

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

## FOOD & BEVERAGE REPORT

VOL. 2, NO. 7

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

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### LEGISLATIVE UPDATE

#### Floor Stocks Tax Due June 28th

As part of last year's budget bill, retailers are required to pay a one-time tax on beer, wine, liquor and cigarettes in stock as of January 1, 1991. This tax—known as the Floor Stocks Tax—was due June 28, 1991. If your total alcohol inventory does not exceed 500 gallons, your business is exempt from paying the tax, however, you still should have filed a Floor Stocks Tax return. Businesses that owe the tax are eligible for a credit of \$87 for beer, \$270 for wine, \$240 for liquor, and \$60 for cigarettes.

#### Special Occupations Tax Due July 1st

In addition to the Floor Stocks Tax, convenience store operators should have received their notice from the Bureau of Alcohol, Tobacco, and Firearms (BATF) reminding all retailers of alcohol beverages that July 1st is the deadline for the special occupational tax payment. This \$250 tax is assessed for all retailers who sell alcohol beverages on a per-store basis.

#### Food Safety Bills Introduced

Legislation setting a limit on pesticide residues in food and a strict one-in-a-million risk standard has been introduced by Senator Edward M. Kennedy (D-MA) in the Senate (S. 1074) and a companion bill (H.R. 2343) was filed by Rep. Henry Waxman (D-CA). The bills would impose a negligible risk standard and eliminate any consideration of benefits of a chemical. It establishes a special mechanism to calculate risk for children. It is similar to the measure proposed by Kennedy and Waxman last year. The Delaney Clause of the Federal Food, Drug and Cosmetic Act (FFDCA) prohibits the presence of carcinogens (food additives) in processed foods, but it does not apply to pesticides used on raw agricultural commodities. Since 1988, the Environmental Protection

See UPDATE, page 21



#### AFD Scholarship/ Golf Outing



Enjoy the fun on the rolling fairways of Shenandoah Golf & Country Club. A dinner reception in the ballroom follows the day's events. See story on page 21.

## AFD instrumental in passage of underage drinking bills

Retailers will no longer carry all of the responsibility for minors with alcohol if two bills pushed by AFD move forward as planned.

AFD Executive Director Joe Sarafa testified June 12 before the House Committee on Liquor Control in support of Senate Bills 132 and 133 that would impose stricter penalties on minors who purchase, consume, or possess alcoholic beverages, or attempt to do so. The bills would allow courts to penalize minors by revoking their driver's licenses for 90 days, requiring community service, imposing fines, and forcing attendance at substance abuse centers. Immediately following Sarafa's testimony, the committee passed the bills in an 11-1 vote.

The proposed laws are in direct

contrast to current laws which placed the entire burden on retailers to prevent minors from purchasing alcohol. The retailers suffered the consequences when the law was inadvertently broken, while the minors who attempted to purchase alcohol virtually went unpunished.

In his testimony before the House, Sarafa said, "Currently, there is little deterrent for underage drinkers who illegally attempt to buy alcohol. A minor who violates the state law could receive a maximum penalty of only \$25 for a first offense. This minimal fine negates any incentive for police to enforce the law, or for the minor to obey the law. Meanwhile, retailers could have their licenses revoked and lose their businesses for the same offense."

Over the past two years, AFD brought together a task force to look into the inequity of the existing law and present solutions. Members of the task force included retailers, alcoholic-beverage wholesalers, educators, LCC members, law enforcement officials, judges, municipalities, and several other associations and organizations including MADD. Sen. Jim Barcia, who sponsored the bill, and Rep. Jan Dolan provided the task force's legislative representation.

See PASSAGE, page 21

### SUPERMARKET SERVICE GETS HIGH MARKS

QUALITY OF SERVICE IMPROVED

36%



STAYED SAME

Most shoppers (61 percent) said supermarket service has stayed about the same, but one-third (36 percent) thought it has improved over the past year.

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## EXECUTIVE DIRECTOR'S REPORT

# Stores need to invest in their communities

By Joseph D. Sarafa  
AFD Executive Director



Sarafa

With times a little tougher these days, now is the time to make an important investment for your store.

I'm not talking about investing money in costly renovations or equipment. I'm talking about investing in the livelihood of your businesses—the customers in your community.

Customers are your most important asset, yet investing in them by getting involved is not expensive. And there are several ways you can get involved in the community, all of which will foster good feeling and establish you as a store owner who cares.

First, find out what community groups already exist. Look for churches heavily attended by your customers. If a neighborhood church is having a picnic, maybe you can help by donating food and beverages. A youth group in the church may need a visible parking lot for a car wash—think about letting it use yours. Attend the church and mingle with customers after the service.

Is there a little league in the neighborhood? If so, sponsor a team and provide refreshments at its games. If not, make a project out of

finding a good place for area youths to play sports. You can rally the neighborhood together to tidy an empty lot for a ball field or set up basketball hoops in a paved area.

Support high school parties, dances and sporting events with donations of food and beverages. Make deliveries to schools yourself and get to know the adults in charge. When called upon by students, present yourself as a leader and role model who is eager to give to their causes.

Help out with a block party. Not only can you provide the hot dogs, you can grill them yourself and hand them to your neighbors with a smile. Chances are, the rest of the party's refreshments will be purchased at your store.

Set a good example for other businesses in the neighborhood by keeping a clean store and parking lot. Promote an atmosphere that makes family members of all ages feel comfortable shopping there. Employ community members.

Damaged packages and foods that get close to their expiration dates don't have to be thrown away. Community food banks such as Gleaners will readily accept the food for distribution to the area poor.

Make it a point to be a friend to customers and address them by name. Let them know their needs are important. Send cards during the holidays, for birthdays, or any special occasion.

Donations of time and products are not new ideas. Nor are they "buying" customers. Giving back to the community that keeps you in business can only be described as an admirable way to say thank you.

## Food handling revisions slated

The Michigan Department of Agriculture (MDA) Food Division is proposing revisions to Regulation 553 covering sanitation and food handling requirement for food establishments.

The overall purpose of this revision is to:

- protect the public food supply;
- provide more consistent and specific sanitation and food handling requirements to the industry; and
- achieve greater uniformity with the sanitation and food handling requirements of the Michigan Department of Public Health.

If you would like a copy of the proposed revision, please contact Sarah Humphreys at Associated Food Dealers, 557-9600.

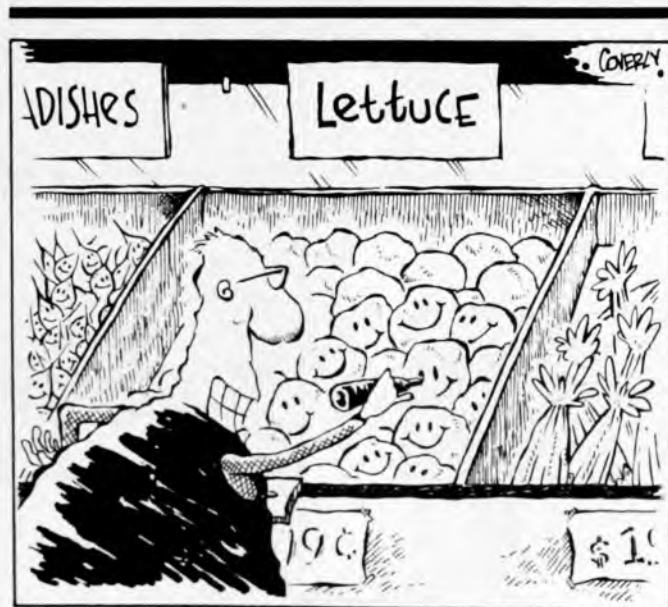
The MDA wishes to receive your comments, of both approval and disapproval. Written comments are encouraged, but you may make comments by phone by calling Neal Fortin at 517-373-8130. Comments must be received by July 15.

