

AFD ASSOCIATED FOOD DEALERS OF MICHIGAN and its affiliate: PACKAGE LIQUOR DEALERS ASSOCIATION

FOOD & BEVERAGE REPORT

VOL. 2, NO. 12

An official publication of the Associated Food Dealers of Michigan
and its affiliate, Package Liquor Dealers Association

DECEMBER 1991

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LEGISLATIVE UPDATE

Dairy price support/milk solids rammed through committee

The Senate Agriculture Committee recently approved a measure (H.R. 2893) to increase federal dairy price supports by voice vote. The bill would raise the price the government pays farmers for excess milk production from \$10.10 to \$11.10 per hundred pounds. The administration objects to any price support increase, saying it would hurt consumers and squeeze nutrition assistance programs for the needy, such as the WIC program. It also increases the amount of non-fat solids in milk, which many believe will increase ingredient costs, and add more sodium and calories. Sen. Thad Cochran (R-Miss.) planned to remove the milk solids provision, but did not, due to an agreement to withhold amendments until the bill goes to the floor. Sen. Richard Lugar (R-Ind.), the ranking GOP member, said the bill in its present form has no chance of becoming law. He said GOP members would not oppose the bill as reported, but added that "this legislation bears no resemblance to what is going to occur." In an effort to avoid a threatened presidential veto, Senate proponents approved the dairy provisions as part of a House-passed disaster relief bill. —FMI

Immigration reform bills would repeal I-9 verification

Legislation, H.R. 3366 and S. 1734, to repeal provisions of the immigration law requiring employers to verify the work eligibility of new hires was introduced recently by Rep. Edward Roybal (D-Calif.) and Sen. Orrin Hatch (R-Utah). In 1986, Congress passed the Immigration Reform and Control Act (IRCA), which contains a two-fold strategy to curtail the perceived accelerated flow of illegal aliens in search of U.S. jobs. Backed by fines and criminal penalties, the law prohibits employers from hiring

FDA sets new labeling guidelines

Just as generations of advice-givers relayed the old adage of judging a book by its cover, the FDA is now saying, "Don't judge a food by its label—at least until May 1993."

In fact, charging that for some time many food labels' claims have been misleading the public, the FDA last month issued a new set of regulations aiming to set strict definitions to ambiguous terms and inflammatory claims.

FDA Consumer Affairs Officer Evelyn DeNike says most labels offering nutritional information are not deliberately deceitful, just confusing to customers.

"Pure fruit juice" containing "dehydrated cane juice" (sugar), and products' boasting "no cholesterol" when they contain significant quantities of fat or never had cholesterol at all are a few examples of claims DeNike cites which perpetuate confusion in the supermarket aisles.

"One company's 'lite' might have more calories, fat or sodium than another company's regular product," she adds.

Under the new regulations, products' claims will have uniform standards. The FDA has proposed new definitions for nine core terms currently in popular use manufacturers will need to follow if they want to put the terms on their labels. The terms defined are: free, low, high, source of, reduced, light (or lite),

less, more and fresh.

For example, "fresh" can only be linked to raw food, food that has not been frozen, processed or preserved. "Cholesterol free" must contain less than 2 milligrams of cholesterol per serving and 2 grams or less saturated fat per serving. And "light" may be used to describe foods containing one-third fewer calories than a comparable product, or qualify itself if it refers to taste, smell or color.

"We're going to give these things legal definitions," DeNike says.

In addition, if a food is labeled with a claim of a certain nutrient but that food contains other nutrients at levels known to be less healthy, the label would have to bring that to consumers' attention. For instance, if a food making a low-sodium claim is also high in fat, the label must say, "see back panel for information about fat and other nutrients."

See LABELING, page 12



It's beginning to look a lot like Christmas . . .

Santa Claus came early to Vineyard's Wine Cellar in Farmington Hills, bringing baskets galore stuffed with holiday goodies. Made on site, Vineyard's owner Ron Asmar says he sells about 1,000 of the beautiful baskets every holiday season.

Increase in supermarkets with gourmet foods departments



Source: Trends: Consumer Attitudes & the Supermarket 1991

See UPDATE, page 10

Bottle law moves to "garbage collection" proposals

By John Dagenals
SDD-SDM Consultant for AFD

It was just a few weeks ago that Attorney General Frank Kelley warned a number of beverage firms, including eight Michigan companies, that many non-alcoholic wines and sparkling fruit juices have been violating Michigan's returnable bottle bill by selling beverages in non-returnable containers.

The beverage firms have been told to put a deposit return label on their bottles and cans or face state lawsuits that could mean a halt on certain beverage firms selling their products in Michigan.

It is the first time to our knowledge that the state has cracked down on several Michigan companies for violating the 13-year-old returnable container law which stipulates that beer, wine coolers, mixed spirits drinks and all non-alcoholic carbonated drinks offered in Michigan must be sold in returnable containers.

"If it reaches that dangerous level, we... fear that all retailers will become a dumping ground for everything including pickle jars and ketchup bottles."

At present, the beverage returnable law does not apply to wine or liquor, but does apply to sparkling juices because they are carbonated.

The containment of non-carbonated beverages in non-returnable bottles has caused a number of lawmakers and some consumer groups to start demanding a returnable deposit on non-carbonated products.

It is interesting to note that only a few years ago, when legislation was introduced to add wine coolers to the bottle bill's deposit requirements, an amendment in the Michigan House of Representatives to include liquor and wine bottles failed by a few votes.

The Michigan Attorney General's office seems to be extra concerned that the carbonated beverages were bottled and packaged to look like wine or champagne and being placed alongside wine and spirits.

Just about three years ago, the state of Maine passed a law that required almost all beverages to carry a returnable deposit on their bottles and cans. Tomato juice and many other juices or beverages now carry deposits.

What all this boils down to is a very negative outlook by state

government and some consumer groups that is directed at retailers to force unwanted bottles and cans into their food-and-beverage stores. In short, it is the opinion of this column writer that there are strong forces moving towards making the grocery and beverage shop the very first stop for recycling. If it reaches that dangerous level, we of this food and beverage industry fear that all retailers will become a dumping ground for everything including pickle jars and ketchup bottles.

More than ever before, if I were a food-and-beverage retailer selling in Michigan under these unfavorable conditions described above, I would want to be strongly organized in a group that will take a stand on these issues—and the only one I see is Associated Food Dealers of Michigan and their subsidiary trade group—Package Liquor Dealers Association. They are your only hope and you can't afford not to be a part of them.

Just think for one moment. Here we are just getting ready to enter the year 1992—a big political election year, not to mention that the country is still suffering the ills of an unstable economy, and taxation and government regulation seem to be growing by leaps and bounds.

For these reasons and about a dozen more, Michigan's food stores and beverage outlets must be ready to fight back. We must not accept more expansion of the original bottle law!

AFD has entered a new legal phase by appealing Michigan court action overturning state legislation offering retailers a handling fee for returnables. No other forces except AFD have moved ahead to solve this big problem.

Our aim is really two-fold. We need to allow retailers a handling fee for all returnable containers and keep the original bottle law in the framework approved by the voters. We cannot allow our stores and members to become recycling centers.

Your membership is needed more than ever before. Moving together—and that means moving as one united group—is the only way we will win this newest battle.



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AFD CHAIRMAN'S REPORT

Watch for shoplifters during holiday season

By Amir Al-Naimi
AFD Chairman



Al-Naimi

Several years ago, some stores in Dallas stepped up security by putting uniformed police officers on the job 24 hours a day. It would have been an expensive measure, except that the officers were actually six-foot high stand-up photos of local police, designed to play on the customers' consciences and remind them that shoplifting is a crime.

