATE

from page 1

Livestock. Dairy and Poultry last week approved legislation to increase the milk support price from \$10.10

per hundredweight to \$12.60 by 1993. In order to meet budgetary guidelines, the support price would be lowered in 1994 to \$12.10 and to \$11.60 in 1995. The bill, the "Milk Inventory Management Act of 1991," would also establish production controls, thereby shifting dairy policy to a less market-driven program. If government purchases exceed 5 billion pounds, a seven-member producer inventory management board would be responsible for funding, managing and marketing surplus dairy products. If government purchases exceed 7 billion pounds, a two-tier dairy price program would be implemented. The full House Agriculture Committee expects to take up dairy legislation after the July 4 recess. Senate Agriculture Committee action also is expected in July.

Wide-ranging FDA enforcement bill is proposed

Rep. Henry Waxman (D-CA) and House Energy and Commerce Committee Chairman John Dingell (D-MI) have introduced legislation giving the Food and Drug Administration (FDA) further enforcement powers. H.R. 2597, the "Food, Drug, Cosmetic and Device Enforcement Amendments of 1991," would extend certain authorities that FDA currently has only over medical devices to other areas of FDA

jurisdiction. The expansion would include administrative recall authority, subpoena power, and the ability to levy civil penalties. Food companies would be subject to the type of inspections currently experienced by drug and device facilities, and import controls would be broadened to allow the destruction of products deemed hazardous to health. FDA's interstate commerce provision would be broadened, allowing the agency to bring enforcement actions after proving only that the product affected interstate commerce. Inspectors would be authorized to carry firearms, and access to certain corporate financial records and research data would be allowed. H.R. 2597 is one of several bills dealing with FDA that the committee is considering. Other proposals include imposing fees to increase agency resources and restructuring FDA within the Department of Health and Human Services.

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The Ann Arbor Airport in Ann Arbor
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and Sept. 3, 1991 at Price Airport
in Linden, MI. Starting time both
days are 9:00 a.m.-6:00 p.m.



Red Baron will also donate 5¢ for every pizza sold
during a two week time to the American Cancer Society.

FOR SALES & SERVICE CALL 1-800-247-1533

PRODUCTS

Back to school with Kid Cuisine!



ConAgra will be introducing Kid Cuisine Mega Meals and breakfast items this fall. The New Mega Meals will be geared towards older kids ages 8-12. Research has shown that this age group enjoys the selections of Kid Cuisine, but they need more of it. Kid Cuisine Mega Meals will feature six "All-Time Favorite" Entrees including Chicken Nuggets, Fried Chicken, Double Cheeseburger, Cheese Pizza, Hot Dog and Macaroni and Cheese containing no artificial colors or flavors. These items will offer approximately 30 percent more food than the original Kid Cuisine meals for kids with bigger appetites!

With children's frozen meals being the fastest growing segment in the freezer case, Kid Cuisine has hit the ground running. As there has been no complete frozen breakfast meal directly targeted at kids, ConAgra has decided to introduce a complete new line of Kid Cuisine Frozen Breakfast items. Because breakfast is considered to be the most important meal of the day to mothers, this new complete line of breakfast items will surely make a big hit with moms and kids!

Kid Cuisine Mega Meals and Breakfast Items will be available in stores the second or third week in August. High value coupons will follow in September through December along with in-pack coupons to encourage repeat purchases. Also, an intense television schedule has been set to run during the Saturday morning cartoons!

Campbell's Labels for Education: providing quality school equipment free since 1973

Campbell's Labels for Education program has been helping educators and children for the past 18 years.

Since 1973, Campbell has been awarding educational equipment through the Labels for Education program where schools and public libraries redeem labels from Campbell-made products in exchange for more than 1,000 quality items from leading manufacturers.

To date, Campbell has awarded more than \$50 million in educational

equipment to schools and public libraries across the country. Because of the wide selection of eligible products—including Campbell's Soup, Franco American, V-8, Prego, Swanson and Pepperidge Farm products—the labels collected in this program come from homes where Campbell products are regularly used.

Campbell's introduces new items for back to school

**Campbell's
Dinosaur
VEGETABLE**



•Dinosaur Vegetable Soup is the first vegetable soup made just for kids.

