



FOOD & BEVERAGE REPORT

VOL 2, NO. 2

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

FEBRUARY 1991

INSIDE

Beating economic slow-down	2
Meet Frank Capoccia	6
Prepare for National Frozen Food Month	11
Trade Dinner review	10
Buffalo charging into Michigan diets	12
AFD Legislative Profile continued	14

LEGISLATIVE UPDATE

Maxine Perry elected Chairwoman of Michigan LCC

Maxine Perry, Governor John Engler's appointee to the Liquor Control Commission (LCC), has been elected chairwoman for 1991.

Perry previously served as administrative commissioner for the LCC, from 1980 until 1989.

She possesses a BA degree from Wayne State University and a Juris Doctorate degree from Detroit College of Law.

Perry serves in a variety of service organizations and is an active member of the Republican Party.

Nutritional labeling legislation signed into law

The most far-reaching labeling proposal in the past three decades has been signed by the president. Not since 1966, when Congress passed the "Fair Packaging and Labeling Act" has such an important food labeling bill been approved. President Bush signed the Nutrition Labeling and Education Act of 1990 (H.R. 3562) into law on November 8, 1990. The legislation was approved by the Senate October 24 by voice vote and was followed by approval in the House on October 26, during the final hours of the 101st Congress.

Included in the legislation are provisions, endorsed by FMI, relating to the voluntary labeling of fresh fruits and vegetables and raw fish. As approved, the Act directs the Food and Drug Administration (FDA) to issue voluntary nutrition information guidelines for the 20 most frequently consumed varieties of fresh fruits, the 20 most frequently consumed varieties of fresh vegetables and the 20 most frequently consumed varieties of raw fish, including shellfish. The legislation allows for FDA's voluntary guidelines to vary in order to reflect regional differences in consumption patterns. However, FMI supports the development of national listings for the commodities covered.

While these guidelines are to be issued by FDA within 12 months of

See UPDATE, page 3

IS FOOD SAFE?

Hours of film and volumes of pages have been devoted recently to the subject of food safety. But does that really mean our food is unsafe? "No," say the experts.

Big Green, a radical bill aimed at eliminating pesticides some considered harmful, soundly defeated by California voters in November, brought attention

to an issue that didn't necessarily deserve it, says Veda Federighi, spokesperson for the California Department of Food and Agriculture.

Federighi insists pesticides are tested thoroughly before they are used and no evidence exists to support the claim that they are dangerous to humans. In fact, she says, 9,000

Americans die each year over natural microbial contamination of food, a problem scientists say is more dangerous to humans than pesticides.

"It's easy to pick on pesticide companies," she says. "It's harder to lobby against microbial contamination."

The ramifications of the proposed restrictions were not considered, Federighi says, including the effects on farming and our food supply without pesticides.

Nevertheless, bowing to the public's newfound distrust of pesticides, the new governor of California is expected to restructure pesticide regulation in another department.

"No matter how good our program is in Food and Agriculture," says Federighi, "it will never have the credibility it needs."

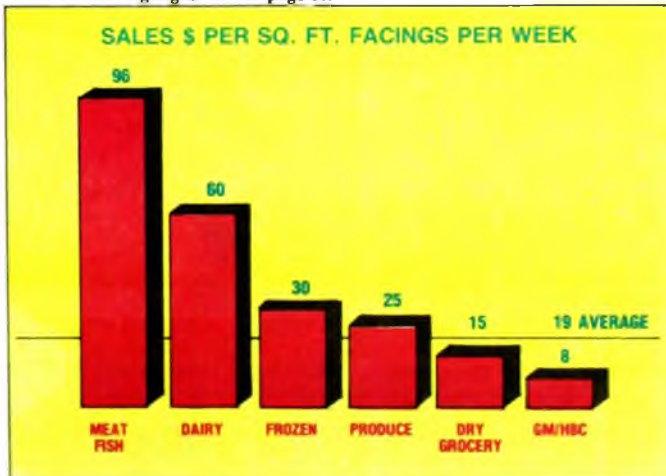
Credibility doesn't seem to be a problem in our state, says Ed Heffron, DVM, director of the Food Division for the Michigan Department of Agriculture. Although a few laws are expected to be proposed regarding food safety, most specifications are already carried out because they are rules.

"They are, in general, done right now," say Heffron, "but they won't have the clarity until they are

See FOOD, page 9



Joe Sarafa presented Frank Tumbarello with the Member of the Year award at the 75th Anniversary Trade Dinner, January 18. Tumbarello served 26 years on the board of directors and is one of its illustrious past presidents. More AFD 75th Anniversary Trade Dinner highlights are on page 10.



Retailers together can beat this economic slow-down

By John Dagenias

We're into 1991 and there's not a beverage or food retailer in Michigan not already thinking or witnessing a slowdown in the general economy. There's an argument going on as to whether or not we can actually call it a recession. And then some merchants will say that it really hasn't hit them—at least not yet!

If ever there was a time for food and beverage retailers to "stick together" and really "work together"—putting aside those normal competitive conflicts—NOW is the time.

Inflation is hitting the consumer, the manufacturer, the wholesaler and naturally the retailer—with the public tending to blame the retailer for increased prices and other frustrations.

We recognize that depending on the type of business, the location and a hundred other factors—some retailers start feeling the financial pinch first. If these present times turn out to be a difficult economic period lasting all of 1991, one can almost be assured that so called "hard times" will fall upon more successful retailers. Certainly, beverage alcohol products and stores dealing heavily in liquor, beer and wine will feel a pinch in an already declining industry.

“Inflation is hitting the consumer, the manufacturer, the wholesaler and naturally, the retailer—with the public tending to blame the retailer for increased prices and other frustrations.”

Are we sending out negative thoughts? No way! We are sending out a positive thought that the stronger we are as an association of food and beverage retailers, the better we are able to work our way out of difficult times and help one another. Together we can beat this thing! It's not easy to make that statement in the face of the new alcohol taxes imposed on alcohol products which are already in place as of January 1, 1991.

I think most retailers would agree that it not only is the tax increase creating problems, but the red tape and government forms required to put these things into effect. The tax liability for all floor stock and the requirement of filing a return no later than June 28, 1991, add to the agony of retailers hurting from the thousands of regulatory matters imposed upon them and their businesses.

Like it or not, there will be problems this year and they will hit both small and large businesses and

all those in between. A lot of those problems will be solved, but the lone retailer acting on his own and without representation of a strong association is more apt to fail. His or her book-keeper and lawyer can't do it all. Where will the assistance come from on major issues before various government agencies in Lansing and Washington, D.C.?

We are not just talking about the recent Federal Excise Tax and its link with an economic slow-down, but a myriad of situations we are all facing in the very near future—perhaps as soon as the summer of '91. One of those problems is our own state government's quest to get more bottles and cans onto the returnable and deposit listing. With more communities getting extremely excited about recycling, the running out of land-fills, and the general feelings over environmental issues, the problem grows. Retailers are still going to need compensation for

getting involved in these legislative-imposed demands. Once again, an individual retailer can't do it alone because it takes the total strength and finances of this association to gain what the majority of us want.

It's a whole new ballgame this year in Lansing because of a change in administration. This means bureau chiefs coming in with new ideas and perhaps with more of an "open ear" to problems retailers have and have incurred in the past several years. But we can't make things better without your participation.

It can't be too difficult to search the problems present today and perhaps come up with some suggestions of your own. We need those thoughts and we want those individual ideas.

You say you're in agreement and you are a member? Good! Now, take that extra step and go talk to the "friendly competition" down the street or in the next village. Ask that person to join Associated Food Dealers of Michigan and its affiliate group of Package Liquor Dealers Association so we can improve our standing and beat down the talk and concerns of an economic slow-down. Together we can do it!



**They Satisfy
A Need
Even Greater
Than Hunger.
Profit.**

Since 1984 we've introduced over 16 new products...all backed by the most powerful merchandising machine in frozen foods today.

TONY'S PIZZA SERVICE
The Driving Force In Frozen Profits

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

My thoughts on 1991

by Amir Al-Naimi
chairman



Al-Naimi

Having just attended our fabulous trade dinner, my excitement and hope for a prosperous upcoming year in AFD are even stronger.

As I looked

across the room from the podium I saw Michigan's food industry leaders of today, and the leaders of the food industry of tomorrow. All have banded together in AFD to make it the powerful voice that it is.

This power is what we strive for, but it also puts a great responsibility on the shoulders of our organization. That is why we must make goals to ensure your association's continued success.

My first goal is to see AFD grow even more, with increased member involvement, especially in the out-state areas. Unification is necessary to maintain our credibility and voice in the industry.

In turn, I plan to see AFD do even more for its members. New services will become available in 1991 including life insurance and short term disability insurance, as well as machinery equipment insurance. I also plan to have more educational seminars held for members, with high member attendance.

On another note, it was good to see so many friends at Governor Engler's Inaugural Ball in Detroit and the 1991 Michigan Republicans Welcoming Reception in Lansing last month. The governor has been a strong supporter of business in general and the food and beverage industry in particular. We at AFD look forward to working with our new governor and his new appointees, including Maxine Perry of the Liquor Control Commission, and Jerry Krandall, acting Commissioner of the Lottery, among others.

Lastly, I wish to thank the Board of Directors for their efforts in making 1990 a successful year and I promise to do all I can to make our goals a reality with the new board in 1991.

Beverage Bits

by John Dagenais

- Towne Club soft drinks will go back into production and sale starting in January, 1991. Jefferson Hicks, president of Pearl's Kitchen, Inc., announced his company will start making Towne Club soft drinks in a Warren Plant closed since June 1989. Knart Corp. was reported to offer the beverages in some local stores.
- Sales of beer products are projected to rise a little over 2 percent (2.3%) during 1990 for a record 190 million barrels in the United States during the past year. Anheuser-Busch leads the domestic market with 43.7 percent of the market. Miller Brewing follows with an anticipated 23 percent. Coors Brewing holds the third position with an estimated 10 percent.

Stroh Brewery should claim the No. 4 spot with about 8 percent of the market.

- Although U.S. liquor consumption has dropped 23 percent in the past 10 years, sales of premium spirits have grown as much as 17 percent in the past two years.
- The National Football League recently signed a new three-year agreement giving the Coca-Cola Co. exclusive rights for its soft drink marketing and promotional rights through March, 1993.

UPDATE

from page 1

enactment of the legislation, they will be phased-in over a period of 30 months after that for fresh fruits and vegetables. Such information is not required for meat or poultry, since the legislation does not address foods regulated by the Department of Agriculture (USDA). Also exempt from the nutrition labeling requirements are food sold in restaurants and at prepared food grocery counters in supermarkets; infant formula, and food with "insignificant amounts of nutrients."