Unfortunately, though December is the time for holiday cheer and goodwill toward men, it is also the time shoplifters, amid the hustle and bustle of crowds, might try to treat themselves to a few items in your stores.

Let's just remind ourselves and our employees of a few points to help us spot shoplifting:

- Scuffles and disturbances are often staged in one part of the store to divert attention from shoplifting in another aisle. Keep a close lookout through the entire store when such disturbances occur.

- In another version of the decoy ploy, an obvious shoplifter will try to divert employees' attention while unnoticed cohorts are stealing successfully on the sly. Then the

"shoplifter" who was creating all the attention puts down the items in question and walks out. And so do the cohorts—casually—with your merchandise. Again, don't be too distracted to watch the entire store.

- Sometimes thieves will hide a bag behind a display and then two or three people will place a few items at a time in the bag. When the bag is full, a really good shoplifter will go in and steal the whole bag. Check for such bags behind displays routinely and replace any out-of-place merchandise immediately.

- If you are suspicious, go up to the person and ask if you can help him or her to find anything. That way the person knows you are aware of him or her without offending anyone.

Handling suspected shoplifters with care is just as important as deterring the crime. If you suspect a shoplifter is stealing in your store:

- Be certain you have seen the person take the item. The shoplifter may claim it was his or hers already.

- Take careful mental note of the person's appearance so you can pick him or her out of a crowd.

- Know where the person conceals the item.

- Allow the thief to pass the point of sale before stopping him or her.

- Take a witness with you when you stop the person.

- Don't attack the suspect: be polite but firm. Recover the merchandise.

dise, escort the person to a private office and call the police. But let a violent person go.

Throughout the busy season, let's all be our own round-the-clock officers on duty and not forget or let slide the serious crime of shoplifting.

On another note, as my final year as chairman of AFD comes to a close, I want to thank the board, staff and members for their support. I wish all of you a very happy holiday and a prosperous 1992.

25519

ASK AFD

Q. I will not sell non-alcoholic beer to minors because it was delivered by a beer truck and I don't think I should. Am I correct? —S.D., North Branch

A. Any kind of non-alcoholic beverage can or bottle that gives the impression that it is beer or liquor can only be bought by those 18 years or older.

Incidentally, a retailer can sell that type of non-alcoholic beverage on Sunday before noon. It is regarded as a food-product, which makes it exempt from sales tax.

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

Dec. 4: FMI How To Open an In-Store Pharmacy. Rosemont, IL. For information call 202-452-8444.

Jan. 31-Feb. 2: NFDA Mid-Winter Table-Top Show. Phoenix, Ariz. For information phone 312-644-6610.

Feb. 2-5: N.G.A. Convention & Buying/Merchandising Expo. Orlando, Fla. For information call 703-437-5300.

Feb. 9-12: FMI/GMA Environmental Affairs Conference. Washington, D.C. For information call 202-452-8444.

Feb. 9-12: FMI EFT Conference. San Antonio, Texas. For information call 202-429-4542.

Feb. 14: AFD Trade Dinner. Penna's, Sterling Heights. For information call 313-557-9600.

March 7-10: FMI/PMA/NAWGA/UFEVA Annual Produce Conference. Fort Myers, Fla. For information call 202-452-8444.

LETTERS

I would like to take this opportunity to thank you for choosing me as a recipient for the AFD scholarship. It means a great deal to me as it assists in furthering my education. My education is very important in helping me grow to understand myself and the world around me. Once again, I appreciate your thoughtfulness, and hope you will continue to help other students like myself in furthering their education.

Sincerely
Jan Erla

The Grocery Zone

By David Coverly



Jays/Cain's potato chips seeing eye to eye, running smoothly

Jay's/Cain's Snack Foods is one company in Michigan that has success and good taste in the bag.

Borden, Inc., purchased Jays in 1986 and Cain's in 1987. Through many acquisitions such as these, Borden became the number two salty snack company in the country. Now its goal is to become the most efficiently run.

That's where Jays/Cain's Division Sales Manager Mike Rolfe comes in. Rolfe joined Jays/Cain's last spring to integrate operations of the two potato chip companies.

"Jays/Cain's integration is the first phase in a long-term type of strategy," Rolfe says.

One of the company's ailments has been that two trucks will visit the same store in the same day, one delivering Jays chips and one delivering Cain's. Rolfe says that problem has been remedied in the Detroit area, but reaching the goal of one truck per day is an ongoing effort in the rest of the country.

If two trucks are delivering two different chips from the same company, why even have two different brands of chips?

"You can't throw away brand loyalty," says Rolfe, explaining that in the western part of the state, closer to Chicago where Jays is the number one brand, customers go for Jays. In the Detroit area, customers prefer Cain's. Because both chips are popular throughout the state, Rolfe assures, Borden will continue to carry both.

But Jays and Cain's snacks are not the only ones of Borden that customers enjoy, Rolfe says. Borden also runs several other brands including Kruncher's Chips, La Famous Tortilla Chips, O-Ke-Dok Popcorn, and its new Snack Time single-serve items.

"Snack Time is Borden's first attempt at a national brand with Borden's name in the graphics," Rolfe says, adding that its cookies, crackers, peanuts, meat snacks and brownies are available in 90 percent of the United States.

That doesn't mean Borden Snacks aren't already nationwide, Rolfe says, quoting figures that the company has exposure to 96 percent of the U.S. population and 70 percent of Canada's population. Borden Snacks also has geographical penetration of 96 percent of the U.S. and 60 percent of the Canadian provinces, where 17 manufacturing facilities are located.

Rolfe insists it is not only Borden's high-quality products which

will keep it strong in the marketplace.

"What will influence and be the driving force for Borden in the future is getting qualified people on board," he says, explaining the company is very family-oriented. "Borden puts a lot of emphasis on its people."

It's no surprise, says Rolfe, insisting Borden's motto applies not only to the quality of its products, but the way it does business. The well-known phrase is, "If it's Borden, it's got to be good."

Engler announces food stamp fraud crackdown

Ongoing food stamp fraud investigations aimed at grocery stores and middlemen resulted last month in what Gov. John Engler called the largest food stamp bust in state history.

Investigations began in February with the creation of the Michigan Food Stamp Fraud Task Force. The task force's creation was spurred by the belief that in some cases the stamps designed to help feed the needy wind up buying drugs.

Most of those who face charges

as a result of last month's bust are store owners and middlemen rather than the recipients of the food stamps. Under the food stamp scam, a recipient might sell food stamps for 70 cents on the dollar to a middleman or store owner. The store owner can then turn around and collect \$1 from each food stamp from the federal government and pocket 30 cents on each \$1 stamp.

A speaker for Engler said this illegal activity will not be tolerated and investigations will continue.



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Michigan Lottery kicks off 20th anniversary with new logo

By Michigan Lottery Commissioner
Jerry Crandall



Crandall

The Michigan Lottery, one of the nation's oldest state lotteries, is getting a face lift.

In November, the Michigan Lottery kicked off a year-long celebration to commemorate its 20th anniversary with the unveiling of a new logo and universal signage program.

The new 'Michigan Money Tree' logo updates the Lottery's image as we look toward 1992 and the celebration of our 20th anniversary. The first lottery game went on sale in November of 1972—we've planned an entire year of exciting activities and special promotions to highlight the milestone.

