



# FOOD & BEVERAGE REPORT

Vol. 2, NO. 3

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

MARCH, 1991

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## LEGISLATIVE UPDATE

### Comprehensive Recycling Initiative introduced

Legislation for a comprehensive, multi-material recycling plan that will give local communities the flexibility to devise programs that reflect their specific conditions has been introduced by Reps. Billy Tauzin (D-LA) and Jimmy Hayes (D-LA). Their bill, H.R. 945, which was introduced recently, supports the Environmental Protection Agency's (EPA) current goal of reducing discarded municipal solid waste by 25 percent.

Under the bill, states' programs could require the recycling of metal cans, glass, paper, plastics, scrap metals, rubber, and textiles, as well as the composting of yard wastes and wood. Over a five-year period, the plans must provide each state's population with the opportunity to participate, until 100 percent or the maximum feasible percent is covered. EPA would provide technical assistance and would assist in locating sources and opportunities in the commercial market for using their

See UPDATE, page 19

## Plan to attend AFD Trade Show '91

AFD's exciting Trade Show 1991, "What's New on the Shelf?" is just one short month away, and exhibitors from all over the state are gearing up.

Those especially anxious about the show are well over 100 companies who will unleash brand new merchandise to hungry buyers. This year's show will have a sports theme, and retailers attending may shoot some baskets, win sports tickets, and even rub elbows with a few well-known sports figures.

More than 1,500 retailers are expected to inspect every booth. Of the retailers who attended last year, 60 percent placed orders at the show.

AFD will present four question and answer sessions during the show, which will include: meeting the five commissioners of the Michigan Liquor Control Commission; a legislative update with lobbyist Mike Ranville of Karoub Associates in Lansing;

"Making money in the meat department," presented by the Department of Agriculture; and a presentation by the Bureau of State Lottery about

games and promotions.

There's always plenty of action at this annual event, with taste-testing new products, seeing product and service demonstrations, playing games, buying products at show discounts, attending seminars, making new contacts, and socializing with those in the food and beverage

industry.

The show will take place April 16, from noon to 8:00 p.m., at Fairlane Manor in Dearborn. For more information, call Vicky Zuschnitt at 313-557-9600.

Come see what's new on the shelf...



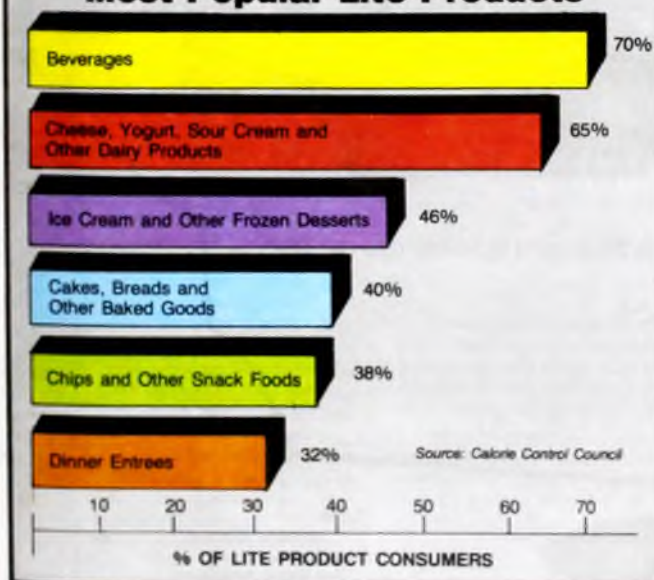
## Madigan named new Secretary of Agriculture

President Bush has named Rep. Edward R. Madigan (R-IL), currently the ranking Republican on the House Agriculture Committee, as his choice to replace outgoing Secretary of Agriculture Clayton Yeutter. Yeutter is leaving the department to take over as chairman of the Republican National Committee. Madigan has served in the House since 1972. He ran for Minority Whip in 1989, the second-ranking Republican post, but lost to Rep. Newt Gingrich (R-GA) 87 to 85.