Of special importance to grocers is that the law stipulates that FDA's guidelines must take into account what programs and activities grocery stores are already doing voluntarily to provide nutrition information to consumers. Once the voluntary guidelines are issued and distributed by FDA, the Act provides that food retailers will have 18 months in which to implement voluntary nutrition information programs at the store level. Also, retailers will have considerable latitude to decide how best to convey nutrition information to consumers. The Act specifically allows for a variety of means including, but not limited to signs, placards, brochures, a notebook, other forms of printed materials, videos, in-store demonstrations, toll-free 800-numbers, etc. FMI strongly advocates that FDA implement this approach in the final regulations

—FMI

Officers

Amir Al-Naimi
Chairman
Metro-Platan, Inc.
Sam Yono
Immediate Past Chairman
Palace Plaza
Frank Arcori
Vice Chairman
Vegas Food Center
Jerry Yono
Vice Chairman
D & L Market
Tony Munaco
Vice Chairman
Mac-Bewick-Super Market
Bill Viviano
Treasurer
Mark Sales and Marketing
Mel Larsen
Secretary

Directors Retail Members

Cal Abbo
King Cole Markets
Frank Capoccia
Bonanza Wine Shop
Sam Dallo
In N' Out
Fred Dally
The Medicine Chest
Terry Farida
Valu Center Markets
Richard George
Wine Barrel Liquor & Deli
Mark Karmo
Royal Food Center
Thom Welch
Hollywood SuperMarket
Tom Simaan
LaFayette Towers SuperMarket
Nabby Yono
Vice-Chairman
XTRA Foods
Directors General Members
Jerry Inman
Paul Inman & Associates
Barbara Weiss Street
The Paddington Corp.
Ron Paradoski
Coca-Cola Bottlers
Louis Stephen
Stephen's Nu-Ad, Inc.

AFD staff

Joseph D. Sarafa
Executive Director
Judy Mansur
Blue Cross/Blue Shield
Coupon Redemption
Sue Knapp
Office Administration
Jim Larges
Office Manager
Sarah Humphreys
Communications
Editor
Vicky Zuschnitt
Special Events
If we can help you, please call the staff members at (313) 557-9600 or (1-800) 66-66-AFD

AFD Consultants

Harley Davis
Coupons
Karoub and Associates
Legislative Consultant
Gadaletto & Ramsby
Health Care
K. Rossman Communications
Public Relations
James Bellanca, Jr.
Bellanca, Beattie & Delisle
Legal Counsel
Jerry Urcheck
CPA
Ray Amyot
Advertising

LETTERS

This letter comes to thank you and the Associated Food Dealers of Michigan and the Chaldean Federation for your concern for those less fortunate during the season of Thanksgiving.

We received your donation of turkeys and soft drinks which were distributed to those that had signed up to receive such at the Hartford Agape House.

Again, we thank you and look forward to working with you next year.

Sincerely,

Rev. Mangedwa
C. Nyathi
Executive Director

I just wanted to drop a line to you and thank you very much for the scholarship. I love school and it's going very well. Alma College is a really super place and I like my classes.

The AFD provides a great opportunity and I'm glad that I was lucky enough to be a scholarship recipient.

Thank you,

Ganesa Wegienka

Statement of Ownership

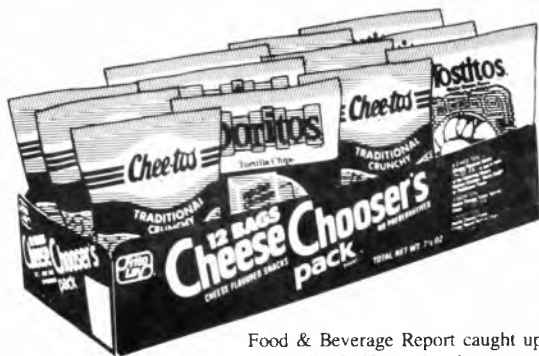
The Food & Beverage Report (USPS 082-970; ISSN 0894-3567) is published monthly by the Associated Food Dealers at 18470 W. 10 Mile, Southfield, MI 48075. Subscription price for one year is \$3 for members, \$6 for non-members. Material contained with *The Food & Beverage Report* may not be reproduced 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.

ADVERTISER: 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



Frito Lay: a leader in the snack food industry



At beaches, parties, and picnics, Frito Lay products are almost always there—and usually the featured attraction.

But Fritos, Doritos, Ruffles, Tostitos and Cheetos wouldn't be on the shelves if it weren't for the local distribution centers that supply the stores so efficiently.

Thirty-eight plants are located in 22 states in the country. The Allen Park plant produces snacks for Michigan and about three other states.

Food & Beverage Report caught up with Mike Rolfe, regional manager, at the Plymouth distribution facility. It is the center of Michigan Division of the North Central Zone.

1989 proved to be a banner year for the region as it was awarded the title of "Most Improved." Rolfe says that success is due to its quality sales force that deals directly with the stores, not through a broker.

"Year after year we continue to grow," Rolfe says. "That's why we're on top of the list of snack competition."



Part of staying competitive, Rolfe explains, is to keep coming up with new, innovative items the public will literally eat right up.

"We realize all products have a cycle," says Rolfe. "You have to have another product ready to take the place of others."

The sales force meets quarterly to keep abreast of new products and trends. When a new product is released, sales strategies are discussed at special round table meetings.

But no new strategy beats Frito-

Lay's long-standing tradition of listening to the needs of its customers.

"We are there to service retailers," Rolfe says. "We have to be good listeners, asking opinions and acting on them by taking messages to headquarters."

Reorganization was an action recently taken by Frito-Lay. The state of Michigan, Rolfe says, is a prime potato-consumption area. Though Delta Gold premium chips were dropped by many distributors, in this area they're still hot.

SEEN AS SOLID WASTE SOLUTION:

P & G commits \$20 million to advance composting

Will develop new compostable materials for diapers

Procter & Gamble Company recently announced plans to market compostable diapers. Procter & Gamble chairman and chief executive Edwin L. Artzt said the company also would commit \$20 million to advance municipal composting worldwide. Municipal composting technology has the potential to convert as much as 30 to 60 percent of all municipal solid waste into a nutrient rich soil-like material.

The company's commitment to develop and market compostable disposable diapers is part of its overall efforts to help reduce what is sent to landfills. Studies confirm that the company's Pampers and Luvs diapers are already 80% compostable—and the rest is screened out during the composting process.

"Our goal is to make our diapers as fully compostable as possible, by replacing non-compostable materials with compostable ones as soon as such materials can be developed and checked out in test markets," Artzt said. "Our next big step will be to replace the plastic backsheet on our diapers with fully compostable materials. We'll be working on other materials in our diapers as well.

Again, with the objective of making these products as compostable as we can."

Richard R. Nicolosi, group vice president with responsibility for the company's paper products, said, "We hope to have these new products with compostable backsheet in test markets during 1991. Assuming a favorable reception from consumers, we aim to expand the new diapers broadly over the next few years as municipal composting facilities become more and more widely available."

Artzt also discussed municipal composting, both as a solid waste management system and as an environmentally beneficial end product. "The biggest opportunity for reducing solid waste in landfills has yet to be tapped. It's municipal solid waste composting. Up to 60% of the waste going into landfills today is organic compostable material and about half of that amount is wood pulp based—that is, newspapers, magazines, telephone books, and paper and cardboard packaging.

"There already are 10 municipal solid waste composters operating in various parts of the United States, and more than 150 are being developed. Only two years ago, there were no commercial solid waste composting facilities in Canada. Today nine are planned there. Europe is already well ahead of the United States, with more

than 200 municipal composting facilities up and running," Artzt said.

Nicolosi added that, "The humus produced by composting is a perfect soil conditioner and mulch for parks, farms, nurseries, greenhouses and golf courses. It's also a natural for commercial landscapers. When tilled into the earth, compost improves the soil's texture, water retention and drainage. Nutrients can cling better to soil particles so farmers and gardeners need less chemical fertilizers.

"Compost also can help replace the billions of tons of topsoil lost each year to erosion. We see our diaper products used in a closed-loop eco-compost system, which, in effect, starts with trees and ends up aiding in

the growth of more trees," Nicolosi said.

Artzt went on to review the specifics of P&G's \$20 million composting program. The company plans to fund projects that will advance municipal composting in three key areas. "First, we will fund projects to demonstrate how composting should be integrated into a community's total solid waste system. We're talking about large waste systems, which can handle as much as 800 tons of garbage a day," Artzt said.

"We will also fund projects to show how composted solid waste humus can improve the quality of

See P & G, page 17

UST financial responsibility

The EPA has extended the compliance deadline for financial responsibility for Underground Storage Tanks (UST) to October 26, 1991. EPA regulations which were issued in 1988 included a phased schedule for compliance by UST owners with requirements pertaining to financial responsibility to ensure clean-up capability for UST releases. The deadline has been extended one year and will apply to retail grocers or convenience store owners with less

than twelve USTs or with a net worth of less than \$20 million. The rule accommodates unanticipated delays in the development of the private insurance market. Since many members of the group must rely on state assurance funds to comply, additional time is needed to allow states to develop, submit, and receive EPA approval for these funds.

For additional information, you may contact RCRA/Superfund Hotline at 800-424-9346.



Ice Cream Extravaganza for '91



For more information Call:
Terry Bunting at (313) 525-4000
Outside call Jerry Shannon at 1-800-333-7838
31111 Industrial Road, Livonia, MI 48150

Alan Stotsky leads growth of Concord-Wrigley Drugs

Concord-Wrigley drugs has seen tremendous growth recently.

And leading the way is CEO Alan Stotsky, who attributes the company's success to its commitment to satisfy the customer.

Stotsky got into the business in 1965 as a pharmacist when he and a partner purchased a store at 7 Mile and Wyoming. Shortly thereafter, he bought out his partner's interest and expanded. Today, Concord-Wrigley is a 14-store chain serving Wayne, Oakland and Macomb Counties, the last four stores having been purchased in 1990.

In addition to growing in numbers, Stotsky says, the 10,000-square-foot stores have been remodeled and are committed to cleanliness and attractiveness. That and beer, wine and liquor in most stores, plus an unrivaled food department, set Concord-Wrigley Drugs apart from the rest.



Alan Stotsky runs Concord-Wrigley Drugs from his office in Pontiac.

"We hope customers walk in

because we have fast, friendly stores," he adds.

Stotsky says his commitment to his company prompted him to join AFD, and he sees a bright future of expansion for the association, and expansion for Concord-Wrigley through his involvement with AFD.

"There's real room for the group to grow," insists Stotsky, citing AFD's recent acquisition of Package Liquor Dealers Association (PLDA)

and the subsequent adding to AFD of drug stores with large liquor sales.

"A direction AFD should take in 1991 is to get more drug stores to join.

"If we form a good organization with the drug-and-food group and the food group we'll be able to move the industry to be better and more profitable."

Concord-Wrigley Drugs sells no meat or produce in its food department, Stotsky says, but he insists all stores have the same problems with shoplifting, labor and the effects of legislation.

Legislative affairs, he adds, have taken on greater importance for him since joining the group.

"AFD has made me aware legislatively of things that were going through the state government, which was very interesting," he says. "AFD will help move the state in a better posture for food dealers."

Stotsky sums up his reasons for membership in AFD:

"My feeling is that AFD can help all of us, and that's why I like to be a member of the group," he says. "Besides that, it's a lot of fun!"

BOARD MEMBER PROFILE

Frank Capoccia brings years of experience to AFD board.



Board member Frank Capoccia knows his wines—and the beverage industry.

AFD's only newly elected board member for 1991, Frank Capoccia, takes the reigns with years of experience in the food industry behind him.

Capoccia has been owner of Bonanza Wine Shop in Livonia for 29 years. Primarily a beverage store, Bonanza also offers lottery and deli. In addition, 24 storage units are located behind the store.

Last year, Capoccia added to his enterprises by purchasing Oliver T's in Grand Blanc. Olive T's boasts an even larger wine selection than Bonanza, plus gourmet groceries including pates and caviar, and a deli section with a wide array of prepared dishes.

Both stores specialize in imported

beers and gift baskets prepared at Oliver T's by his daughter Cathy. Other family members working in the stores are his son Chris and sons-in-law Mike, Ron and Bob.