We are striving to create a more dynamic and visible lottery. It's important that lottery players be able to more easily identify lottery retailers. In order to better serve our players and retailers, we have developed a universal signage program highlighting a new logo for the new Michigan Lottery.

The permanent retailer signs will

display the new Michigan Lottery logo and are scheduled to be installed at 4,200 retailers statewide by mid-January 1992. All signs will be installed by Michigan sign installers around the state and will be provided to retailers at no cost. The new logo and signage program is part of the Lottery's 1991/92 marketing budget.

The universal signage program is designed to make it more convenient for players to buy lottery tickets. We want to make sure we are reaching all lottery players and potential players. Every lottery customer is important because ultimately, his or her purchase is a contribution to Michigan's public education system.

In May of 1972, voters approved a constitutional amendment by a 2 to 1 margin, which permitted the establishment of a state lottery. Public Act 239 was signed into law by Gov. Milliken and the first lottery commissioner, Gus Harrison, was appointed by the governor on Aug. 1 of that year. The first lottery game, the 50-cent green ticket, went on sale Nov. 13, 1972.

A WINNER EVERY SECOND

In the time it takes to say "Michigan Lottery," someone wins a prize playing lottery games—that's a winner every second!

As part of a winner awareness

campaign, the Michigan Lottery has produced television ads that focus on the number of Lottery winners.

We want people to know that according to last year's figures, on the average 85,000 lottery players win prizes every day, approximately 30 million players every year—now that's impressive.

The Michigan Lottery is prohibited from disclosing information about top prize winners unless permission is granted by the winner under Public Act 243 of 1988. Our goal in this campaign is to inform the public that players are winning every day and in fact, every second of the day.

HOLIDAY SEASON FESTIVITIES

The holiday season is upon us! Lottery retailers have a real opportunity to sell, sell, sell with the

"Great Lottery Holiday Gifts" promotion. Colorful door decals and clerk badges will get players' attention as they shop for holiday items in your stores. Remind them that lottery tickets make great holiday gifts. The promotion will receive television support beginning Dec. 9. And this season we've got a great holiday instant game lineup, which includes November's "Winner Wonderland" and December's "Win for Life" game that offers players a chance to win \$1,000 per month for life.

While we are drawing a close to 1991, we are just beginning our 20th anniversary year. I look forward to working with you throughout this exciting and important period in Michigan Lottery history. May this holiday season be one of joy and success for you and your family!

Lottery agents alert

You may be a winner of 25 instant game tickets, courtesy of the Michigan Lottery! December's five winning lottery agent numbers are hidden throughout this edition of the *Food & Beverage Report*. Spot yours, and you're a winner!

If your number is listed, contact Sarah Humphreys at AFD (1-800-66-66-AFD) by Dec. 26 to claim your prize!



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Low Dodak: the Speaker speaks

If you were to make a mold for the perfect politician, you'd feature a variety of strong personal traits and beliefs. Ideally, you'd like to see that your candidate came from a family deeply rooted in the love of freedom and democracy handed down by immigrant ancestors. It would be a bonus if this person knew the value of hard work—hands calloused from sunrise to sunset on the family farm. And he would need a love of country so unsurpassed that he'd sacrifice everything unquestionably to defend the principles it represents. Throw in the driving ambition to serve the public good, and you have a campaign manager's dream—and a formidable opponent.

Meet Michigan's Speaker of the House, State Representative Lewis Dodak. The description above fits him like a finely tailored suit—a power suit, if you will—because in just 15 years, Lew Dodak has used all of these qualities to capture the second most powerful position in state politics.

Dodak was born to a Saginaw County farm family 45 years ago. Both sets of his grandparents came from Czechoslovakia around the turn of the century, and instilled in their children and grandchildren an endearing love and respect for America and its democratic ideals. It was these principles that Dodak's father took to heart when he participated in the 1937 sit-down strike that helped launch the United Auto Workers.

"My father worked at a General Motors plant near Flint for a number of years," the Democratic representative from the state's 86th District remembers. "Though he was politically conservative, he saw the hardships that working men and women had to endure in the factory, and he knew he had to participate in the strike."

The political leanings of the family stemmed from the senior Dodak's activism, planting the seed for young Lew's driving desire for public office.

Yet a father's influence alone is rarely enough to spur one to action. It frequently takes a personal experience of incredible proportions to galvanize philosophical drive and ambition. Dodak's influence impacted him and the entire nation—he dutifully responded when Uncle Sam invited him to Vietnam.

Dodak served in the 25th Infantry Division of the U.S. Army in 1966 and '67. The Division—which

was portrayed in the movie "Platoon"—set a record for enduring 234 consecutive days in combat. The experience changed Dodak's life forever.

"The war had the biggest impact on me running for public office," Dodak remembers. "I never dreamed I'd get involved in politics, but when I came home in April of 1967, I wasn't very happy with the foreign policy decisions my government was

making.

I made up my mind early on that if I was ever to make a difference in government, I'd need to be involved in the decision making process instead of demonstrating against it."

So the 22-year old Vietnam vet set out to gain experience and expertise in any way he could. While he worked full-time at GM and part-time on the family farm, he also got in-

See DODAK, page 18



There will be a little something extra on your bottom line this holiday season when Big Chief is the sugar on your shelves.

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State Representative Lewis Dodak

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Academic Scholarship Program gears up for '92

The Associated Food Dealers Scholarship Program has been an ongoing program since 1972 and continues each year to award college scholarships to those students exemplifying academic excellence. Those eligible to apply are high-school seniors, college freshmen, sophomores and juniors whose parents work for AFD member companies and those students who are employed by AFD member companies. This program is funded by the proceeds from the annual golf outing. At the 1991 outing, AFD awarded 18 students with \$1,000 and \$500 scholarships totaling \$10,000 for the 1991-1992 academic year.

This month, AFD asks members to hang scholarship promotional posters in their stores. These posters will be mailed out to you, our member companies in hopes that they will be placed where they will reach your employees. The posters have response cards for prospective scholarship recipients to tear off and mail to AFD. The posters should be displayed from January 1992 through April 1992. With your support and participation, AFD will continue to help educating our youth.

UPDATE

from page 1

undocumented aliens. Permanent residence was offered to those who could prove they had arrived in the U.S. prior to Jan. 1, 1982, or for those undocumented workers who had worked previously in agriculture. The new legislation would remove the requirement for new hires and employers to fill out the Immigration and Naturalization Service's I-9 form, as well as void the law's penalties. H.R. 3366 is currently pending in three House Committees: Judiciary, Foreign Affairs and Education and Labor; S. 1734 is in the Senate Judiciary Committee. Supporters cite that discrimination has occurred by those trying to document the work authorization of their entire workforce and that the law has created substantial paperwork costs and administrative burdens taxing to employers.

Retailer licensure for tobacco products proposed in Michigan

A bill in Michigan, H.B. 4341, proposes retailer licensure for tobacco sales in an effort to punish retailers who sell to minors, defined in Michigan as anyone under 18. H.B. 4341 calls for a \$300 annual license for each store; the license application would have to be accompanied by a diagram of the store, corporation papers and other "relevant" information. The bill calls for penalties ranging from a fine of \$100 for a first violation up to a fine of \$1,000 and a one-year license suspension for a fourth violation. There are no penalties in the bill for minors who purchase tobacco products. —FMI

ANNUAL MEETING NOTICE

AFD's annual meeting, including election results, will be held on Monday, Dec. 16, 1991. The Meeting will start at 6:30 p.m. and dinner will be provided. The meeting will be held at the offices of the Associated Food Dealers of Michigan at 18470 W. 10 Mile Road, Southfield, Michigan. All members are invited.