## ASK AFD

**Q. I don't understand which items in my deli can be purchased with food stamps.** —J.B., Lincoln Park

**A.** According to the USDA, food stamps cannot buy 1) any food that will be eaten in the store, 2) hot foods that are ready to eat, or 3) any food marketed to be heated in the store. This means the macaroni salad in the deli cannot be purchased with food stamps if the customer plans to take a table in the store and eat it there, but packaged to be taken home, it can be purchased with food stamps. However, the fried chicken in the next deli case cannot be purchased with food stamps because it is hot, as it is assumed it will be eaten on the premises. The turkey sandwiches advertised "hot and ready to go" with a little help from the microwave may not be purchased with the stamps, but wrapped and sold cold, they may.

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



IN A BURST OF COMPANY LOYALTY, CARL TAKES IT UPON HIMSELF TO MAKE THE PRODUCE SECTION 'CONSUMER FRIENDLY'.

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# Small stores can profit by adding new services

By John Dagenais  
PLDA

Large stores with considerable floor space have no difficulty in adding more food and beverage items and providing a number of services for their customers. But small stores do not have the luxury of adding additional shelves or large coolers — especially for liquor, beer and wine.

A small food-and-beverage retailer is usually limited in storage space available and sometimes reaches a limit on what new items he or she can take on for an already-crowded store. What can be done to add to the store's profit margin and still utilize the same floor space available without expensive expansion?

The answer is to add one or two services for your customers and do a good job at what you take on. In other words, taking on a half-dozen services and not providing good service on all that you offer will turn customers away. Take one service at a time, develop it, work out the problem areas and give the project some reasonable time before proceeding to the next plan.

Before proceeding further, let us acknowledge that the store's location in a big city or a small village can make a difference just as white-collar or blue-collar workers in your immediate area will affect the amount of money spent or buying habits. Local competition from other merchants in your area of service may dictate the direction to proceed. The retailer has to take a good look at his or her business, and determine the last time any major change took place within the business itself or the area served.

What works well in Detroit or Pontiac may not work too well in Grayling or Traverse City, but just remember one thing: a good service provided to customers will always add to the profit margin. But whatever you decide to do in rendering a service, make sure you give it time, train the employees and advertise on the store front and in local publications.

There are 50-some suggestions we could list, but we'll list just a few and go on from there. Remember, even if the competition down the street has a similar service, you may do a better job. And the "good word" gets around.

**Small Flower Display:** The candy makers are quick to let you know about Valentines Day, Sweetest Day, Secretaries' Day, etc., but the manufacturers of fine wines and champagnes urge their products as a "fine gift for the lady of your life." A grouping of some roses or other flowers, arranged for through a flower outlet or greenhouse, placed on display with your beverages may mean an additional sale. You may want to think about a small display of fancy boxed chocolates.

**Office Service:** Everybody needs a copy of something... a letter, a document, proof of payment, etc., and there's always room for a small copier machine. The going price per copy runs from 5 cents to 25 cents. If you or your partner are a notary public, you can get a dollar or two for the notarization and seal stamp. Again, you must advertise your services. A fax machine and other office tools could give you a real boost. Don't forget, most offices only do their thing from 9 to 5.

**Video Tape Rentals:** Almost every home has a VCR and certain films and old movies are in constant demand. A small rack with well-known titles available at very low prices through a video distributor can fetch you an easy \$3.00 rental for overnight. There are some businesses who now take the old 8mm or 16mm film from home movie cameras and convert the old footage to video tape for instant replay through the VCR. A real money maker, but nobody knows about it and it appears to us that very few stores promote that service.

**Gift Box Service:** Since most beverage vendors and wholesalers eliminated or greatly reduced holiday packaging for liquor, wines and other beverages, many customers want a nicely decorated box or even some

nice wrapping or bag for that special beverage purchase. Stores should have on hand a couple sizes of nicely printed cartons or nice bottle bags with ribbon for the customer purchase. Some retailers don't want to absorb the cost of doing something normally done by the manufacturer years ago, but you're losing sales if you don't go in this direction. Your advertisement should proudly proclaim: "We gift wrap any purchase of alcohol for that special occasion."

**Non-prescription drugs:** A small section near the check-out register offering the most called-for non-prescription drugs is a great convenience to many customers going to a small store. From aspirin, bandage tape, cough medication, insect repellent, sunburn lotion, eye drops, etc., stock just about anything that provides quick and safe treatment for the customer who doesn't want to make another stop. And don't forget the Bromo!

**Costume jewelry display:** Just a few items behind a glass case with prices clearly shown—inexpensive costume jewelry—can be a winner for that customer wanting a spur-of-the-moment gift to take home or something for a special event. During good holiday selling periods, you can advertise attractive markdowns or discounts. A good jewelry wholesaler will help you select the best-selling

items.

**Special Printed Labels:** Armed with a few special tools or a nearby "quickie printer," you can have an attractive label prepared for that special gift of champagne or other alcoholic beverage to be applied directly to the facing of the bottle. Promote gifts for anniversaries, retirement, weddings, promotions, house warmings, congratulations, etc. and the extra effort that went into preparing for the bottle purchase helps make that purchase a more appealing gift.

Do you get the idea? You have some of your own, right? Then by all means give it planning and thought and do it! Create a Michigan wines or food products section in your store. Hire a young driver to pick up returnables from senior citizens (\$5.00 minimum) during the first week of the month and issue them your store's credit memo for use on their next trip into your store. The service is great and you'll bring those people in. You might want to think about your driver carrying a supply of instant lottery tickets while making returnable pickups.

Lastly, don't be sidetracked by some critic who might say, "That won't work... I know somebody who tried it." Your idea for a service offered by your store is as good as your determination to make it work.



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Find out more about how Foodland can help you respond creatively and profitably to your customer's changing needs. **Contact...Larry Osiecki (313) 523-2160**



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## LEGISLATOR PROFILE

# Hillegonds leads minority uphill with level-headedness

Paul Hillegonds was a child of the '60s. During his formative years in the John F. Kennedy era, Hillegonds embodied all that the New Society represented: he was young, bright and willing to ask what he could do for his country.

"Even though I have always considered myself a Republican, Kennedy appealed to all young people—Republican and Democrat alike," Hillegonds, R-Holland, recalls. "He encouraged us to get involved."

Like millions of others his age, the young man from Holland felt the heady invincibility of youth. Then came Vietnam, and his resulting feeling of powerlessness.