Although 1991 is Capoccia's first year serving on the board of directors for AFD, he sat on the board of PLDA for nearly a decade. Over the years as an AFD member, he participated in the golf outing and has looked forward to attending the trade show.

Capoccia is excited about his term as a chance to work with other board members to gain an even better understanding of the food industry.

"What it will bring to me is an exchange of ideas," he says. "You learn from other people."

AFD is offering the 1990 Driver License and I.D. Guide

booklets at \$9.00 per book
plus \$1.00 shipping.

This comprehensive booklet shows a picture of a valid drivers license from **each** state. Having this booklet near your cash register will help you in making a positive identification. You can accept out-of-state licenses for the purchase of alcohol.

AFD advocates responsibility in selling alcohol. Using this book will help determine a legitimate sale.

Don't serve a minor with a tampered license—check it out with this **Driver License and I.D. Guide**.

America One of Lansing, Inc.
2214 University Park Dr
Okemos, MI 48864
517/349-1988

Barker Weber Ins. Agency, Inc.
2501 Spring Arbor Rd. Box 985
Jackson, MI 49204
517/783-2608

LaForest Insurance Agency
301 E. Main, Box 378
Flushing, MI 48433
313/659-8919

America One Bob McElwain Ins.
731 Genesee, Suite C
Mt. Morris, MI 48453
313/234-0700

Aernie Porter Insurance Agency, Inc.
1210 W. Milham, Box 967
Portage, MI 49002
616/382-1803

America One / Your Ins. Agency
2621 Carpenter Rd.
Ann Arbor, MI 48104
313/973-9444

National Insurance Exchange, Inc.
18276 Colgate,
Dearborn Heights, MI 48125
P.O. Box 2490, Dearborn, MI 48123
313/561-7880

America One Insurance Systems
2600 Five Mile, N.E.
Grand Rapids, MI 49505
616/363-6838

Corey Insurance Agency
400 S. Bridge St.
Grand Ledge, MI 48837
517/627-2128

America One Curtis Ins. Agency
25 N. Washington
Oxford, MI 48051
313/628-3604

Matthew's America One of Muskegon
1669 Peck St.
Muskegon, MI 49441
616/798-2218

America One of Southfield
28000 Middlebelt
Farmington Hills, MI 48334
313/737-2800

America One of Tri-Cities Agency
2030 Mitchell St.
Saginaw, MI 48603
517/799-2706

America One Godfrey Ins. Agency
130 W. Houghton, Box 571
West Branch, MI 48661
517/345-0190

America One Payne Ins. Agency
1409 Westport Dr.
Lansing, MI 48917
517/321-6624

America One Adkins Insurance
14701 S. Telegraph
Flat Rock, MI 48134
313/783-1717

FOR INSURANCE WE ARE THE ONE



One
qualified agency
to serve all your
insurance needs.

America One is the largest network of independent insurance agencies. Representing America's leading insurance companies. We provide Liquor Liability, Workers Compensation and Health Insurance Programs sponsored by Associated Food Dealers.

For more information call:
1-800-922-5772

America One Doug Marcum Agency
2701 Washtenaw
Ypsilanti, MI 48197
313/434-5700

America One Ahearne Ins. Agency, Inc.
107 E. Dwight, Box 665
Oscoda, MI 48750
517/739-9175

America One Kapture Ins. Agency
G5409 Fenton Rd.
Grand Blanc, MI 48507
313/238-4639

America One Boylen Ins.
3975 Cascade Rd.
Grand Rapids, MI 49506
616/957-0022

America One Gilbert-Wiseman Agny.
1060 W. Huron
Waterford, MI 48053
313/681-6300

America One Aernie-Porter Agency
912 W. Chicago Rd., Box 648
Sturgis, MI 49091
616/651-2687

America One Melvin Agency
422 Water St.
Allegan, MI 49010
616/673-3991

America One Northridge Agency
27780 Novi Rd.
Novi, MI 48050
313/344-4646

America One Duchon Ins. Agency
82 Maple St.
Manistee, MI 49660
616/723-2553

Katt Ins. Agency America One
6099 Meadowlark
Rockford, MI 49341
P.O. Box 281
Belmont, MI 49306
616/866-9886

Insurance Marketplace
G8469 S. Saginaw, Box 672
Grand Blanc, MI 48439
313/695-0999

America One Kawer Agency
4511 N. Woodward
Royal Oak, MI 48072
P.O. Box 1180
Birmingham, MI 48012
313/549-0700

America One Steinman Agencies
39 N. Caseville Rd., Box 559
Pigeon, MI 48755
517/453-2257

America One Don Ryan Agency
328 Salem Dr., Box 194
Davison, MI 48423
313/653-8020

America One Williams Ins.
3401 E. Saginaw, Suite 204A
Lansing, MI 48912
517/337-2200

Maine's bottle law pattern for Michigan?

Michigan and several other states are now watching Maine's new returnable container law which was recently amended to include nearly all non-dairy beverage containers.

As of December, 1990, the State of Maine's law will include all non-carbonated juice containers holding a gallon or less. Deposits are 5 cents, except on liquor and wine bottles which carry a 15-cent deposit.

Containers which are excluded consist of containers for dairy products, cough syrup, cider, soup, vinegar and baby formula. Liquor bottles were added as of January, 1990, and wine bottles last September.

Maine's bottle law will increase by as much as 50 percent the amount of beverage containers in the recycling process according to the Maine Waste Management Agency.

Several attempts were made in the past five years by the Michigan Legislature to include all wine and spirit containers in Michigan's original bottle bill. Retailers in Michigan presently handle wine coolers and "low-proof" spirit containers.

Don't can the cans

A Houston based grocery chain is taking another step in its effort to reduce solid waste in the area. Fiesta Mart Inc. has announced it will begin buying post-consumer steel cans at its Fiesta Recycling trailers—which are located adjacent to the store.

The company initially began its recycling efforts in 1982 in order to

reduce litter. But since then it has expanded the variety of materials collected to include traditional container recyclables, like steel cans, along with plastic and glass containers and other materials, such as scrap metals, car batteries and radiators, insulated wiring and paper and plastic bags.

It's estimated that approximately 25,000 transactions are carried out every month at the trailers, yielding a current volume of about 1.4 million pounds of recyclables collected every month. Recyclables are exchanged for a voucher, which is then redeemed in the store. Recently, a brochure has also been developed to give consumers a greater understanding about the individual roles they can play in reducing landfill volume.

Gas hits the Road

It's one thing for nutritionists to urge consumers to eat beans, cabbage, broccoli and other very healthy complex carbohydrates. It's another thing to have to put up with the gas that these foods often cause. Now, the folks at Lactaid, Inc., have come up with Beano—what they're calling a social and scientific breakthrough in the human gas category.

The product is a special enzyme that breaks down the complex sugars and makes them more digestible and less likely to cause bloating and flatulence. To use, consumers need to just add about five drops of Beano to the first bite of the offending food. The product will work in the stomach and reduce or prevent gas for the entire portion. Unfortunately, it won't work in the food preparation process, since high temperatures inactivate the enzyme.

National Canned Food Month

It started in 1987 with only a few supermarket participants, including Kroger, Associated Wholesale Grocers and Stop & Shop. Since then, national Canned Food Month, sponsored each February by the Canned Food Information Council (CFIC), has grown tremendously in scope and size. In 1990, industry enthusiasm and support for the promotion reached record levels, with 44 national and regional canned food manufacturers and 48 retailers participating.

And the momentum continues as the industry looks ahead to February—Canned Food Month 1991! To date, more than 61 manufacturers, 43 retailers and 10 trade associations, including the National Food Brokers Association, the National Grocers Association and the National Food Processors have embraced the promotion as a way to celebrate the many benefits of canned foods and increase sales.

Regional efforts

The Canned Food Month promo-

tion gained strength and size in 1988, after the CFIC initiated regional Canned Food Month committees in addition to its national call for participation.

Cultivating interest for Canned Food Month at the local level continues to be a tremendous success for the Canned Food Information Council. Canned Food Month regional committees currently exist in Boston, Chicago, Columbus, Detroit, Indianapolis, Los Angeles, Minneapolis, San Francisco, Seattle, South Carolina and Tampa.

Comprised of manufacturer representatives, newspaper ad representatives and often local retailers, the local committees have developed innovative promotions and generated excitement for the promotion.

Many regional promotions are taking on a creative new look for 1991. In an effort to boost industry and consumer interest, local Canned Food Month promotions will include

See CANNED, page 9

AFO TRADE SHOW 1991



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

If you want to:

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

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

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

FOR MORE INFORMATION

or to obtain a contract and exhibitor's manual call:

(313) 557-9600 or 1-800-66-66-AFD

National Canned Food Month

from page 8

elements such as consumer sweepstakes; newspaper special sections featuring graphics, recipes, canned food information and recycling tips; radio campaigns and in-store displays; giveaways and contests; and cooperative advertising.

FOOD

from page 1

promulgated." Promulgated, he explains, means turning a rule into a law.

New technology brings with it updates in laws, he adds. Just because new laws are proposed does not mean food has been handled in an unsafe manner or pesticides have been misused.

Heffron goes on to insist that pesticide-treated food is as safe as it can be.

"There is a tremendous amount of attention and monitoring," he says, adding that the process is always under scrutiny by consumer interest groups.

But food safety in California is already yesterday's news. Federighi says recently the department issued a health advisory for an unsafe vegetable released on the market in a small quantity. Few in the media even took notice and even less ran the story, she says.

"Interest runs in cycles," she says. "The media have turned to other things."

AFD NOTES:

Group life and short term disability insurance now available through AFD

Now AFD members have two more reasons to take advantage of the remarkable insurance plans available: group life insurance and short term disability insurance.

The group life coverage is underwritten by Fort Dearborn Life of Chicago, a Best "A" rated company. Fort Dearborn offers varied levels of benefits at very competitive rates. Guaranteed Issue of up to \$35,000 is available to employees with two or more employee participants.

In addition, sole proprietors are eligible for group life coverage. This is an exclusive benefit available only through AFD. Certain restrictions may apply.

Group short term disability income plans provide for a percentage of salary paid to plan participants who are temporarily disabled due to an accident or illness. Several plans are available and rates are based on benefits chosen.

For more information, contact Judy Mansur at (313) 557-9600.

National participation

On a national level, many companies independently create their own Canned Food Month promotions tailored to the interest of their individual customers. For the 1990 promotion, LTV Steel created posters, displays and recipe flyers which were distributed at grocery stores during February. Kroger, Farmer Jack and other retailers supported the promotion with innovative in-store displays and advertising. Bush Brothers, S & W Fine Foods, Green Giant and

other manufacturers held sales contests, offered special pricing and tied into regional activities.

The goal of this industry-wide promotion is to re-introduce consumers, as well as the industry, to the many benefits of canned foods. Loaded with flavor and nutrition, canned foods can be used to create a wide variety of delicious meals. But more importantly, they offer consumers the convenience they demand at prices they can afford.

With so much emphasis being placed on environmentally friendly

packaging, the fact that steel cans are 100 percent recyclable gives consumers one more reason to take a second look at canned foods.

"Canned foods are still the best value on the shelf," says Norm Correia, president of S & W Fine Foods. "Coupled with their convenience, versatility, nutrition and recyclability, the overall value of canned foods makes them an outstanding product for the '90's—Canned Food Month gives our company another opportunity to make sure consumers and the trade don't forget this."



MICHIGAN'S LARGEST VOLUNTARY FOOD WHOLESALER

WE MAKE IT HAPPEN!