It is important to have an accurate count. Please R.S.V.P. to Sue at 557-9600 as soon as possible if you plan to attend.



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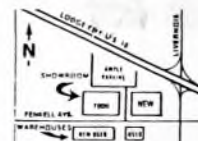
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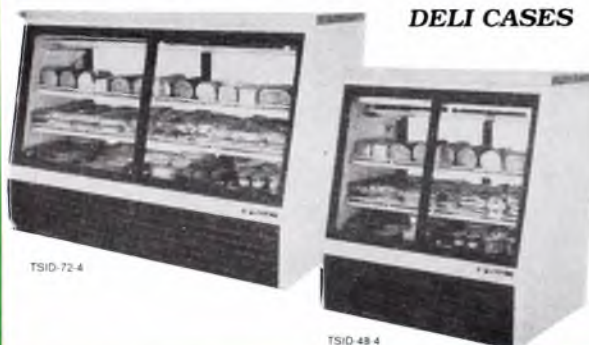


GLASS DOOR MERCHANDISERS



Model	Cu. Ft.	L	D	H
GDM-12	12	25	X 23	X 62
GDM-22	22	30 1/2	X 29 1/2	X 69 1/2
GDM-23	23	27	X 29 1/2	X 78 1/2
GDM-26	26	30 1/2	X 29 1/2	X 78 1/2
GDM-33	33	39 1/2	X 29 1/2	X 78 1/2
GDM-35	35	39 1/2	X 29 1/2	X 78 1/2
GDM-37	37	43 1/2	X 29 1/2	X 78 1/2
GDM-41	41	47	X 29 1/2	X 78 1/2
GDM-45	45	51	X 29 1/2	X 78 1/2
GDM-47	47	54	X 29 1/2	X 78 1/2
GDM-47RL	47	54	X 32	X 78 1/2
GDM-49	49	54	X 29 1/2	X 78 1/2
GDM-49RL	49	54	X 32	X 78 1/2
GDM-57	57	54	X 35	X 78 1/2
GDM-60	60	54	X 35	X 78 1/2
GDM-61	61	70	X 29 1/2	X 79 1/2
GDM-69	69	78	X 29 1/2	X 79 1/2
GDM-72	72	78	X 29 1/2	X 79 1/2

DELI CASES



WINE MERCHANDISER

GDM-23W	23	27	X 29 1/2	X 78 1/2
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CONVENIENCE STORE COOLERS

Model	Cu. Ft.	L	D	H
GDM-33C	23	39 1/2	X 29 1/2	X 61 1/2
GDM-41C	28	47	X 29 1/2	X 61 1/2

Model	Cu. Ft.	L	D	H
TSID-48-2	16	48 1/2	X 29 1/2	X 50 1/2
TSID-48-4	16	48 1/2	X 29 1/2	X 50 1/2
TSID-72-2	24	72	X 29 1/2	X 50 1/2
TSID-72-4	24	72	X 29 1/2	X 50 1/2
TDBD-72-2	35	72	X 35	X 55 1/2
TDBD-72-4	35	72	X 35	X 55 1/2

Season's Greetings

Meet the AFD staff:

Vicky Zuschnitt is AFD's special events director and has been on staff for two years. She plans the trade dinner, trade show, golf outing and numerous meetings and training seminars. Vicky is a Michigan State University graduate.



Jim Larges holds a degree from Oakland University and has extensive experience as a computer programmer/analyst. Jim brought his knowledge to AFD in the summer of 1989 to take charge of membership records and keep the AFD office computer system—the backbone of operations—running smoothly.



Sarah Humphreys has been communications manager for AFD and editor of the *Food & Beverage Report* for one year. Sarah is always looking for story tips, and is often seen behind a camera at AFD's many events and meetings. She is a graduate of Eastern Michigan University.



Ray Amyot had more than 30 years of advertising sales experience for the *Detroit Free Press* when he took his post as advertising manager for the *Food & Beverage Report* in early 1990. Ray and his wife, Stephanie Bell Amyot, also from the *Free Press*, work as a team, and their rapport with advertisers keeps the magazine on the road to success.



Judy Mansur, service manager, has been with AFD since early 1985. Always just a phone call away to help members with their needs, she's as busy as ever handling all of AFD's many membership benefits and insurances.



Joe Sarafa, AFD's executive director since 1986, is at the forefront of crusades to aid the food industry, but never too busy for a chat with a member who has a concern. Joe has a law degree from University of Detroit Law School and is a former retailer himself.



Phil Haddock is AFD's personable outstate membership director, calling on businesses to enlist them in AFD's winning team. When Phil joined the staff last summer, he brought to AFD an extensive background of sales experience and knowledge.



Harley Davis has been AFD's coupon consultant and authority since December 1987. Harley monitors and manages AFD's coupon redemption program, and acts as the liaison between grocers and the manufacturers to be sure money goes where it is supposed to go.



Sue Knapp wears many hats at the AFD office. In addition to holding down office administration, she recently took over membership responsibilities and conducted regional meetings for members throughout the state. Sue joined the staff in the summer of 1990.



34641

**THE ENTIRE STAFF WISHES
YOU A JOYOUS HOLIDAY
AND A HAPPY NEW YEAR!**



LABELING

from page 1

Miniscule serving sizes intending to downplay gram-per-gram contents are another bone of contention with the FDA. New regulations will make serving sizes consistent for like products so consumers can make accurate and informed comparisons.

Currently, nutritional-content labeling is voluntary, except for fortified foods and those for which nutritional claims are made. About 60 percent of processed foods provide such information on their labels. Under the new regulations, all processed foods, as well as seafood and fresh produce, will be required to list nutritional value. In the case of produce and seafood, the information will most likely be provided on small placards next to the items, DeNike says.

Focus of the nutritional labels will change, as well. Information about the B vitamins, which is only useful in fighting diseases the country no longer reckons with, will be replaced with information concerning today's consumer, such as dietary fat content.

DeNike says food manufacturers have in general been receptive to the new labeling regulations, seeing it as a way to keep each other's claims in check.

"Basically, most manufacturers are for the regulations because they will give them a level playing field," she says.

However, when manufacturers did protest the new rules, they did so because of the cost. The FDA estimates the initiative will cost the country's food manufacturers \$1.7 billion over the next 20 years in food labels and research. While DeNike could provide no estimate on immediate costs to Michigan food manufacturers, she concedes it will be a considerable expense. But, as the regulations would not be in place until May 8, 1993, she says manufacturers have plenty of time for research and preparation.

"While we acknowledge this will be a costly process," DeNike says, "it will be better for the health of the consumer."

"Consumers want to know what's in their food."

11332

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AFD announces the addition of an **affordable dental program** to its long list of benefits for members and their employees and families.

The "Advantage Plus" program from Golden Dental Plans, Inc., costs much less than traditional options and offers exceptional benefits.

Golden Dental customers who join "Advantage Plus" through AFD receive exams, x-rays, cleanings and fluoride treatments at no charge. Patients are billed only 50 percent for root canals, fillings and extractions, as well as for crowns, dentures, par-

tials and bridges.

The "Advantage Plus" plan also pays 50 percent of the first \$1,000 of costs incurred for orthodontics and 30 percent of any specialty care.