The ranking Republican spot on the House Agriculture Committee will now go to Rep. Tom Coleman (R-MO), who had also been interested in the job as Secretary of Agriculture. Madigan's other committee assignment was second-ranking Republican on the Energy and Commerce Committee, where California Rep. Carlos Moorhead will move behind Rep. Norm Lent (R-NY). Madigan's ranking position on the Energy and Commerce

Subcommittee on Health and the Environment would also be available. A likely candidate is William E. Dannemeyer (R-CA).

### Most Popular Lite Products





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# The future still looks bright for the smart businessman

The following is taken from the speech Joe Sarafa delivered at the 75th Annual Trade Dinner Jan. 18



Sarafa

I would like to tell you a story about a visit to see my grandmother several years ago in a nursing home. In the room next door were a man and woman, also residents of the nursing home,

speaking rather loudly to each other. Of course I could overhear their conversation. The man says to the woman, "I bet you can't guess how old I am." The woman says, "Of course I can, I'm very good at this." The man says, "You'll never guess - nobody ever gets my age." The woman says, "Well, my method is guaranteed to work. All you have to do is take off your clothes." So the man thinks for a few seconds and then takes off his clothes.

The woman looks up, she looks down, she looks left, she looks right and finally she says, "You're 84 years old." The man says in amazement, "That's exactly right. How did you know?" The woman looks him straight in the eye and says, "You told me yesterday."

I wish guessing were always that easy. Unfortunately, it's not. Although we all share a common interest - the food and beverage business, we also share common concerns. Of course, the most important concern right now for all of us is the Middle East. Everyone hopes and prays for a quick resolution to that conflict. But there are other concerns, as well. Concerns, for instance, about the impact a recession will have on us. Even though people always need to eat, our business is not recession-proof.

Although I don't have a crystal ball, I believe if there is a recession, it will be a recession of short duration. Call me optimistic, but there is much at stake. Higher interest rates, greater unemployment, less consumer spending and, of course, lower profits can result from a recession. How we cope with a recession may be the key to our survival in the 1990s.

I won't tell you how to run your business, but I will make a few suggestions. Instead of layoffs, consider cutting employee hours, eliminating over-time or reducing the work force through attrition and retirement. Make sure you don't lose good people and explain to your employees what you are doing and why you are doing it. Allow them to share whenever possible in the decision making process.

Do not reduce services - rather add them. Take Master Card and

Visa. Take personal checks and debit cards. Offer other services and take advantage of the fact that people will be staying home more and eating out less.

Do not sell below cost. Do not engage in price wars or cut throat competition. But instead offer alternative products at lower prices but still at good profit margins.

And, above all else, continue to be creative in your promotions. Do not reduce advertising budgets, but consider new ideas like offering a

frequent-shopper program.

A few businesses, unfortunately, won't make it. Not because they are poorly run but because the situation changed and they did not. Be prepared to adjust. We are survivors.

And when this hopefully short recession is over, we will be here stronger and better. We will have re-grouped and emerged leaner and more efficient because we adjusted. Because we hung tough. Because we hung together.

## LETTERS

On behalf of our 184 member feeding agencies, thanks so much for helping the needy this past holiday season through Gleaners' "Buy a Case of Food" campaign. This year's campaign raised \$150,747.65 for cases of food for the needy. The response from the entire Southeast Michigan community was overwhelming. The fact that so many people were willing to share with those less fortunate gave the holidays special meaning.

We will use all proceeds generated by the coupon in the Food and Beverage Report to purchase the cases that individuals selected on their coupons. The food will be distributed at no cost to over 180 area soup kitchens, church pantries, emergency shelters, and other feeding agencies.

We appreciate all your efforts in running the coupon in your publication. Sometimes it's easy to get discouraged because there are no easy and simple solutions to alleviating many of the problems that plague our communities. Perhaps the first step is to create awareness and provide folks with the opportunity to make a positive contribution to the community.