**FOODLAND
DISTRIBUTORS**

TALK TO US TODAY ABOUT SERVING YOU
1-800-638-5713



Associated Food Dealers of Michigan 75th Anniversary Trade Dinner "Diamond Jubilee"

AFD's Anniversary Dinner "Diamond Jubilee" was a spectacular event, enjoyed by over 700 guests at Penna's Hall in Sterling Heights. The year 1991 marked the 75th anniversary of the trade dinner. The evening emcee was Neal Shine, publisher of the *Detroit Free Press*. Other highlights included entertainment by nationally known performers, *The Contours*, an illusionist, caricaturists, strolling violinists, centerpiece give-away, door prizes, raffle prizes, grand prize diamond pendant give-away followed by a fantastic gourmet dinner. Thanks to the generosity of the 1991 sponsors the Anniversary dinner, "Diamond Jubilee" was a sparkling success!

The names of three lucky winners were drawn for cash prizes for renewing their membership early. The recipients and their awards were:

\$300 Emil Miklovick, Jr.	\$200 Jamil Dakki	\$100 Rose Sousa
Mik's Market Clifford	Liquor Station Food Center Owosso	Village House of Wines Roseville



Board members (left to right) Nabby Yono, Cal Abbo, Frank Arcori, Amir Al-Naimi, Sam Yono and Barbara Weiss-Street greeted guests as they entered the hall. Not pictured were Jerry Yono, Mel Larsen, Tony Munaco, Bill Viviano, Frank Capoccia, Fred Dally, Sam Dallo, Richard George, Terry Farida, Mark Karmo, Jerry Inman, Tom Simaan, Ron Paradoski, Louie Stephen, Thom Welch, and Jim Bellanca.



Centerpieces adorned every table, including this one surrounded by mouth-watering hors d'oeuvres.



Detroit Free Press publisher and trade dinner emcee Neal Shine received the Community Service Award from Chairman Amir Al-Naimi and Executive Director Joe Sarafa.



AFD 75th Anniversary Trade Dinner co-chairs Frank and Lamia Arcori conducted the prize drawings.



Strolling musicians entertained through the cocktail hour and tableside.



Door prize winners received the following gifts: a one-carat diamond pendant; a 27-inch color television, compliments of Pepsi-Cola; a Ritz-Carlton weekend for two; and theater tickets.



Evening entertainment included several caricaturists. Pictured here are board member Jerry Yono and his wife Firyal.



Board member Mel Larson and emcee Neal Shine.



PAC raffle prize winners received: a pair of airline tickets, compliments of Paul Inman Associates; Orlando hotel accommodations for two at the Hilton, compliments of Nabby Yono; a 20-inch color television, compliments of Tony Munaco; a microwave oven, compliments of M & B Distributing; dinner for two at Van Dyke Place; and a stereo cassette player, compliments of Concord Drugs.



Nationally known recording artists, *The Contours*, performed many Motown hits to a packed dance floor.

Thank you to the generous 1991 sponsors for making the 75th Anniversary "Diamond Jubilee" Trade Dinner a spectacular event.



R.M. Gilligan, Inc.



Prince

General Wine Company

National Frozen Food Month promotion announced

HARRISON, PA—The National Frozen Food Association, the Harrisburg, Pennsylvania-based sponsor of the National Frozen Food Month promotion, has announced its 1991 plans for the March campaign.

The theme for the eighth annual promotion is "A Celebration of Taste." The 1990 event was celebrated under the banner "An American Tradition." (While the Association selects a theme each year, industry participants are not required to use this theme when developing their promotional activities.)

In its capacity as sponsor of the annual promotion, the National Frozen Food Association acts as a resource center providing the industry with uniquely designed red, white, and blue point-of-sale materials and a complete line of specialty items featuring the newly elected theme.

Additionally, the National Frozen Food Association is making available its 1991 National Frozen Food Month Retail/Foodservice Promotions Kit containing a complete directory of participants, case histories from successful 1990 campaigns, camera-ready clip art, and complete rules and regulations for the Annual Golden Penguin Awards Competition recognizing outstanding and exemplary frozen food merchandising and promotions. The Promotions Kit is available at a cost of \$5.00.

To obtain order forms for available materials, order the 1991 Promotions Kit, or find out more about the National Frozen Food Month Promotion, contact the National Frozen Food Association at 4755 Linglestown Road, Ste. 300, Harrisburg, PA 17112, (717) 657-8601.

AFD FOOD AND BEVERAGE SCHOLARSHIPS

The Associated Food Dealers of Michigan is proud to offer college scholarships to outstanding students. This program is designed to assist deserving young people who wish continue with higher education through financial grants. AFD is committed to excellence, education, and the leaders of tomorrow.

APPLICATION PROCEDURE

Applications are accepted each year from January 15 through March 31. Posters are hung in AFD member stores and applications and descriptive brochures are sent to students upon request. This information can be obtained by calling the AFD office at 1-800-66-66-AFD or (313) 557-9600.

Please fill out and return the form below

Please check two boxes.

- ☐ I am a high school senior
- ☐ I am a college student
- ☐ I am an employee of an AFD member company
- ☐ One of my parents is an employee of an AFD member company

Name _____

Home Address _____

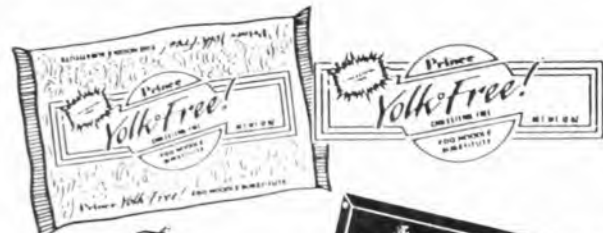
City, State, Zip _____

Home Phone () _____

Name of AFD Member Company _____

Name of Employee _____

Don't forget Prince pasta in your year round salads!



The President's Silver Award



Prince®
Made to be Number One!



Being #1 runs in the entire family of Prince products. And we're running harder than ever to sell more pasta. We thought you'd like to know.



Stark & Company serves state for 44 years

Stark & Company is one of Michigan's biggest food brokerage companies. And for one man, it's also the realization of the American Dream.

Werner Stark was 17 when he fled Hitler's Germany for the United States. He got his start here at Ford, first in the mailing room and then selling cars. As car production dipped due to the war he took a position in the electrical parts department. But his career there was short-lived when Ford dismissed him for being an enemy alien.

Stark then volunteered for the Army, but was rejected for the same reason. It was Clapp's Baby Food Company that finally gave Stark a break—and his start in the food business.

Shortly after he began working at Clapp's, Werner did get his chance to serve in the Army as a Counter Intelligence Corp (CIC) agent. Following the war, he became a member of the military government for one year working on denazification. As part of the service he went undercover, posing as a manager of the Grand Hotel in Nuremberg during the time of the war crime trials. He even translated at the trials, a job he found as emotionally trying as it was satisfying.

"That is one thing I think I'm proud of," Werner says, adding, "For the first time in history, those who started the war were held accountable for it."

Upon his return from Europe, Werner received a generous invitation



Werner and Larry Stark head one of the largest food brokerage operations in the state.

to return to Clapp's, but he turned it down.

"I started my own business because I thought if I could be that useful to them I could be useful to myself."

So with a car and a telephone, he started his brokerage business in a back room of his father's house. His father, a cheese wholesaler, contributed his expertise to Werner's endeavors.

Forty-four years later, Stark & Company is a multi-million dollar food brokerage operation with offices in Detroit, Grand Rapids, Saginaw, Toledo, Ft. Wayne, and Indianapolis. The company employs 260, and calls on more than 1,500 stores in Michigan alone. Werner is chairman of the board.

Companies it represents include Mars, Dow, Nabisco, Coca Cola Foods, Smuckers, Motts, and Dannon Yogurt, among many others. It is a complete food brokerage operation covering every store aisle, with groceries, confections, HBA/general merchandise, food service industrial products, refrigerated foods/frozen foods/meat, and deli/bakery/produce items.

And just as Werner's father taught him the ropes of the food brokerage industry, he has taught his son Larry, president and CEO of Stark & Company. Larry is quick to point out that his father made him start from the bottom, and at a tender age had him unloading trucks and doing maintenance.

Larry didn't just fall into the business, either. The number one player on the men's tennis team at Michigan State University, he seriously considered going pro. Eventually, he decided to follow in the footsteps of his father, he says, rather than Jimmy Connors. But racquet sports are still a big part of his life; Larry just placed fourth in the country in his age

bracket in squash.

Larry is the only member of the Stark family to join his father's business, but he is proud to reveal the number of employees is on the rise.

"Every year in its 44 years of business," he says, "Stark & Company has been growing and adding people. It's the quality and effort of our people that has made our growth possible."

Much of the company's recent growth may also be attributed to the use of Spaceman, Spacemax, and Apollo computerized shelving systems. Those programs allow stores to merchandise items most profitably and advantageously by redesigning sections on computer. In addition, Stark & Company now works with an IBM System 36 which links each office's operations.

The programs, Werner says, were very expensive, but undoubtedly worth the price.

"The positioning of products is probably the most important part of that product's welfare," he insists, explaining that many grocery

See STARK, page 17

Buffalo leaves the range

Beef has traditionally been the red meat of choice for most people in the state. But Oleson's Food Stores owner Jerry Oleson, Sr., says buffalo meat is charging its way onto Michigan tables.

Oleson has raised buffalo since 1954, when he acquired his first 10 head from the government. With a total of about 800 buffalo now, Oleson has the largest herd east of the Mississippi. Each of his stores carries buffalo in the form of steaks, roasts, hot dogs, short ribs, and more.

Buffalo is an excellent meat for people who are watching their diets, Oleson says, explaining that it has virtually no fat or cholesterol.

"Buffalo is the healthiest meat there is in the world," he insists.

A buffalo yields about as much meat as a cow, Oleson says, but that is where the similarities end. Whereas a cow will eat itself to death, he explains, buffalo will never overeat.

And a well-fed buffalo is a happy buffalo, he adds, one that will never run away.

"If you keep them happy, they'll stay in," he says. But Oleson is quick to point out they are wild animals, and run faster than any horse. "If they get out, you've got trouble."

In fact, Oleson says, recently they did have trouble when eight buffalo were let out of their pen at one of

Oleson's farms near Sault Ste. Marie. The buffalo got on state land and had to be shot because traffic made it difficult to herd them home. The animals were butchered immediately and sold as hamburger.

Oleson says buffalo meat has a far superior taste to beef, as well. The meat, he explains, is cooked slowly after aging about five days. It has no fat taste, but is rather sweet.

Apparently, many others enjoy the taste of buffalo, too. In addition to the meat's being sold in Oleson's Food Stores, it is also on the menu of several restaurants in the Traverse City area and around the state, including Harrison's Road House in Lansing and the Detroit Athletic Club.

But despite its benefits, Oleson says, customers aren't creating a stampede to their grocery stores and restaurants for buffalo. Oleson explains that while 125,000 cows are butchered every day in the United States, only 100,000 head of buffalo even exist in the country. Oleson's farms butcher about 125 animals a year.

In addition, buffalo meat is over twice as expensive as beef, he says.

Even so, Oleson says, there is little doubt in his mind that buffalo is catching on with consumers—as it deserves.

"They're fantastic to eat."

AFD member benefits

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

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

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

Retail beef price average increases

National average retail beef prices in 1990 are showing an increase over 1989 levels, the National Cattleman's Association said today.