Monthly premiums are only \$7 per single, \$9 per couple and \$12 for a family of three to five people. Additional family members cost \$2 per month each.

The benefits of this program are provided through a pre-certified and pre-approved panel of dentists located throughout the tri-county area. The participating dentists belong only to

family practices, not clinics, so the patient is guaranteed to see the same dentist each time he or she has an appointment.

AFD members' employees are eligible to join Golden Dental Plans, even if the member decides to pass up the program.

Watch your mail for a brochure detailing Golden Dental Plans' exciting, inexpensive "Advantage Plus" program. Or for more information over the phone, call AFD at 557-9600 or Golden Dental at 1-800-451-5918.

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Retailer says "bag it" to overloading returnables

Before you throw another can into a bin for returning to the distributor, stop. You may be throwing in a few too many.

That word of advice comes from Ken Searfoss, owner of Ken's IGA in West Branch, who says retailers routinely cheat themselves out of thousands of dollars a year by overloading bags of returnables. He says he has a solution to the problem.

Currently, distributors provide store owners with plastic bags to put in tall cardboard boxes. Each bag has a fill line indicating it has reached 240, the number for which distributors reimburse retailers. According to Searfoss, however, store owners and workers continue to load cans in at least part of the 4 inches remaining in the bag, thereby overloading each by an average of 32 cans.

And Searfoss should know. In researching the can overloading situation, he counted the cans in hundreds of bags from "Copper Harbor all the way down" to lower Michigan. Just three dented cans, he surmises, provide enough space to accommodate one extra can.

One solution to overloading cans

is a can smasher, but at \$9,500 for the smallest model, the cost can be prohibitive.

"For a small-store owner it's just about impossible to come up with that kind of capital."

Tiring quickly of "giving away \$3 or \$4 a bag" and tiring even faster of trying to count each can, Searfoss approached his cousin, Tim Searfoss, whom Ken and his wife, Gloria, describe as a genius at inventions.

Tim Searfoss came up with a device molded out of high-density polyethylene which sits on top of the cardboard box and plastic bag currently in use at most stores. Called the X-Act Count 240, the device works by each can or half-liter bottle's passing through a flipper which activates a counter.

Its simple design is virtually foolproof—it never overcounts or undercounts. It has no parts to break or come apart, and the flipper is estimated to operate for 1 million cycles. A patent on the device is pending.

"I've had it in my store six months," says Ken Searfoss. "It works real well."

Searfoss says the device's work-

ing well not only describes the way it functions, but how much money it saves him. At a price of \$39.95, each X-Act Count 240 pays for itself in a matter of a few weeks.

In fact, by eliminating the \$3.20 average loss in each of 20 to 25 bags he turned in each week, the X-Act Count 240 saves Searfoss more than

\$3,000 a year.

"I'm just a small convenience store meat market and that adds up to a lot of money," he says.

Retailers may worry that the X-Act Count 240 is a hassle, but Searfoss insists it is not. He says with nine devices in his store, it takes him or a worker only an hour to separate and bag 2,000 cans.

Searfoss adds that retailers should be wary of distributors' drivers who pick up bags and tell them they are too light, claiming they pick up hundreds of bags a day and they should know. Searfoss counters that retailers don't let customers count their own change, so there is no reason they should rely on the drivers to figure the number of cans in each bag.

Despite his exhaustive research proving otherwise, he says the drivers still insist adequately filled bags are short. Searfoss questions their ability to judge the number of cans in the bags if they are always picking up bags that are filled too high.

"There's really only one way you know how many are in there," Searfoss says, "and that's if you count them."



Gloria and Ken Searfoss of Ken's IGA in West Branch demonstrate the X-Act Count 240, a device that saves the store more than \$3,000 a year.

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DAGMR depends on your generosity to gather food and household items to be distributed by the Salvation Army to needy families during the holiday season. DAGMR's "Operation Food Basket" is the largest single contribution of food and household products to the Salvation Army.

Our success depends on your generosity. We're asking for extra support from you for this holiday event. Please make your check payable to DAGMR "Operation Food Basket" or deliver your food contribution between 8 a.m. and 3:30 p.m., to: Detroit Warehouse Company, 12885 Eaton, Detroit, MI 48227, (313) 491-1500.



60167

Area sugar beet farmers donate sugar to food bank drive

Great Lakes Sugar Beet Growers Association and Michigan Sugar Company recently announced a donation of 2,100 pounds of Pioneer brand sugar to the Michigan Harvest Gathering. The sugar, packed in 5-pound packages, is for use in the Michigan Harvest Gathering food drive sponsored by the Michigan Department of Agriculture's director Bill Schuette and the Food Bank Council of Michigan.

In addition to the normal contributions, the 2,100 pounds donated to the Michigan Food Bank Council will be added to the 4,000 pounds being donated to the Food For Families drive of the Saginaw area Salvation Army early in December. Michigan's farmers are acutely aware of the increased demands being put upon the area's food banks in today's economy.

The Great Lakes Sugar Beet Growers Association represents more than 1400 farmers who grow more than 100,000 acres of sugarbeets in the Saginaw Valley and thumb region for Michigan Sugar Company.

Kowalski Sausage Company pledges '110 percent to Food Bank Council of Michigan

Kowalski Sausage Company, Inc. participated in the Food Bank Council of Michigan's Harvest Gathering. The Council gathered and distributed over 15,000,000 pounds of food to over 1.4 million hungry people throughout the state. The Food Bank Council of Michigan is a non-profit organization of 13 member food banks. Kowalski President Audrey Kowalski and many area food industry professionals serve under the leadership of Gov. and Mrs. John

Engler on the bipartisan host committee for the Michigan Harvest Gathering. The Harvest reception was held Nov. 13 at the Michigan State Fairgrounds.

In conjunction with Michigan Harvest Festival and in keeping with the "Give 110 percent for Michigan" theme of Michigan Harvest Gathering, the Kowalski Sausage Company, Inc., offered a 10 percent discount on purchases at any of the 15 Kowalski stores in the metropolitan Detroit

area with a donation of at least three canned good items. The canned goods were given to the Food Bank Council of Michigan.

The Kowalski Sausage Company, Inc., is a manufacturer of specialty meat products, including sausage, kielbasa, hot dogs, bologna, and hams. Kowalski products are made in the Old World Michigan community of Hamtramck and distributed in Michigan, Ohio, Indiana, North and South Carolina and Florida.

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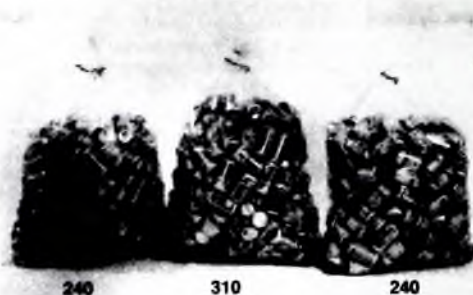
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Not only is your product a money saver, it's also a time saver. We now only sort cans one time, because we have eliminated sorting cans by company or brand. The X-ACT COUNT will count as we sort.
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Three Rivers Store



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DODAK

from page 8

volved in local government on various boards and commissions.

"Basically I wanted to get involved in the process to find out what I wanted to do," Dodak recalls.

In 1974, Lew Dodak got his shot at the big time—Taymouth Township supervisor. He was elected, and plunged headfirst into what he describes as "probably the toughest job I had."

Dodak served an agricultural area made up of 5,000 farm folk. Within two years, Dodak had overseen the transformation of several antiquated community services, building a new community center and fire hall—complete with new fire equipment. And all this without raising taxes—an incredible feat in a constituency made up largely of farm families.