"I was really a frustrated student during the war," Hillegonds said. "I didn't understand what it was all about. But rather than lose faith in the country, I wanted to get involved and make a difference."

That involvement meant becoming a member of the first University of Michigan Washington Internship in 1970. After six weeks in the nation's capital, Hillegonds was hooked. He knew that being part of the legislative process was exactly what he wanted to do with his life.

After graduation a year later as a Phi Beta Kappa from the University of Michigan, Hillegonds returned to D.C. as the administrative aide for the Upper Peninsula. While still maintaining his belief that government can be a source for good, the Kennedy idealism of his



**Paul Hillegonds**

youth ran head-on into political reality.

"It wasn't long before I had questions on Great Society activism," the House Republican Leader remembered from his spacious downtown Lansing office. "Not only because people were getting more dependent on government human services in their community, but also from an economic development standpoint."

Hillegonds saw firsthand through his work with Rep. Ruppe how the federal government was throwing money into Ruppe's district for the development of industrial parks, yet there were no industries interested in filling them. As a result, many of these parks lay empty twenty years later.

His disillusionment in government economic initiatives didn't wear blinders, and he saw

See HILLEGONDS, page 16

## Breakfast Month ready to sizzle in September

This September, retailers throughout Michigan will watch their sales rise and shine during the Second Annual All-American Breakfast Month.

Breakfast Month is an innovative, industrywide effort that joins together meat processor representatives, retailers and store employees to drive sales of breakfast meat products, as well as juices, breads, cereals and other related breakfast items.



The Breakfast Month promotion was created and developed by the Deli/Prepared Meats Committee of the National Live Stock & Meat Board. This year, the committee is supplying retailers with FREE point-of-sale materials including price cards, stacker cards, shelf talkers and case banners, plus breakfast recipe tear pads.

Last year's First Annual All-American Breakfast Month gained a favorable response from consumers, and participating meat processors and retailers reported 8 percent sales increases for ham, bacon and sausage products over the previous year.

More information about the Second Annual All-American Breakfast Month promotion can be obtained by calling Bruce Paterson at the National Live Stock & Meat Board (312-670-9238). Or, call Shannon Flaherty at Flair Communications (312-943-5959).

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# AFD ON THE SCENE



## Frank Arcori speaks to DAGMR

AFD First Vice Chairman Frank Arcori addressed a captive audience at the Detroit Association of Grocery Manufacturers' Representatives (DAGMR) luncheon last month. He spoke about new developments in Vegas and Shopper's Supermarkets.



## Meeting of the minds at AFD office

The AFD Scholarship/Golf Outing committee was hard at work last month making preparations for August's big event. The committee is the driving force behind the awarding of 14 financial grants to deserving young scholars.



## Gleaners gets a hand from AFD

Volunteers pitched in to pack food boxes for Gleaners Community Food Bank to be sent to charitable agencies throughout the area. Among those helping out were (left to right) Lisa Ilitch Murray, Little Caesar Enterprises, Inc.; Carol Ilitch, Little Caesar Enterprises, Inc.; Peter Pollis, Greater Detroit Chamber of Commerce; Elliott Guerrini; Terry Guerrini; Bob Guerrini, Food Industry Council; Pat Hoover; Joe Sarafa, AFD; and Kelley Sarafa.

## COMING EVENTS

**July 19-20:** Great Lakes Renewable Energy Fair, Traverse City. For information call 616-228-7159.

**August 18-20:** NFDA 64th Annual Convention. Washington, D.C. For information call 312-644-6610.

**August 5:** Annual AFD Scholarship Golf Outing. Shenandoah Golf and Country Club. For information call 557-9600.

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

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



## AFD SCHOLARSHIP/ GOLF OUTING

MONDAY AUGUST 5, 1991  
SHENANDOAH GOLF & COUNTRY CLUB  
WEST BLOOMFIELD  
GOLF AND DINNER RECEPTION  
FIRST TEE TIME: 7:45 A.M.  
DINNER: 7:00 P.M.

**G**olf Anyone? You won't want to miss this year's Golf outing, being held at the Shenandoah Golf & Country Club in West Bloomfield. The "Day Of Golf" package includes 18 + holes, breakfast, lunch, dinner, open bar, on-course snacks, hole contests, and door prize eligibility. All proceeds directly fund the AFD scholarship program. *Golf anyone?*

## SCHEDULE OF EVENTS

- 7:45 a.m. - 1:30 p.m.: First Play
- 7:45 a.m. - 10:00 a.m.: Continental Breakfast
- 9:30 a.m. - 4:00 p.m.: Snack and Beverage Stations (on the course)
- 11:00 a.m. - 2:00 p.m.: Lunch
- 5:00 p.m. - 9:00 p.m.: Open Bar
- 7:00 p.m. - 9:00 p.m.: Dinner/Door Prizes P.A.C. Raffle

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# Michigan Lottery kicks off exciting promotions

By Michigan Lottery Commissioner Jerry Crandall



Crandall

The Michigan Lottery is turning up the heat this summer with some "hot" new promotions including a second-chance Lotto giveaway and an incentive program exclusively for retailers.

Retailers will be able to offer players lots of exciting ways to win at Lottery games with the special summer promotions and a new instant game going on sale every month. It's all a part of the Lottery's new marketing strategy: "More Choices, More Chances, More Fun."

The Michigan Lottery and the Big Three automakers will put players in the "driver's seat" this summer with the new "Lotto Sweet 16 Giveaway" promotion. Players who miss out on the Lotto jackpot will get a second chance to win big by driving away with 16 exciting new vehicles. Beginning July 3, the Lottery will give away two brand new vehicles each week for eight weeks during the promotion. The two winners will be announced every week from July 20 to Sept. 7 on the "Michigan Lottery Megabucks Giveaway" TV game show.

Lucky Lotto Sweet 16 winners will pick up their luxurious vehicles at the Avis Ford dealership in Southfield. The list includes:

- Ford Thunderbird
- Plymouth Laser Turbo
- Buick Park Avenue
- Ford Mustang Convertible
- Eagle Talon Turbo
- Ford Explorer
- Dodge Shadow Convertible
- Ford Taurus
- Chrysler LeBaron Convertible
- Ford Crown Victoria
- Pontiac Sunbird Convertible
- Chrysler New Yorker Fifth Avenue
- Saturn
- Oldsmobile Silhouette Minivan
- Chevrolet Caprice
- Ford Probe

We're excited about this promotion because the people of Michigan have a special love for the automobile. In addition to a chance at winning the Lotto jackpot, players will now get a chance to win another great prize—a brand new automobile. This is a great opportunity for us to promote Lotto 47 AND Michigan's most famous products—our automobiles.

To win, players send in a non-winning \$5 Lotto ticket that is valid for a single drawing between July 3 and Aug. 21. This will enter the player in the "Sweet 16 Giveaway" drawing.

This summer we're kicking off the second 90s H.I.T.S. Retailer In-

centive program. Retailers who were licensed during the entire base sales period running June 5 through Aug. 27, 1990, will be eligible to compete for cash awards ranging from \$50 to \$2,000 for achieving instant game sales increases. A total of 278 cash prizes will be awarded during the promotion, which started last month and will run through Aug. 26, 1991.