Reporting on its monthly 19-city survey of supermarket beef prices, NCA noted that the average price of five cuts was \$3.10 per pound in 1990, compared to \$2.96 in 1989. Economists have attributed the 1990 increase in beef prices to a reduction in supplies and to a stabilization of or improvement in domestic demand. Increases in beef exports also have been a factor.

The latest NCA survey showed that the average price of five cuts was \$3.23 per pound on Dec. 13, compared to \$3.17 on Nov. 8. The December average was the highest on record. It reflected record high cattle and wholesale beef prices in recent weeks.

National average prices of the individual cuts on Dec. 13 were: Ground beef, \$1.63; round steak, \$3.03; sirloin steak, \$3.80; T-bone steak, \$5.48; and chuck roast, \$2.25. For the year as a whole, T-bone steak continued to reflect relatively more strength than the other cuts. This is part of a continuing pattern. The more convenient, more tender, tastier cuts—like the preferred steaks—have

Teen power

The supermarket industry will no doubt be paying great attention to the growing influence of U.S. teenagers. A new study indicates that eight out of 10 shop at a supermarket or grocery store in an average month. And they're not necessarily making small, personal purchases.

When it comes to family shopping, nearly 50 percent of females and 30 percent of males grocery shop for their families each week. Of these teens, more than 80 percent use a grocery list—but only one third of these stick to it.

On the loyalty front, the study conducted by Teenage Research Unlimited, found that only one-fourth say they always buy the same brands they're used to seeing. This reaffirms their tendency to be both experimental and impulsive when they shop.

Although teens' earning power is up more than 14 percent since 1989, it's significant to note that these young shoppers are very money conscious. Their buying decisions are often decided by price, and nearly half of them say they take advantage of cents-off coupons.

been in somewhat stronger demand than less convenient cuts, like chuck and round roasts.

USDA figures show that average per capita supplies (and consumption) of beef in 1990 were an estimated 67.4 lbs. (retail weight), compared to 68.9 in 1989. With the smaller supplies and with improved demand, the 1990 average price of the five cuts rose almost 5 percent.

The average annual prices of the five cuts were: Ground beef, \$1.61 per pound; round steak, \$2.82; sirloin steak, \$3.36; T-bone steak, \$5.33; and chuck roast, \$2.11.

New labeling requirements proposed

On July 19, the Food and Drug Administration (FDA) proposed regulations which would require mandatory labeling of packaged food, fresh produce, and seafood with information about nutritional content and serving sizes, daily intakes, and reference values. Several trade associations responded to the proposed changes, filing comments prior to the November 16 closing date, in opposition. They believe some of the proposed amendments conflict with or are superseded by the The Nutritional Labeling and Education Act which became law on November 8, 1990.

Many opposed the mandatory

nutritional labeling of fresh produce and seafood believing it to be counterproductive and excessively expensive to the industry. But at the same time they support the voluntary guidelines which were enacted in the new statute, and the expressed intent of Congress to allow flexibility in providing nutritional information to the consumer. The new law requires the Secretary to set voluntary guidelines for retailers to provide nutrition information in a variety of ways: by posting signs in designated areas, or by means of brochures in lieu of package labeling.

IF YOU LIKE
FACTS

BETTER THAN
FLUFF...

YOU'RE GOING TO LOVE
BIG CHIEF'S FACTS!

Here's the latest from the SAMI Arbitrons:

BIG CHIEF'S SHARE OF MARKET SALES34.1%

DOMINO SHARE OF MARKET SALES15.6%

PIONEER SHARE OF MARKET SALES6.6%

Big Chief out sells the competition two to one...and that's a fact.

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



MONITOR SUGAR COMPANY

2600 S. Euclid Ave., P.O. Box 39
Bay City, MI 48707



CLASSIFIED

Wanted to Buy: Used soft ice cream machine in good condition Call (517) 676-4550

AFD legislative program: a portrait

by Mike Ranville

What follows is a list of items that dominated the AFD legislative agenda for the past two years, continued from our last issue. It is not an exhaustive list, only the highlights of a program that has become the major retail voice in the State of Michigan.

Lottery

For several years AFD has realized the importance of lottery sales to its members. Therefore, care has been taken to establish and cultivate a strong working relationship with the Lottery Bureau. That effort, for the most part, has been successful.

Recently, however, the Lottery proposed an administrative rule that would remove certain chain stores from the terminal allocation plan and automatically grant them lotto terminals by virtue of the fact that they are a member of a certain chain. AFD voiced its immediate concern over the proposal and the Lottery Bureau eventually dropped the idea. It is not certain whether or not it will be resurrected when a new lottery commissioner takes office.

Penalties for minors

During the waning days of the previous legislative session, Karoub Associates, on behalf of AFD, worked with key legislators to pass legislation (Senate Bill 119) that called for a sharing of the legal burden when minors purchased alcoholic beverages. At that time under current law, retailers could, and frequently did, lose their licenses for selling alcoholic beverages to minors. On the other hand, youthful offenders were receiving nothing more than lectures. Bill sponsor Senator James Barcia (D-Bay City) and Representatives Stan Stopczynski (D-Detroit) played extremely pivotal roles in moving the bill through the Legislature.

The Governor vetoed the bill, referring specifically to the harsh penalties on the minors.

When the Legislature returned to Lansing, Karoub Associates quickly began work with Senator Barcia and his capable staff. Some of the provisions were reworked. For instance, in the original version if a minor was found guilty of purchasing alcoholic beverages, the drivers license was mandated revoked. Additionally, no extenuating circumstances could enable the license to be only suspended or used under special circumstances.

In the reworked version, a judge was provided leeway to issue a special driving permit for travel to and from a job or to attend treatment or counseling. The bill was passed by the Senate but died in the House Judiciary Committee. It will be reintroduced when the Legislature returns in January.

"... (the bottle bill) may have been working, but only because retailers were forced to carry the burden. And retailers were not compensated for that effort."

Solid waste (batteries)

Currently, several legislative initiatives, all in the formative stages, are underway that address the issue of solid waste disposal. The Senate, under the direction of Senator Vern Ehlers (R-Grand Rapids), is processing under the heading of a select committee on Reuse, Recycling and Return of materials. The purpose of the committee is to review and make proposals regarding all issues related to the recycling of materials in the state of Michigan.

In addition, Senator Ehlers, along with co-chair, Representative, Tom Alley (D-West Branch), conducted hearings on battery recycling. Solid Waste in the months and years to come will dominate the legislative agenda. It is an area where AFD members must become involved.

Adult video tapes and reading materials

The Legislature is currently wrestling with various proposals that would regulate the sale and distribution of adult books and video tapes.

While opponents of the legislation defend their position on the grounds of free speech, supporters are armed with petitions and are highly organized. The bills are not a new approach and would, in essence, provide a great deal of local control. But implementation of the bills, if they were to become law, would result in chaos. A highly organized anti-adult materials group will certainly weigh heavy on legislative disposition of the bills. Hearings will continue in the New Year.

Unredeemed bottle deposits

Over the years no other issue has received more attention from Karoub Associates on behalf of AFD than the inequities realized as a result of the bottle bill initiative. Due to a public perception that the law is working and is crucial is keeping bottles off the highways, amending it to provide some relief for retailers has been politically difficult, if not impossible. Moreover, because the law was initiated by the public, any amendments require approval of three-fourths of the legislature as opposed to the simple majority required to pass other bills. Even with that stringent requirement, some relief was granted a few years ago when the Legislature agreed that returned bottles could not exceed twenty five dollars and the bottles must be in a sanitary condition.

As originally introduced, the bill which ultimately became a vehicle for rewarding some money to retailers for unredeemed deposits, called for wholesalers to receive the first \$12 million, with the remainder slotted for environmental programs. The retailer was completely ignored.

Negotiations began and, as had been the case over the years, Karoub Associates pointed out the unfair aspects of the bottle law. Retailers were forced to provide space for the bottles, were forced to hire additional employees to handle the bottles, were forced to pay higher worker compensation premiums because of the cuts and abrasions received by their employees; in effect they were forced to bear the brunt of the entire law. It may have been working, but only because retailers were forced to carry the burden. And retailers were not compensated for that effort.

The bill changed many times before reaching its final form. New players attempted to insert themselves into the issue—most notably the soft drink industry who opposed the bill—but were not successful. Following

testimony by Richard George on behalf of AFD, the retail position began to take hold.

When the bill left committee it included retailers, but only after the first \$12 million had been assigned to other concerns, primarily the wholesalers. Negotiations continued. The bill remained on the floor for nearly a week while the various interests debated the disposition of the unredeemed deposits behind closed doors. AFD prevailed. Retailers were assigned 25 percent of the total unredeemed deposits. Following a major effort to secure the necessary three-fourths vote, the Legislature approved and the governor signed the bill.

While the amount of money represented by the unredeemed deposits is still in question, Karoub Associates is monitoring the Department of Treasury's implementation of the act.

Not to be lost in the resolution of this issue is that for the first time since the bottle bill was approved by the electorate, the concerns of retailers were not only acknowledged but also addressed.

AFD/Karoub Associates

The AFD/Karoub Associates team has been a vibrant voice for the AFD
See PORTRAIT, page 17

THE EYES HAVE IT!



OVER 16,000 EYES* WILL SEE YOUR AD ON THESE PAGES

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

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

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

ACT NOW!! Call 1-800-6666-AFD or 557-9600

Send To: Associated Food Dealers of Mich
16470 W. 10 Mile Rd.
Southfield, MI 48075

*more than 8,000 circulation
plus pass along readership

YES!

PLEASE SEND RATE CARD AND MARKETING INFORMATION TO:

Name _____
Address _____ Phone _____
City/State/Zip _____
Signature _____ ATTN: Ray Amyot

Shine gave warm words in the shadow of troubled times

The following is the speech Neal Shine, publisher of the Detroit Free Press, delivered at the 75th AFD Trade Dinner, January 18

There are some things that I feel I have in common with all of you — besides the fact that you are my friends, I am yours, and we share a mutual affection for this city and this country

Like so many of you, America is not the land of my fathers. My parents came to this country from Ireland in the early years of this century.

They came because they believed the promise of this new world — the promise of a better life for them, a better life for their children, their grandchildren, and all those generations yet unborn.

So they left the country that had been their heritage. They left their homes, their land, their families and their friends knowing only one thing about this great adventure — that it would be a long, long time before they ever returned. My father, as it turned out, never went back.

And they came to this place called Detroit because there was work here. There were factories where people were needed to build cars, shops to supply the factories, stores and businesses to serve the people who had come from every corner of the world to this new place.

This place to which they had brought an ethic that said, "work hard for the man that pays you, be loyal to the country that took you in, be proud of the country from which you came."

And they lived in the small homes and flats close to the places they worked. They built churches and schools, helped their neighbors, were good citizens.

If there was debt owed this country, they understood that debt and when the country called on them to help defend it, they answered that call and many of them paid the ultimate price.

And if the order of the day was to be good Americans, as it always was in our house, there was always the reality that there was another part of the world that was still an important part of us.

That we were connected, by blood, by heritage, by love, by a sense that there was something more in our lives than what we could see from the windows of our upstairs flat on the east side.

We understood that to love the country of our origins as we loved the country that opened its gates to us or to our parents and grandparents, was not to divide our loyalty. It was to understand the things that were most important to us. This new world. And that old one.

When I was a child we lived not in an Irish neighborhood, but an immigrant neighborhood. A place without grandparents. Where grandparents, and often aunts and uncles, lived in a place they called the old country.