The Speaker remembers those two years fondly. "What I liked most about my time there was being able to see where your energy and capital investment went," he said of the improvements made during his tenure. "Even though we made a number of improvements, I left the township with a surplus of \$25,000 and felt real good about it."

So why did this veteran abandon his new post after such a short time in office? Most people would, if it meant the possibility of promotion. When the 86th District seat opened up in 1976, Dodak jumped at the chance—and a few months later, he was on his way to Lansing.

From the moment he first entered the House, he was awestruck—and determined to make it to the top.

"I remember sitting in the back of the chamber on my first day watching the legislative process," Dodak said. "I distinctly remember thinking to myself that if I could ever learn this process it would be really something. Now that I've worked my way up to Speaker, I can honestly say I've learned it."

You'd be hard pressed to find someone who would disagree with that assessment. Throughout his tenure in the House, Dodak has been showered with accolades from both sides of the political fence. He was named the most effective state legislator in a *Detroit News* survey, and the *Detroit Free Press* quoted colleagues who described Dodak as "affable, hardworking, ideologically moderate, a competent lawmaker and skillful negotiator."

It hasn't hurt Dodak's position with friends and foes that he's never lost sight of how he got to where he is. As he puts it, he's a member first, and a leader second. "If we as leaders forget that, we lose a lot."

And he's never forgotten his image. The day Lew Dodak first told his father he was running for office, the elder Dodak didn't try to talk him out of it, nor did he question his son's state of mind. Instead, Lew

Dodak's father wanted to make sure his son did what was right for the people of Michigan.

"My father had inherited a deep love of the freedom and opportunity that this country offered everyone," Dodak said. "So when I ran for public office, he asked me to do two things—read the U.S. and Michigan Constitutions. I probably wouldn't have done it had he not asked me."

Dodak's dad illuminated the foundation of our government—a foundation of which Dodak had been aware, but never really explored. He saw how the framers of the constitutions had envisioned a truly representative form of government—one made up of black and white, rich and poor, conservatives and liberals, professionals and laborers.

"The idea was that if you put all these different people into this environment, they would debate what is good for society, and hopefully come up with the best solution for everyone."

The job of Speaker of the House has taken its toll on all that have held it. Dodak is currently in his third year. The longest the position has ever been held in Michigan is eight years.

But don't try to force him out of his job with talk of term limits. While he may be "on my way out because after you reach the Speaker's position there's really no where else to go," he feels he worked hard to gain the respect and support of his colleagues, and that propelled him to the top. If term limits are put into place, the leadership could be filled with—as Dodak puts it—"people who win a beauty contest or come from a region with the most votes. It will no longer be a matter of who can handle the job or who will best protect the constitution."

Protecting the constitution his immigrant grandparents held dear is paramount to Lew Dodak. Those of us who take freedom for granted could learn the same lesson Michigan's Speaker of the House learned from his father years ago.

Michigan Liquor Control Commission to hold public hearing

The Michigan Liquor Control Commission will hold a public hearing at 10:00 a.m., Tuesday, Dec. 3, 1991, at the Lansing Office of the Commission, 7150 Harris Drive.

All AFD members, government and enforcement officials, licensees, and any other persons interested in the operation of the Liquor Control Commission are welcome to attend.

Members of the Commission will conduct the hearing, and a discussion of the Liquor Control Act and its administration will be followed by a question and answer period in which the public will be invited to participate.

AFD on the scene

AFD's educational seminars informed retailers throughout state

AFD staffers took to the road in October and November to hold educational regional meetings for retailers all over Michigan.


The day-long seminars included TIPS training by Scott Forbes, and lively interaction with several interesting speakers from agencies including Department of Agriculture, Liquor Control Commission and Bureau of State Lottery.



Dave Mazurek, LCC, and Harold Zorlon, Department of Agriculture, center, enlightened and informed several retailers through round-table discussions at the Port Huron regional meeting.



Lottery Sales Manager Charlie Korpala takes a question from a concerned retailer at the Lansing seminar.



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CAMPBELL SALES CO.

PEOPLE

Virginia Jones retires

The Detroit Association of Grocery Manufacturer's Representatives (D.A.G.M.R.) announces the retirement of its longtime corresponding secretary, Virginia Jones.

Ginny Jones started her D.A.G.M.R. career in 1946, as a way to earn extra money for her family. At the time, her husband Earl Jones was a D.A.G.M.R. member and a well-respected newspaper executive who handled food advertising accounts.

Throughout many years and moves, Ginny's responsibilities evolved from typing and stuffing envelopes to handling all bookkeeping functions, organizing meetings, outings and the most important D.A.G.M.R. event, the Annual Trade Dinner. This dinner honors D.A.G.M.R.'s associates in the retail branch of the food industry. Ginny has proved time and time again to be an integral part of the D.A.G.M.R. organization.

Of the biggest changes Ginny has seen over the past 45 years is the admittance of women into the organization during the 1960s. Even though for many years Ginny was the sole woman at D.A.G.M.R. functions, she never felt out of place. Ginny speaks highly of the D.A.G.M.R. members, saying they were "always polite... fine, fine people to work with."

Ginny's absence will be felt throughout the food industry. Joe Sarafa, executive director of the AFD says, "Ginny Jones has served the membership of D.A.G.M.R. for over 40 years. She is a credit to the food industry and will truly be missed."

Ginny has outlasted 44 presidents of D.A.G.M.R. She always told them that she would leave when they did, but she stayed on.

She won't outlast current president, Ed Frost, who sums it all up, "Ginny has been a teacher, a confidante, a secretary, and most of all—a good friend to 44 presidents."

A dinner in Ginny Jones' honor will be held Dec. 11 at Vladimir's in Farmington Hills. For information, call 559-7337.

Spartan Stores announces position changes in perishables marketing department

Three accountability changes were recently announced by Spartan Stores, Inc., involving its perishables marketing department. These changes were made in an effort to enhance service and support of the deli/bakery area to independently-owned Spartan stores throughout Michigan, Indiana and Ohio.

Don Symonds has been promoted to the position of bakery/deli purchasing manager. Symonds, most currently supervisor of bakery/deli merchandising offers in excess of 20

years of experience, both retail experience with another grocery company and retail counseling and deli merchandising with Spartan.

Jerry Stepanovich, previously bakery/deli purchasing manager has accepted the new position of corporate supply buyer. This position was created to consolidate the purchasing of retail stores' supplies and provide a high level of service at the lowest everyday cost on important supply items.

As manager of perishable merchandising, Bob DeYoung has accepted accountability for the direct management of the bakery/deli merchandising function in addition to managing meat and produce merchandising.

Sarafa elected president of Food Industry Council



Sarafa

Joe Sarafa, executive director of the Associated Food Dealers of Michigan, has been elected president of the Food Industry Council, an affiliate of the Greater Detroit Chamber of Commerce that represents more than 400 food industry firms in Southeast Michigan.

"It's a tremendous honor to serve as president of such an outstanding organization," Sarafa said. "I'm looking forward to working closely

with the excellent food companies that make up the membership of the Council."

Sarafa has been the executive director of AFD since 1986. A graduate of University of Michigan and the University of Detroit Law School, Sarafa has owned and operated a number of convenience stores in the Detroit area.

Sarafa has served as the Food Industry Council's first vice-president for the past two years. As the Council's president, Sarafa will serve on the board of directors of the Greater Detroit Chamber of Commerce.