There's more good news for retailers—For the third time in recent years, more Lottery retailers will have the opportunity to become on-line terminal agents. The 1991 ter-

minal allocation plan will expand the number of on-line terminal agents by 350-400, which will bring the total number of on-line Lottery agents to 4,500 statewide by the end of the year.

We are currently evaluating retailer requests for on-line terminals in the second phase of the 1991 plan. The Lottery Bureau will add 123 new terminals this summer. We look forward to having all the new agents on board.

Also, I'm happy to report that Michigan's KENO! game just celebrated its first birthday on the

Lottery line up and already more than four million lucky players have won prizes totaling over \$33 million. KENO!, the game that offers players more chances to win than lose, proved to be a true winner itself this past year with sales exceeding \$73 million. By the end of the summer we expect the number of KENO! winners to top five million.

And finally, I wish AFD board members the best for a successful retreat this month. Unfortunately, due to prior commitments I won't be able to join you for what sounds like an interesting meeting. Best wishes!



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## Faygo Beverages, Inc.

Faygo Beverages, Inc. was founded in 1907 by European immigrants who marketed their fruit products in suburban Detroit. Since its acquisition in 1987 by National Beverage Corporation, Faygo has continued to build its franchise through expansion of warehouse and regional distribution networks.

Faygo offers a variety of flavors from the popular "Red Pop" to natural unsweetened Sparkling Water. New and improved products play an important role in the continued success of Faygo. This summer a new flavor, "Faygo Cherry Festival," will join the Faygo family of flavors. It is produced using Michigan Montmorency sour cherries and will be sold throughout Michigan.

Another important addition to the family will be a new package size. Twenty-ounce plastic bottles will be available in a variety of flavors.

In addition to new flavors, Faygo continues to improve upon existing flavors both in taste and package design. Faygo Cola and Diet Cola have a new design and package size as well as a new, improved taste of Diet Cola.

Faygo is pleased to announce its participation in the Bayview Port Huron to Mackinac Race as the official soft drink sponsor. We believe that this sponsorship will prove to be beneficial to our customers.

# FAYGO

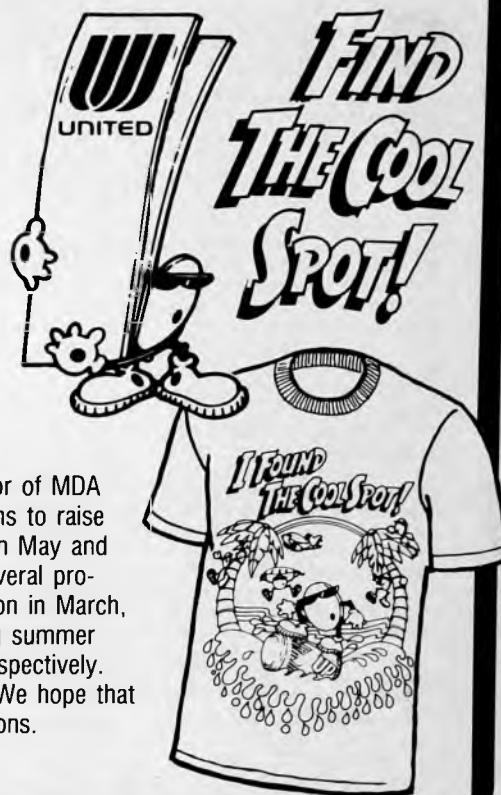
For more information on Faygo Beverages, Inc., and what will be happening in the next few months, contact us at: 3579 Gratiot Ave., Detroit, MI 48207 or phone (313) 925-1600.

## 7UP Detroit

7UP DETROIT has a new product on the shelf for summer! Canada Dry Lemon Ginger Ale Regular and Diet. This product combines the light, dry taste of ginger ale and the refreshing taste of lemon. Together they put a whole new twist on soft drinks that's perfect for today's "young at heart" adult consumers.

It has been a busy year at 7UP DETROIT. We helped throw the Chaldean Federation of America's Annual Graduation party this year as a major scholarship sponsor. This was our first year as a participant.

Additionally, 7UP DETROIT has been hard at work raising money for Muscular Dystrophy this year. The Seven-Up Company is a national sponsor of MDA and we, as a local distributor, have been working on the following programs to raise money for MDA: The 7UP employees held their First Annual Bowl-A-Thon in May and raised \$1200 for MDA. We have been working with Kroger this year on several programs. Our programs include: an ad to tie in with their Shamrock promotion in March, a Cherry Float promotion, and Roving Vending Machines for MDA. Exciting summer events include a Bed Race and a Bike Ride for MDA in July and August respectively. We were also a major sponsor of the 7-11/7UP Las Vegas Night in June. We hope that our efforts aid in the development of a cure against muscle disease afflictions.





# Pepsi Cola

Pepsi-Cola Bottling Company of Michigan welcomes the opportunity to address membership of the Associated Food Dealers. Our business, as that of the AFD, is built on positive relationships and sound customer service.

Pepsi-Cola Company has made many changes to our retail operations in Michigan which will enhance customer service in our highly competitive category and several distinct changes seem to stand out.

During the latter half of 1990, Pepsi-Cola introduced the 8-pack, 20-ounce package to Michigan. This package addressed many retailer concerns and helped energize total category sales in the marketplace.

The second, and somewhat larger in scale, was the opening of our new plant, the Detroit D.P.C. (Detroit Distribution and Production Center). This facility combines the old locations of Romulus, Dearborn and Warren into one location. This consolidation allows Pepsi to keep up with a changing marketplace, expand our production abilities and, more importantly, renew our commitment to the City of Detroit.

Among the many new efficient operations the D.P.C. provides, is the addition of a customer service department. Its sole charter is to handle your needs and concerns immediately! Pepsi has (800) numbers to provide direct contact to us. If you need product, want to discuss your sales concerns, you can call 1-800-368-9945. If your equipment needs repair, call 1-800-736-2652. These people are working for and with you to provide superior customer service.

In addition, all of our sales people have the products you need on their vehicles. So they can respond immediately to your requests, each has been equipped with a pager. Each sales person has business cards with his name,



the toll-free numbers and a beeper number. If you do not have one, ask your sales person to provide you with his card. Your sales person is responsible to grow your business.

We continue to upgrade the quality of our sales force. Specialized training courses have been established at the Detroit D.P.C. and our other locations. Each route salesperson will complete courses based on his need to further provide you with sales skills needed to drive total C.S.D. category sales, Pepsi sales and most importantly, your retail business.

A variety of programs helped Pepsi, through our retail partners, drive home this support. In February, Pepsi kicked off the Joe Dumars' "Score For Schools" promotion. For every 2-liter bottle sold, 5 cents was donated to support Detroit Public Schools. Your support was very evident as Pepsi raised over \$20,000 that went to provide much needed communication equipment in every Detroit Public High School.