Its corn, carrots and celery are mixed with 25 percent more pasta than chicken noodle soup, and it contains no MSG.

Dinosaur Vegetable Soup capitalizes on the popularity of dinosaurs with young children. It will be heavily promoted on Saturday morning television, as well as in print. Coupons will be out in October.

**Campbell's
Broccoli Cheese
Soup**



•Broccoli Cheddar Cheese Soup brings together two of today's most popular foods, tender pieces of broccoli and natural cheddar cheese in a delicious cream soup.

Building on the increasing success of cream soups, Broccoli Cheddar Cheese Soup promotions will focus on multi-usage and be backed up with dozens of delicious recipes.



•Hungry students on the go will enjoy Campbell's two new varieties of microwave soups, Clam Chowder and Vegetable. They join Chicken Noodle, Chicken with Rice, Vegetable Beef, Bean with Bacon 'n Ham, and Chili Beef already on the shelf.

More good stuff from Campbell's—the brand name kids recognize and mothers trust.

Classic Delight Sandwiches



Classic Delight has introduced the addition of BBQ Chicken, BBQ Pork, and Chicken Club to its line of fresh microwave sandwiches. The fresh, never frozen line of Classic Delight microwave sandwiches now has four croissant and four bun sandwiches. All sandwiches are in a controlled-atmosphere package, assuring freshness and quality. For more information call 419-394-7955.

New Italian Sausage Sub Sandwich from Pierre Frozen Foods

Pierre Frozen Foods introduces its Italian Sausage Sub, the newest member of the wrapped Pizza Parlor Sandwich® line. Pierre's Italian Sausage Sub offers convenience stores, vending, mobile catering, school a la carte and other foodservice operators a convenient, great-tasting way to serve authentic Italian hoagies.

Pierre's giant 7.6 ounce Italian Sausage Sub is made from pure pork and beef sausage, smothered with onion, green pepper slices and real mozzarella cheese. It features the market's best microwavable sesame seed bun that tastes great out of the microwave...not soggy or hard.

For more information, contact Frank Madsen at Pierre Frozen Foods, 800-543-1604.



P&G studies on reduced-calorie fat published

Three Procter & Gamble studies on the digestion and absorption of a new, reduced-calorie fat—caprocarylobehenin—have been published in the June issue of the Journal of the American College of Toxicology.

P&G developed caprocarylobehenin, or caprenin, which has the functional characteristics of cocoa butter, but with five calories per gram instead of nine for other common fats. Caprenin is suitable for use as an ingredient in soft candy, such as candy bars, and in confectionary coatings.

AFD

AFD 1992 Trade Dinner "Sweetheart Ball"

Formal Dinner Dance on Valentine's Day

•Cocktails • Hors D'Oeuvres

•Gourmet Dinner • Red-tie Preferred

The Associated Food Dealers of Michigan will present the 76th Annual Trade Dinner "Sweetheart Ball" on February 14, 1992. A limited number of corporate sponsorships are available. If interested, please call AFD for more information at 1-800-66-66-AFD. Your support is appreciated.



ENTERTAINMENT

•Phil Dirt and the Dozers
9:45 p.m. - 12:30 p.m.

•Strolling Musicians
6 p.m. - 9 p.m.

•(5) Caricaturists
7:30 p.m. - 12:30 p.m.

•Emcee, Neal Shine
Publisher, Detroit Free Press

SUPPORT THESE AFD SUPPLIER MEMBERS

BAKERIES:

Ackroyd's Scotch Bakery & Sausage	532-1181
Archway Cookies	(616) 962-6205
Awrey Bakeries, Inc.	522-1100
Koeplinger Bakeries, Inc.	967-2020
Mr. Dan's Gourmet Pound Cake	923-3111
S & M Biscuit Distributing	893-4747
Sunshine/Salerno	352-4343
Taystee Bakeries	476-0201

BANKS:

Madison National Bank	548-2900
Michigan National Bank	489-9100

BEVERAGES:

Absopure Water Company	358-1460
Anheuser-Busch, Inc.	354-1860
Bellino Quality Beverages, Inc.	946-6300
Brooks Beverage Mgt, Inc.	(616) 393-5800
Cadillac Coffee	369-9020
Coca-Cola Bottlers of Detroit	585-1248
Coors Brewing Company	451-1499
Don-Lee Distributors, Inc.	584-7100
Eastown Distributors	867-6900
Everfresh Juice Company	755-9500
F & M Coffee	851-5774
Faygo Beverages, Inc.	925-1600
Frankenmuth Brewery	(517) 652-6183
G Heileman Brewing Co.	(414) 796-2540
Gallo Winery	643-0611
General Liquor	867-0743
General Wine	869-7755
Hiram Walker, Inc.	626-0575
House of Seagram	262-1375
Hubert Distributors, Inc.	858-2340
J. Lewis Cooper Co.	835-6400
Miller Brewing Company	(414) 259-9444
Mr. Pure Juices	(312) 379-3000
Nestle Beverages	489-9349
Oak Distributing Company	674-3171
Paddington Corp.	345-5250
Pepsi-Cola Bottling Group	641-7888
Powers Distributing, Inc.	682-2010
R.M. Gilligan, Inc.	553-9440
Royal Crown Cola	(616) 392-2468
Serv-U-Matic Corporation	528-0694
Seven-Up of Detroit	937-3500
Spirits of Michigan	521-8847
St. Julian Wine Co., Inc.	(616) 657-5568
Stroh Brewery Company	446-2000
Viviano Wine Importers, Inc.	883-1600

BROKERS/REPRESENTATIVES:

Acme Food Brokerage	968-0300
Ameri-Con, Inc.	478-8840
Estabrooks Marketing	(517) 548-3750
J.B. Novak & Associates	752-6453
James K. Tamakian Company	424-8500
John Huettnerman Co.	296-3000
Marks & Goergens, Inc.	354-1600
McMahon & McDonald, Inc.	477-7182
Northland Marketing	353-0222
Paul Inman Associates	626-8300
Pfeister Company	591-1900
Stark & Company	851-5700
VIP Food Brokers International	885-2335

CANDY & TOBACCO:

Garoto Chocolate Co.	882-8824
Shermi's Candies	(517) 756-3691
Wolverine Cigar Company	554-2033

CATERING HALLS:

Emerald Kitchens	546-2700
Gourmet House, Inc.	771-0300
Karen's Cafe at North Valley	855-8777
Penna's of Sterling	978-3888
Phil's Catering	751-0751
Southfield Manor	352-9020
Taste Buds	(517) 446-8222
Thomas Manor Catering	771-3330
Tuna's Catering	949-2280
Vassell's Banquet Hall & Catering	354-0121

DAIRY PRODUCTS:

American Dairy Assoc.	(517) 348-8823
Borden Company	583-0191
Dairy Products of Michigan	552-9888

London's Farm Dairy	984-5111
McDonald Dairy Co.	(517) 652-9347
Melody Farms Dairy Company	525-4000
Milk-O-Mat/Country Pride Dairy	864-0550
Stroh's Ice Cream	568-5106
Tom Davis & Sons Dairy	399-6300

EGGS & POULTRY:

Cavanaugh Lakeview Farms	475-9391
Linwood Egg Company	524-9550

FISH & SEAFOOD:

Standard Fish Dist.	871-1115
Tallman Fisheries	(906) 341-5887
Waterfront Seafood Company	(616) 962-7622

FRESH PRODUCE:

The Crosset Company	429-7078
Tony Serra & Sons Produce	758-0791

ICE PRODUCTS:

Midwest Ice Corporation	868-8800
New City Ice Co.	485-0430

INSECT CONTROL:

Eradico Insect Control	354-5440
Rose Exterminators	588-1005

INSURANCE:

America One	(517) 349-1988
American Benefits Group	357-2424
Blue Cross/Blue Shield	486-2172
Capital Insurance Group	354-6110
Creative Risk Management Corp.	792-6355
Fairlane Insurance	846-0666
Financial & Mktg. Enterprises	547-2813
Gadaleto, Ramsby & Assoc.	(517) 351-7375
Jardine Insurance Agency	641-0900
K.A. Tappan & Assoc. Ltd.	344-2500
Lloyd's Assoc.	356-0472
Miko & Assoc.	776-0851
Mitzel Agency	773-8600
North Pointe Insurance	358-1171
Rocky Husaynu & Associates	557-6259
Sullivan-Gregory, Inc.	332-3060
Traverse Bay Insurance	(616) 347-6695