"Joe brings a tremendous amount of energy and enthusiasm to his new position," said Bob Guerrini, executive director of the Food Industry Council. "He's already beginning to line up a variety of innovative activities, including educational seminars for our members."

AFD serves as the voice of Michigan's food-and-beverage industry, and has more than 3,000 retailer, broker, wholesaler and processor members across Michigan.

Three new members of Frozen-Food Hall of Fame inducted

The frozen food industry has announced the induction of three new members into the Frozen Food Hall of Fame. The new honorees are: Murray Lender, Theodore E. "Ted" McCaffrey and John Rotelle. The induction ceremony was held during the National Frozen Food Convention

and Exposition, Oct. 6-9, 1991, at the Marriott Orlando World Center in Orlando, Fla.

Last year, the first of the honor, four men were inducted into the Hall of Fame: Clarence Birdseye, John Baugh, James McNutt and Bob Rich, Sr.

69430

National Frozen Food Association elects new officers, board members

The National Frozen Food Association has announced the results of an election of new board of directors members and officers for 1991-92.

Jack Gunn has been elected chairman of the board replacing Monte Thornton. Gunn is partner and frozen food manager for Associated Brokers in Raleigh, N.C. He formed the company in 1957 through a merger of his former company, M&G Brokerage, with Cresimore/Beal Brokerage Company.

The National Frozen Food Association is a trade organization composed of over 1,000 companies from all segments of the frozen food industry, including brokers, manufacturers, distributors, warehousemen, retailers, foodservice operators and suppliers. Located in Harrisburg, Penn., NFFA is the sponsor of the March National Frozen Food Month and co-sponsor of the annual National Frozen Food Convention and Exposition. For more information, contact the NFFA at 717/657-8601.

Statement of ownership

The Food & Beverage Report (USPS 082-970; ISSN 0894-3567) is published monthly by the Associated Food Dealers at 18470 W. 10 Mile, Southfield, MI 48075. Subscription price for one year is \$3 for members, \$6 for non-members. Material contained within The Food & Beverage Report may not be reproduced without written permission from the AFD. Second Class postage paid at Southfield, Michigan.

POSTMASTER: Send address changes to Food & Beverage Report, 18470 W. 10 Mile, Southfield, MI 48075.

ADVERTISERS: For information on advertising rates and data, call AFD, Sarah Humphreys, 18470 W. 10 Mile, Southfield, MI 48075, (313) 557-9600.

AFD works closely with the following associations:



FOOD INDUSTRY ASSOCIATION EXECUTIVES



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

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99¢

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Our new Slice Red, Grape, Lemon Lime and Mandarin Orange flavors, plus A&W Root Beer and Cream Soda, are pre-priced at just 99¢. So ask your Pepsi representative today about the great new Pepsi flavor line!



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PRODUCTS



Slice Red and Slice Grape from Pepsi sure to liven up holidays

Pepsi announces the addition of two exciting new products to its line, just in time for the holidays.

Slice Red and Slice Grape in 2-liter bottles have already taken Michigan grocery shelves by storm. And the party-size bottles will move even faster thanks to in-store attention-grabbing point-of-purchase displays and demonstrations.

These products promise to be a hit with younger consumers, though Slice Red and Slice Grape have that festive appeal for people of all ages, especially during the holidays.

Faygo Beverages launches new "Moon Mist" to compete against "big two" products

Sales of Faygo Beverages new "Moon Mist" softdrink have taken off since introduction of the product approximately six weeks ago as part of an effort to secure a piece of the growing consumer demand for similar products, such as Mountain Dew and Mello Yello.

Although data is still premature, much of the success of Moon Mist may be attributed not only to the product's exhilarating taste but also to a lack of product entries in the wake of increasing consumer demand.

"Moon Mist has a 'zing' to it not found in similar competing products," said Faygo Beverages President Stan Sheridan. Faygo chemist Harvey Lipsky attributes the refreshing taste to a prominent lemon flavor combined with some of the same ingredients used to produce cola.

"The challenge was to find a balance where we would not lose the lemon identity after adding some of the cola ingredients," Lipsky said.

Sheridan said Moon Mist is currently being sold at a special introductory reduced price of 88 cents for a 2-liter container, which is significantly cheaper than most soft drinks of this type.



Whizard® Handguard II protective gloves offer superior cut resistance, hand protection

Slicers and other sharp edges threaten the safety of supermarket and convenience store workers and their hands. The need Whizard® Handguard II protective gloves from Bettcher Industries, Inc.

The Whizard Handguard II combines superior cut resistance and protection from serious lacerations with the market's best softness, comfort and wearability. It uses a unique combination of ultra-high strength Spectra®, Kevlar® and stainless steel which can virtually eliminate the high cost of lacerations. It also features an extended three-inch cuff to provide additional wrist protection.

Five glove sizes are available. For more information about Whizard® Protective Wear, contact Bettcher Industries, Inc., P.O. Box 336, Vermilion, OH 44089-4422. Phone: 216-965-4422.

Nouveau Two from Glen Ellen Winery

In celebration of yet another successful season for their Proprietor's Reserve varietal wines, Glen Ellen Winery in Sonoma County, Calif.,

announces the release of its second edition of Nouveau Gamay Beaujolais. The new light red wine will be shipped just in time for celebrating the holidays and the success of the recent vintage. The Nouveau is a perfect fit with current trends toward lighter, bistro-style dining and cuisine.

The package design for the Glen Ellen Nouveau is a departure from the classic Proprietor's Reserve style, with eye-catching graphics, and hot purple and pink colors. Appealing support materials include casecards and posters for retailers, and table tents for on-sale establishments. Suggested California retail price has been set at \$3.99.

Historically, Beaujolais Nouveau wines are an indication of the quality of the new vintage. In France, law dictates that no nouveau wine will be released before the third Thursday in November. In the United States, where the grape harvest is usually earlier than in Europe, there are no such restrictions.

For more information on the new Glen Ellen Gamay Beaujolais Nouveau, contact Glen Ellen Public Relations, 1883 London Ranch Rd., Glen Ellen, CA, 95442, (707) 935-3075.

Pierre Frozen Foods introduces Lean Magic® sandwiches

Pierre Frozen Foods introduces two Lean Magic Microwaveable

sandwiches, both 91 percent fat free, both less than 400 calories.

The two new sandwiches are Lean Magic Chicken Breast and Lean Magic Low-Fat Beef Patty w/Cheese. Both are served on the world's greatest microwaveable bun that tastes great out of the microwave... not soggy or hard.

Both sandwiches are ideal for convenience stores, vending operators, mobile catering, super-market take-out, cafeterias and all other locations that sell convenience foods.



The Lean Magic Wrapped sandwiches are attractively packaged, with colorful, eye-catching labels, in crisp, clear wrap, specially designed to enhance their appeal. They feature a 14-day refrigerated shelf life and great merchandising materials to help you sell.

For more information, contact Frank Madsen at Pierre Frozen Foods, 9990 Princeton Road, Cincinnati, OH 45246. Telephone: 800-543-1604.

The poster that offers you all six government postings!