Pepsi-Cola also contributes to the education initiative in Detroit in two very visible ways. Detroit Southwestern High School is one of only two schools in the nation participating in the Pepsi School Challenge. This pilot program will distribute \$1MM in scholarships to students who stay in school, maintain a "C" average and stay free from drugs and alcohol.

Another program, tuition funding strategy, provides schools with computer software that can pull up individual tuition assistance programs at colleges and universities across the United States. The data is individualized to the student's needs and background.

To better enhance our service with you and to discuss your questions on pricing, packaging, and other Pepsi-Cola promotions and special events, please call any of the following people:

DETROIT D.P.C. 1-800-368-9945

Mark Darrow, Glen Fulton, Don Hall, Steve Lanham

PONTIAC (313) 334-3512

Dave Sonntag

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Lennie O'Brien

MILAN (313) 439-2451

Nick Lionas

FLINT (313) 767-0360

Lou Donagrandi

SAGINAW (517) 755-2123

Ed McCoy

# Coca-Cola

Barq's Root Beer is a phenomena among soft drinks. It's a root beer that tastes a little different than other root beers, and looks a little different on the shelf in its bold silver label, too. Barq's originated in New Orleans where it's maintained a 20-plus share of the market and is the no. 2 nationally distributed root beer brand. Part of Barq's great success is due to the brand's targeting of teens and young adults, particularly males. These active young consumers are both the heaviest drinkers of soft drinks and an investment in Barq's future.

Schweppes is not new to the Michigan area, however, their new entry, Raspberry and Diet Raspberry Ginger Ale is taking the country and will take Michigan by storm. This new brand introduction is already showing significant growth in their market area. We are confident once you try these new brands that you'll not only enjoy the great taste but will find the incremental business they can generate.

In addition to new brand and package introductions, Coca-Cola has some exciting promotional activities in 1991. Earlier in the season, we introduced an exciting promotion tied to Baseball Fever. This activity offered consumers the opportunity to receive Donruss Baseball cards is specially marked 12-pack cans of Coca-Cola Classic and Diet Coke. With this activity having a resounding effect throughout Michigan, we're pleased to follow with the summer long "Coca-Cola Pop Music" offer. Coca-Cola will deliver contemporary leading edge music to consumers through a special four volume compact disc series, "Coca-Cola Pop Music," starring the hottest new artists from Sony Music, Columbia and Epic labels. This unprecedented summer promotion began in May with compact discs being made available on specially marked packages of 12-pack cans of Classic, Diet, Coke and Sprite. In addition, over 100,000,000 certificates will be made available on a national basis for audio cassettes, each with six or more tracks. These audio cassettes are redeemable for only \$1, which includes postage and handling. These certificates are also made available randomly in specially marked 12-packs of cans of Coca-Cola Classic, Diet Coke and Sprite.

Coca-Cola products are no. 1 among teens and young adults because we continue to stay one step ahead of the times. Coca-Cola Pop Music breaks new ground in the promotional arena and delivers innovative new music to mainstream America.

National and local advertising, point-of-sale displays and special local market activity will be the real sounds for the summer of 1991 in addition to and is a compliment to the many other exciting promotions that CCE-Michigan offers.

Coca-Cola Enterprises Michigan is also heavily involved in your community with major

sponsorship of The Chaldean Federation College and High School Commencement Program recently held.

Yes, Coca-Cola is committed. In early 1991, we conducted during Black History Month, the Share the Dream Essay Contest. Fifty-two schools throughout the tri-county area had representative students participate for a \$10,000 scholarship and the opportunity to compete for an additional \$15,000 scholarship award.

In addition to local scholarship programs, The Coca-Cola Company in 1986 took steps to the forefront of corporate support for education with its commitment to create The Coca-Cola Scholars Foundation, Inc. This is the largest business-sponsored scholarship program in the country. The Foundation is funded by major endowments contributed by various Coca-Cola Bottling Companies throughout the United States and the Coca-Cola Company. Seniors in secondary schools throughout the country can compete each year for 50 four-year, \$20,000 scholarships and 100 four-year, \$4,000 scholarships for study at any accredited U.S. college or university. Selection is based on a balanced consideration of leadership, character and achievement, both inside and outside the classroom. Coca-Cola Enterprises-Michigan is pleased to be a part of this national program with several regional national award scholarship winners coming from the southwestern Michigan area.

Coca-Cola Enterprises-Michigan is part of Michigan, and the Detroit area is appreciative of your continued support and openness toward our employees who call on your store locations.



Coca-Cola Pop Music



## Ronnie Jamil shows he appreciates his customers

Making friends is what started Ronnie Jamil in business at the Mug & Jug. And it is what has kept his business thriving for nine years.

Jamil began eyeing the Mug & Jug from his home across the street. He became a daily customer, filled with dreams of some day owning the store himself.

"I saw potential in this store because it was run down and old," he explains. "So I kept hounding the owner to sell to me--every day."

Through the daily hounding, Jamil and the owner developed a friendship that turned into trust. When the owner was ready to sell, he immediately went to Jamil.

In 1982, he wasn't old enough to get a liquor license, so Jamil bought the store with his brothers. Three remodeling jobs later, the spacious store is bright and clean with ample parking.

Adding to its new appearance is its cleanliness. "When I hire new help, that's my first priority," he says. "I tell them everything has to be kept clean. The maintenance of the building and making sure it's clean is the most important part of

the business."

Another important part of Jamil's business is making customers feel appreciated. His sending thank-you letters, get-well cards and flowers to customers is not unusual.

Jamil says he now receives more Christmas cards from customers at the store than he does at home.

"These things really count," he says, adding that his excellent reputation as a friendly grocer has built a strong and loyal customer base.

Those customers are eager to tell their friends about Jamil and the Mug & Jug.

"Word of mouth is the best thing that can happen in this business," he says, adding, "Customers that move away still come back."

One thing they always come back for is the Mug & Jug's unrivaled selection of premium beers from around the world. The Mug & Jug's 140 imported premium brews last year were the main attraction of a beer tasting party which led to community members forming beer clubs.

Jamil is exceptionally well-versed on the subject of beer. Believing he can never know too much on the sub-

ject, he continually reads books and attends seminars about beers. He says the knowledge is crucial in marketing the sometimes-unusual products.

"You've really got to know how to sell a \$5, 12-ounce bottle of beer," he says. "You have to spend time with the customer to sell him a product with a higher profit."

Of course, the Mug & Jug still sells less-expensive beers, but does not feature them as prominently.

Being regarded as somewhat of an expert in the merchandising of beer, Jamil was recently called upon by Hubert Distributors to speak to a group about beer retailing. Though pleased to participate in the information-gathering seminar, he modestly dismisses his moment in the spotlight as just another example of how wholesalers and retailers can cooperate.

It is not the first time Jamil has been recognized as a leader. Two years ago, the Mug & Jug received a beautification award from the city of Berkely. Giving to city organizations and clubs, as well as schools and youth projects, is very important in

his maintaining his role as a benefactor in the community.

But in his role as a retailer in the community, Jamil focuses only on himself and the Mug & Jug.

Don't get into price wars with the stores down the street is his philosophy; goodwill and good service are the only things that matter to customers in the long run.

"Don't worry about the competition," Jamil insists. "Let them worry about you."