There was a time when I thought the old country was one place. A place far away where they spoke all

these different languages. At some point I figured out there were many old countries and they had all given us some of their best to make sure that the United States would surely be the most wonderful country in the world.

One of the things we learned in those years in Detroit, was to share with those who were our neighbors. Not necessarily in tangible ways alone, but to share each other's joy, each other's happiness.

And if there was pain, we share that, too.

Today there is pain again in our

world. A pain felt sharply by many of you here tonight.

I would like to be able to tell you that I know how you feel, but I can't because I am not you.

But I can tell you, with all the sincerity I have, that I understand how you feel, because we have shared too much in our lives for me not to understand. And I want you to know that if you are in pain, then I am in pain. If you weep, I weep. If you suffer, I suffer. Because you are my friends, you are my brothers and sisters. And nothing will ever change that.



Neil Shine at Trade Dinner.

WHY ASSOCIATED FOOD DEALERS AND NORTH POINTE INSURANCE? We've got you covered!

- The Projected #1 Writer of Liquor Liability in the State of Michigan for the 4th year in a row.
- Admitted and Approved Carrier.
- Never Assessable — No Deductibles, Policy Fees or Surplus Lines Tax.
- Available through the Independent Agent network with over 700 Agencies to serve you.



The Formula of AFD plus
North Pointe Insurance Equals
Savings, Service, and Coverage



28819 Franklin Rd.
P.O. Box 2223
Southfield, MI 48037-2223
358-1171
1-800-229-NPIC

Or call AFD: 313-557-9600 or 1-800-66-66-AFD

PRODUCTS



Chips Ahoy! goes Mini!

America's best-selling chocolate chip cookie is shrinking. Nabisco Biscuit Company is introducing Mini Chips Ahoy!, one-inch chocolate chip cookies designed to be eaten by the handful.

Packaged in a 7-ounce box containing some 85 cookies, the new product will be available nationwide on January 2, 1991 at a suggested retail price of \$1.99.

The new product comes on the heels of other successful "downsizing," such as the Ritz Bits line of mini Ritz crackers, Teddy Grahams and Premium Bits, tiny saltines made for snacking.

Made from the same ingredients as original Chips Ahoy!, Mini Chips Ahoy! are 1/12 ounce each and contain proportionately the same number of chocolate chips in each cookie as the original. In addition, they contain no cholesterol and are low in saturated fat and sodium.

Complete nutritional information is posted on the nutrition label located on every box. The package, made from recycled paperboard, also carries Nabisco Biscuit Company's 800 number consumers can call with inquiries.

"Mini Chips Ahoy! captures all the flavor of Chips Ahoy!, the number-one brand of chocolate chip cookie on the market, in a bite size product," said Barbara Hauck-Mah, Chips Ahoy! product manager. "In testing we found people like to pop them into their mouth, one or several at a time. The poppable size makes them fun to eat."

Television advertisements featuring Anthony "Spud" Webb, the shortest basketball player to ever win the NBA Slam Dunk title, began running last month. The commercial, created by FCB/Leber Katz Partners in New York, is shown on prime time and daytime television.

A comprehensive consumer promotional campaign will also support the introduction of Mini Chips Ahoy! Nabisco is offering a series of on-package and free-standing Sunday newspaper insert coupons to support the launch. In addition, hand-out couponing with in-store sampling will occur during the introductory period.

Nabisco Biscuit Company, an operating company of Nabisco Brands, Inc., is the country's leading maker and marketer of cookies and crackers. Among its brands are Oreo, Chips Ahoy!, Teddy Grahams and Fruit Newtons cookies, and Ritz Premium, Wheat Thins and Triscuit crackers.

New gin twist

Wine coolers may have lost their fizz, but there is no shortage of new concepts being introduced in the alcohol market. A relatively refreshing one is Gin and Juice, quietly introduced by House of Seagram last year, and recently made available in 25 markets nationwide. The gin and Tropicana citrus juice is pre-mixed and sold on the shelf in 4 different size bottles. It's the first time a major player in the industry has used its name on a pre-mixed cocktail, and the leveraging could pay off.

The hallmark of the company's brand gin is a subtle citrus-like flavor which is further enhanced by the juice. Initial consumer focus group research was positive, as were retail trade studies, which make spokespeople guardedly optimistic about the product's prospects.

It is being supported with moderate amounts of advertising and sales promotion, because company officials want to gauge consumer reaction more specifically before fine-tuning their strategy. 1991, then, will be the benchmark year that determines the future of Gin and Juice, or the value of introducing any line extensions.

The state of the economy and the accompanying mood of the typical consumer could play a big role in the future of this drink—and the immediate outlook for the alcohol industry. The recession might turn around alcohol sales, but health conscious consumers may feel less guilty reaching out for a drink that packs a punch, along with a good dose of Vitamin C.

Flavors that make sense

Stroll past the ice cream section of the supermarket, or stop at a local ice cream shop and the assortment of flavors is bound to astound. Some of them take their licks at the retail level, though. Often it's because there really is no reason for their existence: they are either "me-too" products, or just on the shelf to be different. Ben & Jerry's, has taken a decidedly different approach to flavor development, and it appears to be paying off.

The Vermont company has a two-part bottom line: success is measured in financial performance and social performance. The theory is that business can play a powerful role in resolving a number of issues—from environmental threats to the jarring impact of certain economic forces. So the company is putting its flavors where its mouth is.

Rainforest Crunch, for example, is an outgrowth of the firm's commitment to preserving the rainforest. The

nuts used in the product are bought from a group that is helping forest people preserve their way of life. The fudge in Chocolate Fudge Brownie comes from a Yonkers bakery that employs urban disadvantaged. The new Wild Maine Blueberry flavor is supporting the traditional lifestyle of the Passamaquoddy Indians, and Fresh Georgia Peach Light is helping to sustain a family run farm in Georgia. The flavors are interesting and high quality: a unique blend of science, marketing and social responsibility.

The flavors are scoring high with consumers—and so is the strategy.



Filmco's CHEESE-Wrap™, designed for supermarket packaging

Unlike films designed for meat and often used to wrap cheese, Filmco's special CHEESE-Wrap™ PVC film actually extends product freshness and flavor. Because it's the one wrap that can protect from oxygen and moisture, the cheese retains moisture and maintains its weight.

CHEESE-Wrap™ saves money, too, because there's less product shrinkage, less trimming of dried out corners and longer shelf life.

Easy-to-use CHEESE-Wrap™ is ideal for wrapping all varieties of cheese. It stretches and clings to conform to any cheese shape, creating a sparkling, attractive package that boosts sales. Return sales are increased because customers know they can count on maintaining flavor and freshness after they take the product home.

For more information, please contact: Filmco, 1450 South Chillicothe Road, Aurora, Ohio 44202. Call toll free: 800-545-8457 or (216) 562-6111. FAX: (216) 562-2740.

Garden fresh—and clean

The answer to all our pesticide problems is bearing fruit in several Colorado hospitals and restaurants. It's called "Clean Greens," a food wash that has recently been introduced to the food service industry. The product, manufactured by HBI, Inc., is touted as an easy and effective way to remove pesticides, bacteria and other surface contaminants from produce.

The product's patented process uses no sulfites, but does use surfactants, chelating agents, buffers and

antioxidants—all of which comply with FDA Generally Regarded As Safe regulations. To use, one ounce of the solution is added to two gallons of tap water. The produce is dunked, swished or agitated in the concentrate until it is clean.

The product naturally removes 98 percent of the pesticides, chemicals, fuel residue, dirt, waxes and bacteria from the surface of fruits and vegetables. The product's cause is furthered by the fact that it makes produce smell, taste and look better. Additionally, it slows the wilting, browning and general deterioration of fresh foods—making it an even bigger boon for restaurants.

The product has been used in Europe for more than 10 years, and it is being marketed to professionals in the food service industry. The manufacturer is making it available to consumers through mail order, and talks are reportedly underway to make it available on retail shelves, too.

CinZano Asti Spumante named 1990 Vinarius "Wine of the Year"

CinZano Asti Spumante has been awarded the coveted Vinarius Prize as the 1990 "Wine of the Year"—an honor bestowed only upon the world's finest wines. Past Vinarius Prize winners include Antinori's Tignanello, La Scolca's Gavi di Gavi and Biondi Santi's Brunello di Montalcino.

The first sparkling wine ever to win this accolade, CinZano Asti Spumante was selected from more than 120 premium Italian wines by the 87 worldwide specialty wine outlets that belong to the Vinarius Association.

According to Vinarius Association spokesperson Cinzia Del Maso, the judging members selected CinZano Asti Spumante because of its significant contribution to the positive image of quality Italian sparkling wines, both in Italy and abroad, and its "typically Italian" festive and light taste. Ms. Del Maso noted that CinZano Asti Spumante's Vinarius Prize recognizes the traditional values of one of Italy's foremost wine producers and honors a sparkling wine of exceptional quality.

Founded in 1981, the Vinarius Association is dedicated to promoting quality in Italian wines. The prestigious group has members in Australia, Germany, Italy and the United States. To become a member, a wine outlet proprietor must be a true wine specialist; that is, one who stocks a wide range of the finest wines and who knows the history of each in depth. A marble reproduction of the plate of Vinarius, the ancient Roman wine seller, the Vinarius Prize reaffirms CinZano Asti Spumante's position among the world's top echelon of wines.

The Paddington Corporation is the exclusive U.S. importer of CinZano Asti Spumante.

PORTRAIT

from page 14

membership in the halls of the Capitol for nearly fifteen years. Legislators have come to know that voice, and know it well.

It's difficult to quantify the success of AFD's Legislative program. It can't be measured in terms of wins or losses but rather the impact—or in many cases the lack of an impact—on the membership.

A great deal of time is spent at the request of Legislators researching issues of import to AFD and deliberating their merits with those lawmakers. In many cases the AFD membership sees little or nothing of hours or days of work. But what is critical to the program is that it holds the respect of Legislators. Many bills have been defeated long before they were ever introduced, the defeat being the result of long discussions involving the impact on the membership. If it can be demonstrated to a legislator that a proposal will harm the retail community, then many times the bill will be shelved.

Even when AFD "signs off" on a bill, the time spent can be voluminous...but it is time well spent.



Computerized shelving puts Stark & Company in the forefront of the food brokerage industry.

STARK

from page 12

purchases today are made on impulse.

Along those lines, Werner stresses the need for a product to be represented by a broker.

"I think that the broker's way of going to market is going to be embraced more and more by the manufacturers because we can perform a service which direct manufacturers are hard-pressed to have," he explains. "We pool the resources of many companies to support our retail strength."

Werner adds that his company spent \$5 million in support of its retail sales effort, a figure an individual company couldn't afford to match.

Though Stark & Company is growing all the time, Larry says it is not ready for immediate territorial expansion.

P & G

from page 4

topsoil. For example, we've already initiated a five-year project with the U.S. Bureau of Mines to use solid waste compost to reclaim open-pit ore mines. We are also funding research at the University of Minnesota to test compost for growing crops such as corn, alfalfa and barley.

"We will sponsor projects to advance composting technology for high population areas. This is particularly needed to meet the huge waste streams of cities like New York, Boston and San Francisco."

"At Procter & Gamble, we view our environmental responsibility as proactively as we do our business. We are committed to protecting and cleaning up the environment. We are proud of what we are doing, but we still have much to do, and we will get it done with dispatch."