MANUFACTURERS:

Carnation Company	851-8480
Don's Chuck Wagon Products	771-9410
Groeb Farms	(517) 467-7609
Hamilton Meat Pie Co.	582-2028
Home Style Foods, Inc.	874-3250
Kahil Enterprises, Inc.	527-7240
Kraft Foods	261-2800
Michigan Pioneer Sugar	(517) 799-7300
Monitor (Big Chief) Sugar	(517) 686-0161
Nabisco, Inc.	478-1400
Philip Morris U.S.A.	489-9494
Prince Macaroni of Michigan	772-0900
Red Pelican Food Products	921-2500
Tony's Pizza Service	634-0606

MEAT PRODUCERS/PACKERS:

Guzzardo Wholesale Meats	833-3555
Hartig Meats	832-2080
Hillshire Farm & Kahn's	778-3276
Hygrade Food Products	464-2400
Kowalski Sausage Company	837-8200
LKL Packing, Inc.	833-1590
Oscar Mayer & Company	464-9400
Osten Meats	963-0660
Pelkie Meat Processing	(906) 353-7479
Ray Weeks & Sons Company	727-3535
Smith Meat Packing, Inc.	458-0530
Swift Eckrich	458-9530
Thorn Apple Valley	532-0700
Winter Sausage Mfg. Inc.	777-9080
Wolverine Packing Company	568-1900

MEDIA:

Arab & Chaldean TV-62 Show	352-1343
C & G Publishing, Inc.	756-8800
Daily Tribune	541-3000
Detroit Free Press	222-6400
Detroit News	222-2000
Detroit Newspaper Agency	222-2512
Gannett National Newspapers	357-7910
Macomb Daily	296-0800
Michigan Chronicle	963-5522
The Beverage Journal	454-4540
WDIV-TV4	222-0643
WJBK-TV2	557-9000
WKSG "KISS-FM"	792-6600
WWJ-AM WJOL-FM	222-2636

NON-FOOD DISTRIBUTORS:

Gibraltar National Corporation	491-3500
Ludington News Company, Inc.	925-7600

POTATO CHIPS/NUTS/SNACKS:

Frito-Lay, Inc.	287-9477
Jay's Foods, Inc.	946-4024
Kar-Nut Products Company	541-7870
Nikhlas Distributors (Cabana)	571-2447
Variety Foods, Inc.	268-4900
Vitner Snacks	368-2447

PROMOTION/ADVERTISING:

Advo-System	425-8190
Gateway Outdoor Advertising	544-0200
Haan Display Sign Service	(616) 243-3223
Intro-Marketing	540-5000
J.R. Marketing-Promotions	296-2246
Northland Marketing	347-6300
PJM Graphics	535-6400
Point of Sale Demo Service	887-2510
Retail Demonstrators	846-7090
Stanleys Advtg. & Dist.	961-7177
Stephen's NU-AD, Inc.	777-6823

SERVICES:

Akrant Namou C.P.A.	557-9030
American Mailers	842-4000
Bellanca, Beattie, DeLisle	964-4200
Central Alarm Signal, Inc.	864-8900
Closed Circuit Communications	646-6640
Detroit Edison Company	323-7786
Goh's Inventory Service	353-5033
Group One Realty	851-4910
Guardian Alarm	423-1000
Karoub & Associates	(517) 482-5000
Marketplace Services	557-4500
Menczer & Urcheck P.C., CPA	561-6020
Michigan Cash Register	545-8660
National Exposition Service	865-1000
News Printing	349-6130
O'Riley Realty	689-8844
Pappas Cutlery Grinding	965-3872
Red Carpet Keim	557-7700
Rossmann Martin Communications	(517) 487-9320
Sarafa Realty	851-5704
Southfield Funeral Home	569-8080
Supermarket Development Inv.	573-8280
Telecheck Michigan, Inc.	354-5000
Travelers Express Co.	(800) 328-5678
Vend-A-Matic	585-7700
Whitey's Concessions	278-5207
Edward A. Shuttle, P.C.	569-4490