Mug & Jug owner Ronnie Jamil assists customers in choosing from about 140 imported beers in his store.

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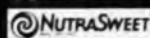
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# Not necessarily truth in legislative labeling

By William S. Kies  
Senior Vice President  
Food Marketing Institute

Attaching a persuasive name to a controversial piece of legislation is looked upon by proponents as a key to getting the bill enacted. This technique is designed to make it difficult for opponents to come out against it. This also can help assure reinforcement by the news media, who, typically, never look beyond the title to read what a bill will actually do.

Thus, we have today bills designated as the "Striker Rights Act," the "National Recycling Resource Act," and the Civil Rights and Women's Equity Act."

The union-designated "Striker Rights Act" is billed as righting an injustice in labor law, by overturning a Supreme Court decision which permits employers, when beset by a strike, to hire permanent replacement workers. The legislation, S.55 and H.R. 5, has been called a "burning issue" at the heart of labor law in the country," by AFL-CIO President Lane Kirkland.

The 1938 Supreme Court decision provided that employers, when faced with an economic strike (over wages and conditions of employment), may carry on the business with replacement workers, but must, however, reinstate returning strikers to any vacant jobs as they become available.

The law recognizes two parallel rights: employees have a right to strike and employers have a right to stay open during a strike by hiring permanent replacement workers. Both sides take risks, which is as it should be.

There are other aspects of this bill that need to be examined. The bill's prohibition on hiring permanent replacements would apply not only to the large unionized employers, but also to "labor disputes" among small businesses. Anytime two or more employees walk off a job to protest terms or conditions of employment they would do so with complete job

security—they could not be permanently replaced—as long as they can claim a union is acting on their behalf. Employees could also walk off a job during union organizing campaigns, or refuse to cross picket lines thrown up by other unions engaged in dispute with other employers, and know that their jobs are guaranteed.

*Titles attached to legislation are often misleading, and never tell the entire story. They must be regarded with skepticism.*

That this bill would open up the floodgate for unreasonable union demands and for all types of strikes is apparent. Moreover, guaranteed job security for union members will become an important element in union organizing campaigns. The present balance between employer rights and worker rights will be destroyed.

H.R. 1, designated "The Civil Rights and Women's Equity Act of 1991," is virtually identical to legislation vetoed by President Bush

during the last session of Congress. It is claimed to be a restoration of the civil rights laws prior to several 1989 Supreme Court decisions. However, it is instead a fundamental revision and expansion of the existing employment discrimination laws. It ignores 55 years of federal employment law precedent by providing for jury trials, and emotional distress and punitive damages in employment discrimination cases.

The bill would serve as an irresistible inducement to plaintiffs and their lawyers to institute jury trials in a quest for large monetary awards.

Proponents continue to attempt to assure employers that this is not an employment "quota" bill. Nowhere, they say, is the word "quota" mentioned in the legislation. However, the bill would shift the burden to employers to prove that their hiring practices are not discriminatory, when there is a charge of discrimination against them, rather than requiring the company employee to prove he or she was discriminated against. An employer with a statistically incorrect workforce will have to prove that each and every aspect of the employment process, in addition to the overall process itself, is substantially and demonstrably related to job performance, an almost impossible burden. Employers would be driven

to using hiring quotas in order to protect themselves against costly lawsuits.

Civil rights protection of all workers is a goal FMI has always supported and we will continue to do so. But this legislation will simply spur the efforts of those who hope to gain financial rewards, rather than fair treatment in the workplace.

The "National Recycling Resource Act" sounds like something everyone would support. This legislation, H.R. 997, turns out, however, to be a national bottle bill, under which federal government would mandate a deposit on bottles and other containers. It would contribute little to solving the nation's solid waste problem, being a piecemeal approach that deals with only 3.5 percent of the solid waste problem. Worse, however, it would harm the effective curbside collection programs which are being successfully used in many municipalities by depriving them of the much needed revenue they derive from the scrap value of beverage containers, and by confusing customers about the need for such curbside programs. H.R. 997 is a "national bottle bill," nothing more.

Titles attached to legislation are often misleading, and never tell the entire story. They must be regarded with considerable skepticism.

## AFD member wins Silver Penguin Award

The National Frozen Food Association has named AFD member McMahon & McDonald Food Brokers among its 75 nationwide Silver Penguin winners.

The competition annually recognizes outstanding frozen food merchandising and promotional efforts conducted during the March National Frozen Food Month promotion. Winning entries are chosen from hundreds of promotions across the country, and selected on the basis of imagination, innovation, full 30-day program, use of the National Frozen Food Month logo in all promotions, support of local efforts, creative merchandising, and other specialized criteria.

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## PRODUCTS

### Stroh introduces non-alcoholic beer

The Stroh Brewery Co. has entered the non-alcoholic beer market with Old Milwaukee NA. It is priced lower than other non-alcoholic beers.



### No fat, low cholesterol Melody Lite milk

Melody Lite protein fortified, nonfat milk has no fat and low cholesterol! We've removed all of the butterfat and replaced it with nonfat milk protein to give more body and taste. This product is a wholesome, nutrient-dense food that offers a significant amount of vitamins and minerals.

And remember, protein—not butterfat—is milk's most valuable nutritional aspect.

Melodylite® products are for those who are conscious about fat and cholesterol, but still want rich taste.



### Groen's popular table-top steam-jacketed kettle is ideal for cooking, holding

Groen's TDB/7 table-top, steam-jacketed kettle cooks three times faster and is twice as energy efficient as range-top stock-pot cooking. This electric kettle makes its own steam and is thermostatically controlled to provide precise temperature control from 150°-298°F. These table-top kettles are ideal for a variety of foods, such as: sauces, pastas, vegetables, soups, stews, rice, puddings and pie fillings. Even steam

heating reduces product burnon and pot watching.

The kettle is constructed of stainless steel, has a triple-reinforced bar rim for long life and a welder-in, butterfly-shaped pouring lip to make product transfer easy. The exterior's bright polished finish ensures easy cleaning.

The TDB/7 kettle is NSF listed and UL approved. It is constructed for operation up to a maximum working pressure of 50 psi.

Available in 20-quart and 40-quart models, the TDB/7 steam-jacketed kettle can be ordered with left-or right-hand tilt. Other options include a handy support stand, a lift-off cover, basket inserts, fill faucet and agitator models with motor drives.



### Sutter Home and Kraft® kick off second annual "Build a Better Burger" recipe contest

Sutter Home Winery and Kraft USA have joined forces to sponsor the second annual "Build a Better Burger" recipe competition. This exciting nationwide contest invites customers to compete for \$50,000 in prizes by submitting ingenious recipes for out-of-the-ordinary burgers.