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Dept: AFD Food & Bev Report

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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
Central Distributors	946-6250
Coca-Cola Bottlers of Detroit	585-1248
Coors Brewing Company	451-1499
DonLee 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 & Sons, 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
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
Hanson Faso Assoc.	354-5339
J. B. Novak & Associates	752-6453
James K. Tamakian Company	424-8500
John Huettner Co.	296-3000
Marks & Goergens, Inc.	354-1600
McMahon & McDonald, Inc.	477-7182
Northland Marketing	353-0222
Paul Iman Associates	626-8300
Pfeister Company	591-1900
Stark & Company	851-5700
VIP Food Brokers International	885-2335

CANDY & TOBACCO:

M & M Mars	363-9231
Sherris Candies	(517) 756-3691
Wolverine Sugar Company	554-2033

CATERING HALLS:

Emerald Food Service	546-2700
Gourmet House, Inc.	771-0300
Karen's Cafe at North Valley	855-8777
Peena's of Sterling	978-3880
Southfield Manor	352-9020
Taste Rude	(517) 546-8522
Thomas Manor Catering	771-3330
Tina's Catering	949-2280
Vander's Banquet Hall & Catering	354-0121

DAIRY PRODUCTS:

American Dairy Assoc.	(517) 349-8923
Borden Company	583-9191
Borden Ice Cream	871-1900

Dairy Products of Michigan	552-9666
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:

Aunt Mid Produce Co.	843-0840
Detroit Produce Terminal	841-8700

ICE PRODUCTS:

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

INSECT CONTROL:

Rose Exterminators (Bio-Serv)	588-1005
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INSURANCE:

America One	(517) 349-1988
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.	344-2300
Lloyd's Assoc.	356-0472
Macatawa Ent.	(616) 335-9551
Miko & Assoc.	776-0851
Mitzel Agency	773-8600
Murray, Benson, Recchia	831-6562
North Pointe Insurance	358-1171
Rocky Husaynu & Associates	557-6259
Sullivan-Gregory, Inc.	332-3060
Traverse Bay Insurance	(616) 347-6695

MANUFACTURERS:

Amato Foods	584-3800
Carnation Company	851-8480
Fimco	253-1530
Groeb Farms	(517) 467-7609
Hodgson Mill	771-9410
Home Style Foods, Inc.	874-3250
Kalil 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
Philp 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:

Hartig Meats	832-2080
Hillshire Farm & Kahn's	778-3276
Holiday Farms	471-5696
Hygrade Food Products	464-2400
Kowalski Sausage Company	873-8200
L.K.I. Packing, Inc.	833-1550
Nestle Foods	851-8480
Oscar Mayer & Company	464-9401
Osten Meats	963-9660
Pelkie Meat Processing	(906) 353-7479
Ray Weeks & Sons Company	727-3535
Smith Meat Packing, Inc.	458-9530
Swift Eckrich	458-9530
Thorn Apple Valley	552-0700
Winter Sausage Mfg. Inc.	777-9080
Wolverine Packing Company	568-1900

MEDIA:

Arab & Chaldean TV-42 Show	352-1343
C & G Publishing, Inc.	756-8800
Chaldean Detroit Times	552-1989

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:

Albion Vending	(517) 629-3204
Erica's Import Haus	(616) 942-1450
Gibraltar National Corporation	491-3500
Ludington News Company, Inc.	925-7600

POTATO CHIPS/NUTS/SNACKS:

Frito-Lay, Inc.	287-9477
Kar-Nut Products Company	541-7870
Nikhlas Distributors (Cabana)	571-2447
Pioneer Snacks	525-4000
Variety Foods, Inc.	268-4900
Vitner Snacks	368-2447

PROMOTION/ADVERTISING:

Advo-System	425-8190
Gateway Outdoor Advertising	544-0200
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:

Akram Namou C P A	557-9030
American Mailers	842-4000
AT&T	1-800-247-7000
Bellanca, Beattie, DeLisle	964-4200
Central Alarm Signal, Inc.	864-8900
Christy Glass Co.	544-8200
Closed Circuit Communications	948-0395
Detroit Edison Company	323-7786
Edward A. Shuttie, P.C.	569-4490
Goh's Inventory Service	353-5033
Golden Dental	573-8118
Great Lakes Data Systems	356-4100
Guardian Alarm	423-1000
Karoub Associates	(517) 482-5000
Menczer & Urcheck P.C., CPA	561-6020
Merrill Lynch	656-4320
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
Rossman Martin & Assoc.	(517) 487-9320
Sarafa Realty	851-5704
Southfield Funeral Home	569-8080
Supermarket Development Inventory Services	573-8280
Telecheck Michigan, Inc.	354-5000
Travelers Express Co.	(800) 328-5678
Vend-A-Matic	585-7700
Whitey's Concessions	278-5207

SPICES & EXTRACTS:

Rafal Spice Company	258-6373
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STORE SUPPLIES/EQUIPMENT:

All American Cash Reg.	561-4141
Belmont Paper & Bag Company	491-4550
Bernie Food Service	(800) 688-9478
Brehm Broaster Sales	(517) 427-5858
ICI Food Equipment	369-1666
Hobart Corporation	497-7060
Homestead Enter.	(616) 236-5244
MMI Distributing	382-4409

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
TRM Copy Centers	(503) 231-0230
Ultra Lite Supply Co.	751-1940

WHOLESALE/FOOD DISTRIBUTORS:

Bremer Sugar	(616) 772-9100
Cabana Foods	834-0800
Capistar, Inc.	(517) 699-3605
Central Foods	933-2600
Detroit Warehouse Co.	491-1500
Ecco Foods, Inc.	857-4040
Foodland Distributors	523-2100
Garden Foods	584-2800
Gourmet International, Inc.	(800) 875-5557
Great Lakes Home Food Service	(517) 835-6785
H & O Distributors	365-0930
J & J Wholesale Dist.	795-4770
J. F. Walker	(517) 787-9880
Jerusalem Foods	595-8505
Kehe Food Distributors	(800) 888-4681
Kramer Food Company	585-8141
Lipari Foods	469-0131
Lauren Kachigian Distributing	843-2898
Maxwell Foods, Inc.	923-9000
McInerney-Miller Bros.	833-8660
Metro Packing Company	259-8872
Metropolitan Grocery	871-4000
Midwest Wholesale Foods	744-2200
Miesel/Sysco Food Service	397-7990
Mucky Duck Mustard Co.	683-5750
Norquick Distributing Co.	522-1000
Northern Michigan Food Service	478-6200
Northwest Food Co. of Michigan	368-2500
Rich Plan of Michigan	293-0900
Sackett Ranch	(517) 762-5049
Scot Lad Foods, Inc.	(419) 228-3141
Sherwood Food Distributors	366-3100
State Wholesale Grocers	567-7654
Spartan Stores, Inc.	455-1400
Super Food Services	(517) 777-1891
Superior Fast Foods, Inc.	296-7118
Tony's Pizza Service	(800) 247-1533
Tony Serra Food Service	758-0791
Value Wholesale	862-6900
Warehouse Club	532-3399
Wholesale House, Inc.	846-6209
Ypsilanti Food Co-op	483-1520

ASSOCIATES:

American Synergistics	427-4444
Bommar Corporation	342-1679
Bureau of State Lottery	(517) 887-6820
Business Dining Serv.	489-1900
Club Cars	459-8390
Herman Rubin Sales Co.	354-6433
Livermoir Davison Florist	352-0081
Minnich's Boats & Motors	748-3400
Motor City Ford Truck, Inc.	391-1234
Pat's Hostess Del. Serv.	(517) 894-4906
Paul Meyer Real Estate One	341-4522
Power House Gym	865-0111
Roumana Cards	(201) 905-6700
Wileden & Assoc.	388-2358

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 557-9650.



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