Thank you for giving people the opportunity to share with others through Gleaners Community Food Bank. We greatly appreciate your support of our efforts and please keep us in mind for next year.

Sincerely  
Jack Grifo

I cannot let this time and season pass without expressing my thanks to you for your generous support of the volunteer organizations that are striving to feed the hungry in our area.

Because people like you care and give, every month thousands of children, the elderly, the unemployed, and the working poor are able to obtain nutritious food supplied by the Food Bank of Oakland County to eighty emergency food pantries,

shelters, and soup kitchens in our county community.

With your continued help, the Food Bank of Oakland County will go on making life a little bit brighter and easier for our neighbors in need.

While all of us are affected by today's difficult economy, its burdens lay most heavily on those least able to help themselves.

We are blessed to have at our service the private efforts of non-profit groups like the Food Bank of Oakland County and its network of volunteer emergency food providers. With every good wish,

Daniel T. Murphy  
County Executive  
Annual Appeal Chairman

## Statement of Ownership

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# How not to save money

By James V. Bellanca, Jr.  
Of the Law Firm of  
Bellanca, Beattie and DeLisle, P.C.  
Legal Counsel to AFD



Bellanca

Michigan law requires employers to purchase Workers' Compensation Insurance for employees. Employers are not required to purchase insurance for owners and officers. Too

often, employers see this as an opportunity to save money. It is a "savings plan" which we suggest may cost much more than it ever saves.

While most employers are protected from the medical expense of a work related injury by a health plan, such as Blue Cross, there is no income protection cheaper to purchase than through your Workers' Compensation Insurance. If an owner or corporate officer is injured during the course of employment he/she is entitled to workers' compensation benefits, *only* if they have designated themselves as insureds under their policy. Particularly in small businesses, an injury to an owner or officer is devastating. The purpose of

this article is to give you an opportunity to re-assess a decision made, perhaps, years ago.

Keep in mind that there is no better medical insurance than that provided by a workers' compensation carrier in connection with a work related injury. There are no deductibles and there are no time limits. An insured is covered for all medical treatment associated with injury for his lifetime-100%. In addition, an owner is entitled to receive income protection (as limited by state law) during the period of his/her recuperation. This is especially helpful in a small operation when the business is not only made to hire a replacement, but also support the owner during recuperation. No medical insurance plan affords that kind of benefit.

In order to cover yourself, you simply must advise the insurance carrier of your intention to do so. This will result in an increase in premium, but we suggest that the increase is nominal compared to the benefits you would realize in the event of an injury. To collect, you simply have to prove that the injury or illness occurred during the course of, or on account of, your employment. We suggest that you contact your insurance agent immediately to

determine if you are covered and if not, what the cost of such coverage would be annually. Does it really make sense to provide a greater benefit to your employees than you provide to yourself?

If you have not considered the AFD Self-Insured Workers' Compensation Program, please do so now. We are entering our 10th year of existence and are proud to have distributed in excess of \$650,000.00 in dividends back to our members.

There is currently an application pending with the State of Michigan, which, if approved, would bring the total authorized distribution to in excess of \$1,000,000.00. In order to participate in these dividends, you must be a member during the class year in which the dividend is allowed and *continue to be a member* at the time the distribution is authorized and made. If you desire additional information concerning Workers' Compensation Insurance through the AFD Program, have your agent call, or call yourself. The contact person that handles our program with Creative Risk Management Corporation is Sandy Smith, her phone number is (313) 792-6355. Don't delay, in numbers there is strength.

The more of you who participate in

your Association's Self-Insurance Program the more the Fund, its members and AFD will benefit. As a member of the AFD Fund, you are in effect insuring yourself. Therefore, you have a right to participate in the decisions associated with a work related injury claimed by an employee. The Fund also provides safety engineering services. If you have a re-occurring injury, a representative will visit your operation and make recommendations on how to avoid future claims. Your employees and you will receive personalized medical and investigative services. Learning about an injury early and providing the proper treatment for that injury always results in better experience ratings and will ultimately result in lower premiums.