SPICES & EXTRACTS:

Rafal Spice Company	259-6373
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STORE SUPPLIES/EQUIPMENT:

All American Cash Reg.	561-4141
Belmont Paper & Bag Company	491-6550
Brehm Broaster Sales	(517) 427-5858
DCI Food Equipment	369-1666
Hobart Corporation	697-7060
MMI Distributing	582-4400
Market Mechanical Services	680-0580
Midwest Butcher & Deli Supply	332-5650
Refrigeration Engineering, Inc.	(616) 453-2441
Sales Control System	356-0700
Statewide Food Equipment Dist.	393-8144
Ultra Lite Supply Co.	751-1940

WHOLESALE/FOOD DISTRIBUTORS:

Bremer Sugar	(616) 772-9100
Capistar, Inc.	(517) 699-3605
Central Foods	933-2600
Detroit Food Service	563-4282
Detroit Warehouse Co.	491-1500
Epcos Foods, Inc.	857-4040
Fimco	253-1530
Foodland Distributors	523-2100
Gourmet International, Inc.	(800) 875-5557
Great Lakes Home Food Service	(517) 835-6785
I & K Distributing	491-5930
J & J Wholesale Dist.	795-4770
J.F. Walker	(517) 787-9880
Jerusalem Falafel Mfg.	595-8505
Kehe Food Distributors	(800) 888-4681
Kramer Food Company	585-8141
Lauren Sales, Inc.	945-1111
Lipari Foods	469-0131
Lauren Kachigian Distributing	843-2898
M & B Distributing Company	767-5460
Maxwell Foods, Inc.	923-9000
McInerney-Miller Bros.	833-8660
Metro Packing Company	259-8872
Miesel/Sysco Food Service	397-7990
Mucky Duck Mustard Co.	683-5750
National Wholesale Foods	841-7730
Northern Michigan Food Service	478-6200
Northwest Food Co. of Michigan	368-2500
Rainbow Ethnic & Specialty Foods	646-0611
Rich Plan of Michigan	293-0900
Sackett Ranch	(517) 762-5049
Scot Lad Foods, Inc.	(419) 228-3141
Sherwood Food Distributors	366-3100
Simco Inc.	253-1530
State Wholesale Grocers	567-7654
Spartan Stores, Inc.	(616) 455-1400
Super Food Services	(517) 777-1891
Superior Fast Foods, Inc.	296-7118
Tony's Pizza Service	(800) 247-1533
Treppo Ltd.	546-3661
Warehouse Club	532-3399
Wholesale House, Inc.	846-6209
Ypsilanti Food Co-op	483-1520

ASSOCIATES:

American Synergistics	427-4444
Bomark Corporation	342-1679
Bureau of State Lottery	(517) 887-6820
Dino's Emmet One Corporation	341-4522
Herman Rubin Sales Co.	354-6433
Livorno-Davison Florist	352-0081
Minnich's Boats & Motors	748-3400
Motor City Ford Truck, Inc.	591-1234
Movie Warehouse	739-9300
Power House Gym	865-0111
Rousana Cards	(201) 905-6700
Wileden & Assoc.	588-2358

The area code is 313 for above listings unless otherwise indicated.

If you are not listed or need to change your listing, contact Sarah Humphreys at 557-9600

THE PFEISTER CO.

NEW ITEMS

ROUND-UP



NEW



NEW



NEW



NEW



NEW



NEW



NEW



NEW

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 - .. HEALTHY CHOICE FROZEN HOMESTYLE CLASSICS
 - HEALTHY CHOICE FROZEN PASTA CLASSICS
 - HEALTHY CHOICE CANNED SOUPS - READY TO SERVE
 - .. KINGS HAWAIIAN FROZEN FRENCH TOAST
 - .. WEIGHT WATCHERS FAT FREE MAYONNAISE
 - WELCH'S TOTALLY FRUIT SPREADS - 6 VAR

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