In late September, during California's romantic grape harvest season, the first prize winner from each state will be flown to the Napa Valley (and provided two nights' free accommodation) to compete in a cookoff at Sutter Home. A panel of celebrity judges, including internationally-acclaimed cookbook author James McNair, will preside over this grilling finale and award a Grand Prize of \$10,000, First Prize of \$5,000, Second Prize of \$3,000, and Third Prize of \$2,000, as well as a \$1,000 Judges' Award for the most creative burger. Runnersup receive \$500. The contest runs through August 23, 1991. Contest rules are available at displays featuring Sutter Home wines and Kraft Sandwich Spread in groceries and supermarkets throughout the U.S. or by sending a SASE to: Build a Better Burger Entry Request, 2716 Ocean Park Blvd., Suite 1050, Santa Monica, CA 90405.



### Golden Cat introduces Tidy Cat MC box filler

Golden Cat Corporation has introduced Tidy Cat MC (Multiple Cat Formula) cat box filler designed just for the 12.4 million families with more than one cat. Tidy Cat MC is available in 10-, 20-, and 25-pound bags. It's the "industrial strength" version of regular Tidy Cat 3 with Baking Soda.

### Fill virtually any kitchen equipment need with Randell modular units

Randell's customized modular units provide operators with an unlimited

array of possibilities when arranging, modifying or equipping any kitchen design. Randell's pre-engineered modular design cheftables, islands and backbar assemblies (complete with a wide range of options and accessories) can be used to equip an entire kitchen or just replace a single piece.

Units are constructed of heavy gauge materials and top quality components for durability and years of dependable service. And all units are preassembled to ensure a proper fit in the field.

For more information, contact Randell Manufacturing, 0520 S. Coldwater Road, Weidman, MI 48893. Telephone: U.S. 1-800-621-8560; MI only 1-800-621-8554; FAX: 1-800-634-5369.



## Sting Operations Target Tri-County SDD/SDM Retailers

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Don't lose your liquor license because one of your employees serves a minor/serves an intoxicated person/ doesn't properly check identification

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Attend the T.I.P.S. training classes. Become T.I.P.S. certified in less than two hours.

**CALL AFD TO REGISTER . . .**  
**1-800-66-66-AFD or 557-9600**

DATE: Thursday, July 11, 1991  
TIME: 6:00 p.m. - 8:00 p.m.  
PLACE: Associated Food Dealers  
18470 W. Ten Mile, Southfield

COST: Members: \$20.00 each  
Non-Members: \$25.00 each



# Get in the swing at Shenandoah!

Golf has never been so much fun or played for such a great cause.

This year's golf outing will be held August 5 at the Shenandoah



## PASSAGE

from page 1

Two others who testified before the House committee claimed the task force was a crucial vehicle in the bills' passing.

"The Associated Food Dealers of Michigan is very pleased that the House Committee on Liquor Control, under Chairman Stanley Stopczynski, voted 11-1 to support this measure," Sarafa said of last month's ruling. AFD expects the bills to go to the full House and then to Gov. Engler's desk for signature in the near future. These bills have already passed the Senate.

"This is indeed a victory for the retailer who for too long shouldered the burden of keeping minors and alcohol apart," said Sarafa. "Finally, minors are being held responsible for their own actions, and we are confident that the laws will act as a deterrent to minors. AFD is proud to have played a significant role in their passage."

Golf & Country Club in West Bloomfield. As always, it is a fundraising event for the AFD scholarship program. All proceeds from the golf outing fund the scholarship program, which will award 14 outstanding students \$500 and \$1,000 college scholarships.

The day begins at 7:45 a.m. with continental breakfast and the first tee times. Scramble is the official play of the day, and replays will be offered at no charge. Several exciting hole contests will be held throughout the day including those for the shot closest to the pin and the straightest drive. The first hole-in-one shooter will win \$10,000 cash!

There won't be a shortage of food and drink! From the continental breakfast and the bar-be-que lunch served outdoors to snacks on the golf

course all day long, golfers should plan to come hungry.

Hors d'oeuvres will be served in the grill room from 6:00 to 7:00 p.m., where a video highlighting the day's exciting moments will be shown.

The dinner reception follows. A mouth-watering meal of prime rib, red-skinned potatoes, Greek salad, fresh vegetables, and rolls will be topped off with apple pie a la mode.

Door and PAC raffle prizes galore awarded at the reception will include a golf weekend at Shanty Creek Resort and Garland Resort; a set of golf clubs and bag; several golf bags; a compact disc player; a Detroit Pistons autographed backboard; and much, much more!

But most importantly, the dinner reception will feature the awarding of scholarships to 14 deserving students. Special thanks will be extended to the industry leaders who made the scholarships possible.

The 14 youths, along with the corporate sponsors of their scholarships, will be featured in the August Food & Beverage Report. Watch for the features, and let the games begin!

## UPDATE

from page 1

Agency has followed the National Academy of Sciences' recommendation to apply a negligible risk standard (one-in-a-million lifetime risk standard) for food-use pesticides on both raw and processed commodities.

## AFD members invited to LCC public hearing

The Michigan Liquor Control Commission will hold a public hearing at 10 a.m., Tuesday, July 9, 1991, at the Thomas Edison Inn, 500 Thomas Edison Parkway, Port Huron.

The Michigan Liquor Control Act, Section 7, provides that two such hearings shall be held each year for the purpose of hearing complaints and receiving the views of the public with respect to the administration of this Act. All government and enforcement officials, licensees, and any other persons interested in the operation of the Liquor Control Commission are welcome to attend.

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

## Acme Food Brokerage

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CHOCOLATES

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Drug & Grocery Trade"

FAVORITES

13 oz. ASSORTED CHOCOLATES  
GIFT WRAPPED FOR SPECIAL OCCASIONS

## AFD rounds up opposition to BATF special tax

You may have already paid your BATF special occupational tax (due July 1), but that doesn't mean it is too late to protest it.

AFD has made available a form to send to legislators which outlines the unfair afflictions of the tax on producers, wholesalers, and retailers of alcoholic beverages and calls for its immediate repeal.

The tax, which passed without benefit of a single congressional

hearing, has been called unfair for reasons including fee inequities between businesses, and inflated penalties and interest charges. Furthermore, opponents charge, the General Accounting Office and the office of Management and Budget have documented that SOTs are inherently inefficient to collect.

For more information or a copy of the form, please contact AFD at 557-9600.

## Food stamp changes proposed by USDA

The U.S. Department of Agriculture (USDA) has proposed changes for food retailers who participate in the Food Stamp Program. The proposed rule would significantly alter authorization and enforcement policies and includes stiff penalties for retailers who violate program rules. Currently, a company that has received a warning before an investigation that shows a violation is subject to a more severe penalty than a firm which has not previously received a warning. In an

effort to reduce USDA's administrative burden, it has proposed elimination of its warning procedure and wants to base penalties upon the seriousness of the violation committee during the investigation. The proposed rule suggests strengthening documentation of application information, requiring that applicants maintain a stock of eligible food, and denying approval to retailers with poor records of business integrity.