Communities or other groups that want more information on Procter & Gamble's composting program can address their questions to Composting Solutions, P.O. Box 24009, Cincinnati, OH, 45224.

Spartan Stores opens newly expanded perishables warehouse

GRAND RAPIDS, MICHIGAN—Spartan Stores, Inc., announces that a 50,000-square-foot addition to its existing perishables warehouse has opened at its headquarters on 76th Street and Clyde Park Avenue. The expansion brings the total area of its perishables building to 289,000 square feet.

The new warehouse space is being devoted to fresh meats. Previously-existing cooler space was used to expand dairy and deli. As a result, Spartan now has a total of 126,000 square feet for deli, meat and dairy products.

According to Larry Vollink, director of Spartan's Perishable Marketing Division, "This addition allows Spartan the room to add more foodservice items in the deli area and to keep pace with today's growing trend for fast, convenience foods. It's important that we can provide our retailers with the products their customers want to buy."

Tim Tveitnes, manager of the perishable building, adds, "This new warehouse area, with the addition of 21 receiving and shipping doors, makes it more efficient for us to serve Spartan customers. We've also added a new computerized put-away inventory control system to ensure delivery

of the freshest available product.

All perishable buyers and merchandisers, numbering close to 100, are now located in a new office building adjacent to the perishable distribution center. "This allows these associates to take active hands-on experience with operations to ensure the highest degree of freshness and quality," adds Vollink. Previous to the move, they were located in the main office building which made convenient accessibility to the warehouse difficult.

Driven by consumer demand for fresh, healthy products, perishable sales continue to escalate at an impressive rate. For example, in a one-month period, Spartan delivers an average of 15,600,000 pounds of meat and 17,000,000 pounds of produce. They purchase perishables both locally and from around the world to secure the best quality and price.

This multi-million dollar expansion is evidence of Spartan's progressive advances in the perishables area. It reinforces its commitment to providing retailers with a wide selection of quality perishable products, and allows it to keep pace with industry trends and consumer demand.

Your Risk is our Command

Employee Benefits •
Workers Compensation •
General Liability • Property

Wherever you are exposed to risk and liabilities, call on the company with the commanding presence in the industry: CRMC, the people who manage risk creatively.



CRMC
Creative Risk
Management
CORPORATION

34820 Harper
Mt. Clemens, Michigan 48043-4890
(313) 792-6355 FAX: (313) 792-9429
A Member of
the national ADMINISTRATIVE NETWORK
A Lincoln National Company

Administrators of the Workers' Comp Program of AFD... and others.

PEOPLE

Norm Wine elected 1991-92 NFDA president

Norm Wine, president of Wine & Schulz, Inc., Louisville, Ky., has been elected as the National Food Distributors Association's (NFDA) president. Wine's two year term begins January 1, 1991. He replaces Gary Greenhouse, president of A. Greenhouse Inc., Albany, N.Y., who will remain on the board as past president.

Nabisco Foods announces Linderman appointment

PARSIPPANY, N.J.—John R. Linderman has been named director of trade marketing for the Nabisco Foods Company.

Linderman had been group product manager for new cereal products since January, 1990. He joined the company in 1984 as a product manager and became senior product manager in 1987.

Kathleen MacDonnell named vice president of grocery sector at Campbell Soup



MacDonnell

Campbell Soup Company announced today that Kathleen MacDonnell has been named Sector Vice President of Grocery and appointed a Vice President of

Campbell Soup Company.

MacDonnell began with Campbell in 1982 as assistant marketing manager of soup. She held various market positions in Italian Foods and in 1987 became director of Italian Foods. In 1988 she was appointed business director of ready-to-serve soups. Before coming to Campbell, Ms. MacDonnell was with several companies, including Suralco in Surinam, South America, and Alcoa in Guinea, West Africa. She also worked abroad for the Department of Defense and Department of Education.

Nabisco Foods names Schiffner vice president of finance

PARSIPPANY, N.J.—Robert A. Schiffner, Jr., has been named vice president of finance for the Nabisco Foods Company.

Schiffner joined Nabisco Brands, Inc., in 1975 as an economic analyst. He became assistant controller for Nabisco Biscuit Company in 1981 and controller for Nabisco's Fleischmann's division in 1984.

In 1987, Schiffner was named

senior director of corporate development for RJR Nabisco, Inc., the parent company of Nabisco Brands. He became vice president of corporate development for RJR Nabisco in 1990.

A graduate of Princeton University, Schiffner received a master of business administration degree from Rutgers University. He is a Certified Management Accountant.

Schiffner is a resident of Chester, N.J.

Forest Hills Food shares spirit of the season with Salvation Army

GRAND RAPIDS, MI—In keeping with the tradition of holiday giving, Forest Hills Foods recently put its "Cash For Caring" program in action to benefit the Salvation Army. For a two-week period, November 26 - December 8, customers were encouraged to turn in cash register receipts, of which 2 percent of the total was contributed to this very worthy organization. Thanks to the support of their customers, Forest Hills Food reached their goal of \$2,000 and presented a check in this amount to The Christmas Kettle Campaign of the Salvation Army.

The "Cash for Caring" program was initiated by Forest Hills Foods last May to generate funds for local non-profit organizations. It has been widely accepted by their customers and they hope to continue it at various times throughout the year. The Salvation Army was chosen as the latest recipient of the program due to their tremendous work in bringing happiness to others during the holiday season. Toys and clothing for children, meals and shelter for the homeless, and cheerful visits to those in institutions are all part of the Salvation Army's Christmas program.

Jeff Vanden Berge, store coordinator of Forest Hills Foods comments, "The true spirit of the holidays is giving to others. That's why it was a perfect time for us to bring back "Cash for Caring." It offered our customers the opportunity to help us help those in need. Since we believe so strongly in the fine efforts of the Salvation Army, we were pleased to support their Christmas Kettle Campaign with our "Cash for Caring" contribution. It's a wonderful feeling to know we'll make Christmas a little brighter for others in our own community."

Spartan Stores, Inc., honored for outstanding community service

GRAND RAPIDS, MI—The National Grocers Association (N.G.A.) recently honored Spartan Stores, Inc., as a Grocers Care Award recipient for the company's efforts to serve the community through corporate sponsored community service activities. The Grocers Care Award program was established by the N.G.A. to highlight the community service

activities of independent retail grocers and their wholesalers.

Spartan Stores was recognized in the program for its community service programs such as:

- Involvement as the exclusive sponsor of the Michigan Special Olympics Summer Games.
- Sponsorship of the Walter Hagen Golf Classic to raise funds for the American Cancer Society.
- Involvement with the Kent County United Way.
- Contributions of tons of food to Michigan Food Banks.
- Utilization of public service messages on over 6 million grocery bags highlighting 24 organizations each year.
- Sponsorship of the Grand Rapids Symphony Family Series.
- Major contributions to fund construction of the new Grand Rapids Public Museum.

The N.G.A. honored Spartan Stores, along with other grocery wholesalers and independent retailers from across the country, at the Grocers Care Awards Banquet on October 9 held in New Orleans, LA.

Campbell executive elected chairman of Food Institute

George P. Nulty, vice president-purchasing, Campbell Soup Company, Camden, N.J. was elected chairman of the American Institute of Food Distribution, Inc., at a meeting of its board of trustees at the trade group's headquarters in Fair Lawn, N.J.

James C. Ratliff, corporate director of procurement, Hilton Hotels Corp., Los Angeles, was elected vice chairman of the Food Institute, as the 62-year-old nonprofit information and research association is also known.

Mr. Nulty, who joined Campbell in 1967 as a buyer at its Camden processing plant, has been in his present position since 1983. He is a native of Somerville, N.J., and resides in Medford, N.J. Mr. Ratliff has been with Hilton since 1968, and its procurement director since 1977; his home is in Oxnard, Calif.

Apple processors name directors

ATLANTA—During the recent Board of Directors meeting in Chicago, the following directors were elected to the Processed Apples Institute: Peter C. Pappas, executive vice president, Clement Pappas & Company, Inc., Seabrook, New Jersey; and Carlos A. Weil, president, Zumos Argentinos S.A., Buenos Aires, Argentina.

The Processed Apples Institute is an international association of producers of processed apple products.

Irwin Perlstine named Kosher Man of the Year

Irwin Perlstine, Rokeach Foods, New York, was named "Kosher Man of the Year" by the Kosher Distributors of America during a meeting held at the National Food Distributors Association's (NFDA) 63rd Annual Convention, Anaheim, Calif. Irving Fien, Fine/Foodcrafters Distributing Corp., Miami, Fla., made the presentation.

Perlstine was recognized for his product innovations, year around Kosher for Passover promotion, and distribution of products other than his own. He also was commended for his human touch in dealing with everyone.

Kosher Distributors of America President Stanley Raderman, Kramer Foods, Troy, Mich. and Vice President Richard Rotberg, Bostonian Foods, Allston, Mass. were also on hand to congratulate Perlstine for his outstanding achievements within the Kosher food industry.

The Kosher Distributors of America is an organization of 50 kosher food distributors and their suppliers involved in the distribution of kosher products to America's grocery stores. For more information, contact Stanley Raderman at Kramer Foods, 313/585-8141.

GOOD FOR MEMBERS ONLY

Save Time and Money With AFD's Coupon Redemption Program

Retailer: it's as easy as this. Send any number of coupons you receive from your customers and get a check in 30 days.

For information, call (313) 557-9600 or
1-800-66-66-AFD and receive
a no obligation starter kit.

SUPPORT THESE AFD SUPPLIER MEMBERS

BAKERIES:

Ackroyd's Scotch Bakery & Sausage	532-1181
Archway Cookies	(616) 962-6205
Awrey Bakeries, Inc.	522-1100
C & C Distributors	283-8693
Continental Baking Co.	868-5600
General Biscuit Brands	352-4343
Koeplinger Bakeries, Inc.	967-2020
Mr. Dan's Gourmet Pound Cake	923-3111
S & M Biscuit Distributing	893-4747
Taystee Bakeries	476-0201

BANKS:

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

BEVERAGES:

Absopure Water Company	358-1460
Adolph Coors Company	451-1499
Anheuser-Busch, Inc.	354-1860
Bellino Quality Beverages, Inc.	946-6300
Brooks Beverage Mgt. Inc.	(616) 393-5800
Cadillac Coffee	369-9020
Capitol Liquor Sales Co.	583-2011
Coca-Cola Bottlers of Detroit	585-1248
Cooper/Wieferman Company	521-8847
Don-Lee Distributors, Inc.	584-7100
Eastown Distributors	867-6900
Everfresh Juice Company	755-9500
Faygo Beverages, Inc.	925-1600
G. Heileman Brewing Co.	(414) 796-2540
General Wine & Liquor	867-0521
Hills Bros. Coffee, Inc.	581-5774
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
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 Detroit	937-3500
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
Alana Food Brokers	833-8686
Ameri-Con, Inc.	478-8840
Chuck Batcheller Company	559-2422
City Foods Brokerage Company	894-3000
Conrady-Greenson Company	362-0800
Estabrooks Marketing	(517) 548-3750
Greeson Company, Inc.	362-0800
J.B. Novak & Associates	752-6453
James K. Tamakian Company	424-8500
Marks & Goergens, Inc.	354-1600
McMahon & McDonald, Inc.	477-7182
Northland Marketing	353-0222
Paul Inman Associates	626-8300
Pfeister Company	591-1900
Slark & Company	851-5700
United Salvage Company	772-0951
VIP Food Brokers International	855-2335

CANDY & TOBACCO:

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

CATERING/HALLS:

Gourmet House, Inc.	771-0300
Penna's of Sterling	978-3880
Phil's Catering	751-0751
Southfield Manor	352-9020
Thomas Manor Cater	771-3330
Tina's Catering	949-2280

CONSULTANTS:

Belanca, Beattie, DeLisle	964-4200
---------------------------	----------

DAIRY PRODUCTS:

American Dairy Assoc.	(517) 349-8923
Borden Company, The	583-9191
Dairy Products of Michigan	552-9666
London's Farm Dairy	984-5111
Melody Farms Dairy Company	525-4000
Milk O' Mat Country Pride Dairy	864-0550
Stroh's Ice Cream	568-5108
Tom Davis & Sons Dairy	583-0540

DELICATESSEN:

Dudek Deli Foods	891-5226
------------------	----------

EGGS & POULTRY:

Epco Foods, Inc.	857-4040
Capitol Poultry	567-8200
Cavanaugh Lakeview Farms	475-9391
Linwood Egg Company	524-9550
McInerney-Miller Brothers	833-4800

FISH & SEAFOOD:

Great Lake Fish & Seafood	368-6050
Hamilton Fish Company, Inc.	832-6100
Michigan Food Sales	882-7779
Standard Fish Dist.	871-1115
Tallman Fisheries	(906) 341-5887
Waterfront Seafood Company	(616) 962-7622

FRESH PRODUCE:

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

ICE PRODUCTS:

Great Lakes Ice	774-9200
Midwest Ice Corporation	368-8800
New City Ice Co.	485-0430

INSECT CONTROL:

Eradico Insect Control	354-5440
Rose Exterminators	588-1005

INSURANCE:

AlphaAmerica Insurance Agency	263-1158
America One	(517) 349-1988
Blue Cross/Blue Shield	486-2172
Capital Insurance Group	354-6110
Creative Risk Management Corp.	792-6355
Financial & Mktg. Enterprises	547-2813
Gadaleto, Ramsby & Assoc.	(517) 351-7375
Jardine Insurance Agency	641-0900
K.A. Tappan & Assoc. Ltd.	344-2500
Rocky Husaynu & Associates	356-7900
Mitzel Agency	773-8600
North Pointe Insurance	358-1171
Sun Financial Group	350-3400
Traverse Bay Insurance	(616) 347-6695

MANUFACTURERS:

Bernie & Sons, Inc.	943-3437
Carnation Company	851-8480
Don's Chuck Wagon Products	771-9410
Groeb Farms	(517) 467-7609
H. Raadco, Inc.	933-6320
Hamilton Meat Pie Co.	582-2028
Home Style Foods, Inc.	874-3250
Jay's Foods, Inc.	941-8700
Kahl Enterprises, Inc.	527-7240
Kraft Foods	261-2800
Monique I Natural Cosmetics	464-8070
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
Sir Lawrence's Food Co.	822-8888
Stehouwer Frozen Foods	(616) 453-2471
Tony's Pizza Service	634-0606

MEAT PRODUCERS/PACKERS:

Bob Evans Farms	422-8000
Flint Sausage Works	239-3179
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
Liberty Meat Co.	549-1658
LKL Packing, Inc.	833-1590
National Chile Company	365-5611
Oscar Mayer & Company	464-9400
Osten Meats	963-9660
Ray Weeks & Sons Company	727-3535
Regal Packing	
Smith Meat Packing, Inc.	458-9530
Swift-Eckrich	458-9530
Winter Sausage Mfg., Inc.	777-9080
Wolverine Packing Company	568-1900

MEDIA:

Arab & Chaldean TV-62 Show	352-1343
Daily Tribune	541-3000
Detroit Free Press	222-6400
Detroit News	222-2000
Detroit Newspaper Agency	222-2512
Gannett National Newspapers	357-7910
Haan Display Sign Service	(616) 243-3223
Macomb Daily	296-0800
Michigan Chronicle	963-5522
Michigan Grocery News	357-4020
The Beverage Journal	454-4540
WDIV-TV4	222-0643
WJBK-TV2	557-9000
WKSG "KISS-FM"	792-6600
WWJ-AM/WJOI-FM	222-2636

NON-FOOD DISTRIBUTORS:

Gibraltar National Corporation	491-3500
Ludington News Company, Inc.	925-7600
Personal Greeting, Inc.	863-1410

POTATO CHIPS/NUTS/SNACKS:

Cain's Potato Chips	254-2210
Detroit Popcorn Company	531-9200
Frito-Lay, Inc.	287-9477
Jay's Foods, Inc.	946-4024
Kar-Nut Products Company	541-7870
Nikhlas Distributors (Cabana)	571-2447
Sunshine Biscuits, Inc.	386-7052
Variety Foods, Inc.	268-4900
Vitner Snacks	368-2447

PROMOTION/ADVERTISING:

Gateway Outdoor Advertising	544-0200
Intro-Marketing	540-5000
James K. Tamakian Associates	352-3500
J.R. Marketing-Promotions	296-2246
Northland Marketing	
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
Burnstein & Assoc.	646-7400
Central Alarm Signal, Inc.	864-8900
Detroit Edison Company	323-7786
Goh's Inventory Service	353-5033
Group One Realty	851-4910
Intromarketing Inc.	540-5000
Jam Sound Specialists	545-9912
Karoub & Associates	(517) 482-5000
Livernois-Davison Florist	352-0081
Market Mechanical Services	680-0580
Marketplace Services	557-4500
Menczer & Urcheck P C	561-6020
Michigan Cash Register	545-8660
Minnich's Boats & Motors	748-3400
Motor City Ford Truck, Inc.	591-1234
National Exposition Service	865-1000
O'Riley Realty	689-8844
Pappas Cutlery Grinding	965-3872
PJM Graphics	535-6400
Red Carpet Keim	557-7700
Sarafa Realty	851-5704
Southfield Funeral Home	569-8080
Stanley Adv. & Dist.	961-7177
Telecheck Michigan, Inc.	354-5000
Vend-A-Matic	585-7700

SPICES & EXTRACTS:

Milton Chile Company	585-0300
Rafal Spice Company	259-6373

STORE SUPPLIES/EQUIPMENT:

Amsyn/Taski	(800) 448-2754
Belmont Paper & Bag Company	491-6550
Brehm Broaster Sales	(517) 427-5858
DCI Food Equipment	369-1666
Hobart Corporation	697-7060
I & K Distributing	491-5930
Kasco Atlantic Service Co.	(800) 631-7650
MMI Distributing	582-4400
Market Mechanical Services	680-0580
Midwest Butcher & Deli Supply	332-5650
Refrigeration Engineering, Inc.	(616) 453-2441
Super Vacuum Cleaners	941-3900
Supermarket Development	521-5150
Ultra Lite Supply Co.	751-1940
Winston Sales & Services	739-3210

WAREHOUSES:

Boag Cold Storage Warehouse	964-3069
-----------------------------	----------

WHOLESALE/FOOD DISTRIBUTORS:

Bremer Sugar	(616) 772-9100
Detroit Food Service	563-4282
Foodland Distributors	523-2177
Food Marketing Corporation	(219) 483-2146
Hubert Distributors, Inc.	858-2340
Jerusalem Falafel Mfg.	595-8505
Jindo Specialty Foods, Inc.	852-1910
Kap's Wholesale Food Services	961-6561
Kehe Food Distributors	(800) 888-4681
Kramer Food Company	585-8141
Lauren Sales, Inc.	945-1111
Lipari Foods	469-0131
Louren 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
Norquick Distributing	522-1000
Northern Michigan Food Service	478-6200
Northwest Food Co. of Michigan	368-2500
Oak Distributing Company	674-3171
Paul Fata & Sons, Inc.	321-5991
Personal Greeting, Inc.	863-1410
Powers Distributing	682-2010
Quick Foods Company	546-4884
Rainbow Ethnic & Specialty Foods	646-0611
Ray Weeks & Company	277-2525
Rich Plan of Michigan	293-0900
Row-Bur Distributors	852-2616
Sales Enterprises	(517) 487-5823
Scot Lad Foods, Inc.	(419) 228-3141
Sena Snacks & Vending, Inc.	740-6444
Sherwood Food Distributors	366-3100
Spartan Stores, Inc.	(616) 455-1400
Super Food Services	(517) 777-1891
Superior Fast Foods, Inc.	296-7118
Treppo Ltd.	546-3661
Warehouse Club	532-3399
Wholesale House, Inc.	846-6209
Wolverine Cigar Co.	554-2033

ASSOCIATES

American Synergistics, Inc.	427-4444
Black Jack Folding Steel Guard	893-7677
Bomarke Corporation	342-1679
Bureau of State Lottery	(517) 887-6820
Capistar, Inc.	(517) 699-3605
Danor Corporation	557-3476
Dino's Emmet One Corporation	341-4522
Frank P. McBride Jr., Inc.	
Frankenmuth Corner Tavern	(517) 652-8171
General Provision	393-1900
Great Lakes Home Food Service	(517) 835-6785
Herman Rubin Sales Co.	354-6433
Hubbard Apiaries	(517) 467-2051
Jackson Park Agency Corp.	381-7000
Karen's Cafe at North Valley	855-8777
Lloyd's Assoc.	356-0472
Miko & Assoc.	776-0851
Movie Warehouse	739-9300
Slam's Video	255-7526
Sullivan Gregory, Inc.	332-3060
VIP International	885-2335
W.A. Taylor & Co.	689-6941
Warrior Martial Arts	865-0111
Wilden & Assoc.	588-2358
Ypsilanti Food Co-op	483-1520

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 COMPANY WISHES TO PAY SPECIAL TRIBUTE TO



INTERNATIONAL RED CROSS

THIS OUTSTANDING ORGANIZATION SUPPORTS THE PRINCIPLES OF:

*** HUMANITY ***

PREVENTION & ALLEVIATION OF HUMAN SUFFERING & WORLD PEACE

*** IMPARTIALITY ***

NO DISCRIMINATION

*** NEUTRALITY ***

DOES NOT TAKE SIDES ON ANY ISSUES

*** INDEPENDENCE ***

ALL NATIONAL RED CROSS SOCIETIES ARE AUTONOMOUS

*** VOLUNTARY SERVICE ***

NON-PROFIT RELIEF ORGANIZATION

*** UNITY ***

ONLY ONE SOCIETY IN ANY ONE COUNTRY
CARRYING OUT HUMANITARIAN WORK

*** UNIVERSALITY ***

WORLDWIDE INSTITUTION WITH EACH SOCIETY HELPING THE OTHER

THE PFEISTER COMPANY HAS RECENTLY MADE A DONATION TO THE INTERNATIONAL RED CROSS IN SUPPORT OF THEIR EFFORTS FOR WORLD PEACE.

THE INTERNATIONAL RED CROSS HAS BEEN MANDATED TO SERVE AS A NEUTRAL INTERMEDIARY IN TIMES OF CONFLICT AND ALSO PROVIDES DISASTER RELIEF WORLDWIDE. IT OFFERS EVERYONE THE UNIQUE OPPORTUNITY TO EXPRESS HUMANITARIAN IMPULSES AND EXTEND A HELPING HAND AT HOME AND ABROAD.

DONATIONS MAY BE MADE C/O: INTERNATIONAL RED CROSS
P.O.BOX 37243 WASHINGTON D.C. 20013



YOUR STATE-WIDE FOOD BROKER

DETROIT
(313) 591-1900

SAGINAW
(517) 793-8100

GRAND RAPIDS
(616) 949-7210