## East Lansing passes extensive tobacco sales restrictions

East Lansing has become the first community in the country to place restrictions on the sale of all tobacco products. An ordinance recently passed by the city council includes the following provisions: (1) All retailers who sell tobacco must be licensed. In the case of vending machines, tobacco retailers are determined to be the owners/operators of the location at which the vending machine is placed. (2) A license fee will be assessed to every over-the-counter retailer. It will be a three-year license of \$115.00. Vending machines will be licensed for three years for \$50.00. (3) Retailers must display tobacco products for sale in a location which allows delivery to the public with assistance from an adult sales clerk. (This provision will not apply to tobacco products packaged for sale in packages containing five or more units, to smoking tobacco in packages of 6 ounces or more, or to cigars in packages of 50 or more.) The ordinance takes effect July 1, 1991. Although the ordinance only applies to East Lansing retailers, Ingham County is working on a similar ordinance.

### PEOPLE

#### Acme Food Brokerage makes changes to staff

Edward Boccomino, president and chief executive officer, announces the completion of Acme's corporate management restructuring. Named to new responsibilities were:

- Michael Moore, executive vice president and chief operating officer, and Charles Westers, corporate senior vice president.

Acme, in its 26th year, operates from offices in Oak Park, Grand Rapids, and Maumee, Ohio. These announced changes position Acme for growth into the next decade.

#### Michigan Sugar Co. expands purchasing staff



Matthew J. Tucker has been appointed to the newly created position of buyer/expediter. The appointment was effective May 6, 1991.

Tucker's duties in the newly created position include procuring assigned supplies, assisting in pricing and vendor evaluations, and expediting purchase orders to ensure timely arrivals.

A Sanford resident, Tucker holds a bachelor of science degree in packaging from Michigan State University.

## THE EYES HAVE IT!



OVER 19,000 EYES \* WILL SEE YOUR AD ON THESE PAGES

Yes...those 19,000 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.

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\*more than 9,200 circulation plus pass-along readership

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YOUR BUSINESS  
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Add frozen yogurt to your operation for year round HIGHER PROFITS!  
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# SUPPORT THESE AFD SUPPLIER MEMBERS

## BAKERIES:

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

## BANKS:

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

## BEVERAGES:

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

## BROKERS/REPRESENTATIVES:

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

## CANDY & TOBACCO:

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

## CATERING/HALLS:

Emerald Kitchens	546-2700
Gourmet House, Inc.	771-0300
Karen's Cafe at North Valley	855-8777
Penna's of Sterling	978-3880
Phil's Catering	751-0751
Southfield Manor	352-9020
Taste Buds	(517) 546-8522
Thomas Manor Catering	771-3330
Tina's Catering	949-2280
Vassel's Banquet Hall & Catering	354-0121

## DAIRY PRODUCTS:

American Dairy Assoc.	(517) 349-8923
Borden Company	583-9191
Dairy Products of Michigan	552-9666

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

## EGGS & POULTRY:

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

## FISH & SEAFOOD:

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

## FRESH PRODUCE:

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

## ICE PRODUCTS:

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

## INSECT CONTROL:

Eradicco Insect Control	354-5440
Rose Exterminators	588-1005

## INSURANCE:

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

## MANUFACTURERS:

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

## MEAT PRODUCERS/PACKERS:

Guzzardo Wholesale Meats	833-3555
Hartig Meats	832-2080
Hillshire Farm & Kahn's	778-3276
Hygrade Food Products	464-2400
Kowalski Sausage Company	837-8200
LKL Packing, Inc.	833-1590
Oscar Mayer & Company	464-9400
Osten Meats	963-9660
Pelkie Meat Processing	(906) 353-7479
Ray Weeks & Sons Company	727-3535
Smith Meat Packing, Inc.	458-9530
Swift-Eckrich	458-9530
Thorn Apple Valley	552-0700
Winter Sausage Mfg., Inc.	777-9080
Wolverine Packing Company	568-1900

## MEDIA:

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

## NON-FOOD DISTRIBUTORS:

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

## POTATO CHIPS/NUTS/SNACKS:

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

## PROMOTION/ADVERTISING:

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

## SERVICES:

Akram Namou C.P.A.	557-9030
American Mailers	842-4000
Bellanca, Beattie, DeLisle	964-4200
Central Alarm Signal, Inc.	864-8900
Closed Circuit Communications	646-6640
Detroit Edison Company	323-7786
F & M Coffee Service	851-8485
Goh's Inventory Service	353-5033
Group One Realty	851-4910
Guardian Alarm	423-1000
Karoub & Associates	(517) 482-5000
Marketplace Services	557-4500
Menczer & Urcheck P.C., CPA	561-6020
Michigan Cash Register	545-8660
National Exposition Service	865-1000
O'Riley Realty	689-8844
Pappas Cutlery Grinding	965-3872
Red Carpet Keim	557-7700
Rossman Martin Communications	(517) 487-9320
Sarafa Realty	851-5704
Southfield Funeral Home	569-8080
Telecheck Michigan, Inc.	354-5000
Travelers Express Co.	(800) 328-5678
Vend-A-Matic	585-7700
Whitey's Concessions	278-5207
Edward A. Shuttie, P.C.	569-4490

## SPICES & EXTRACTS:

Rafal Spice Company	259-6373
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## STORE SUPPLIES/EQUIPMENT:

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

## WHOLESALE/FOOD DISTRIBUTORS:

Bremer Sugar	(616) 772-9100
Capistar, Inc.	(517) 699-3605
Central Foods	933-2600
Detroit Food Service	563-4282
Detroit Warehouse Co.	491-1500
Epco Foods, Inc.	857-4040
Fimco	253-1530
Foodland Distributors	523-2177
Gourmet International, Inc.	(800) 875-5557
Great Lakes Home Food Service	(517) 835-6785
I & K Distributing	491-5930
J & J Wholesale Dist.	795-4770
J.F. Walker	(517) 787-9880
Jerusalem Falafil Mfg.	595-8505
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
Northern Michigan Food Service	478-6200
Northwest Food Co. of Michigan	368-2500
Rainbow Ethnic & Specialty Foods	646-0611
Rich Plan of Michigan	293-0900
Sackett Ranch	(517) 762-5049
Scot Lad Foods, Inc.	(419) 228-3141
Sherwood Food Distributors	366-3100
Simco Inc.	253-1530
State Wholesale Grocers	567-7654
Spartan Stores, Inc.	(616) 455-1400
Super Food Services	(517) 777-1891
Superior Fast Foods, Inc.	296-7118
Tony's Pizza Service	(800) 247-1533
Treppo Ltd.	546-3661
Warehouse Club	532-3399
Wholesale House, Inc.	846-6209
Ypsilanti Food Co-op	483-1520

## ASSOCIATES:

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

The area code is 313 for above listings unless otherwise indicated

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

# AISLES OF SMILES

*for Jerry's Kids*

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WE INVITE YOU, THE RETAILER, TO JOIN WITH THE PFEISTER COMPANY IN A WINNING PROGRAM WITH JERRY LEWIS AND HIS ANNUAL "AISLES OF SMILES" MUSCULAR DYSTROPHY PROMOTION.

EACH PARTICIPATING MANUFACTURER WILL MAKE A PER CASE CONTRIBUTION TO MDA BASED ON TOTAL SALES DURING THE PROMOTION PERIOD.

**PROGRAM DATES: JULY 22 -- SEPTEMBER 2, 1991**

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**PARTICIPATING BRANDS INCLUDE:**

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**GRAND RAPIDS**  
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