The soaring costs of medical services and insurance coverages calls for your active participation in the decisions which will ultimately affect your profit margin. It costs you nothing to inquire. Please take this opportunity to contact Sandy Smith or your insurance agent to discuss the program available through AFD and also the cost associated with insuring yourself against work related injuries.

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Find out more about how Foodland Distributors can help you increase your frozen food profits.

Contact... Larry Osiecki (313) 523-2160



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## RECIPE FOR SUCCESS

*AFD is proud of the spirit of its entrepreneurial members who not only strive to be first, they strive to be best. The following is the first in a series of six members who started their own unique specialties from scratch.*

### Mr. Dan's Gourmet Pound Cake caters to upper crust

Modern technology can do a lot of things, but it can't come up with a recipe as good as Mom's.

That was Dan Jones' conclusion after sampling pound cakes from everywhere in the country. And it was what prompted him to trade blue prints for recipe cards and start Mr. Dan's Gourmet Pound Cake.

Jones, who holds a bachelor's degree in architecture from Los Angeles State College and a master's in urban planning from University of Detroit, decided to make the move to butter and sugar after working some 30 years in concrete and steel as owner of a construction company.

When pondering his career change, he set two criteria for his new endeavor: do something that he was happy and excited about, and make other people happy and excited.

He knew he had a winner on his hands as far back as his college days. His mother frequently sent him the pound cakes, made from a recipe passed on for generations, to California from his home town of East St. Louis, Ill.

"I got more free dinners in college thanks to that pound cake," he chuckles, explaining that friends would cook for him in exchange for mouth-watering morsels of the cakes. "Mom would send a cake and everybody would want a piece of it."

Fans of the pound cake don't have to make Jones' dinner anymore since Mr. Dan's Gourmet Pound Cake has been in business—about 10 months. Because he now makes large quantities, he altered the ingredients slightly to make mass production more feasible.

But Jones is quick to point out the pound cakes taste just as good and are just as sinfully rich—and popular.

Streamlining the process has also allowed Jones to pare down waste to 1 percent. His staff of three includes his son Christian. The workday at his bakeshop near Indian Village in Detroit starts at seven a.m.

Showing his obvious talent in graphic arts, Jones produced all of the Mr. Dan's print advertisements himself. His logo, which he also designed, is a tuxedoed man in a top hat, an outfit Jones dons when promoting his pound cake. He says the tuxedo and top hat fit the sophisticated, "upper crust" image apropos to the pound cake customers.

And the idea is catching on. "The thing I'm most proud of is that I'm developing a stable clientele," says Jones. That clientele includes Jacobson's, St. Regis Hotel, Marriott

Corporation, and Harbortown, among many others.

Jones says it's easy to see why business is growing.

"Mr. Dan's Gourmet Pound Cake itself is a high-quality product. In my own research, I haven't found one that's equal to Mr. Dan's," he insists.

"If you want quality, taste and texture, my product is next to none."



"Mr. Dan" often promotes his pound cake at Harbortown Market.

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# AFD joins fight to keep piece of unclaimed deposits

The Associated Food Dealers of Michigan has stepped into the legal fray to protect retailers' rights and ensure the courts do not summarily eject the intent of the Legislature. AFD joined the State of Michigan's legal fight to implement a 1989 law that assigned a portion of the unclaimed bottle deposits to retailers. It should be emphasized that the Legislature, after intense involvement by AFD, overwhelmingly approved the 1989 statutory change.

Under the Initiated Law of 1976 (more commonly called the "bottle law") bottlers charge retailers for the product plus the state-required deposit. The retailer adds the 10-cents-per-bottle deposit to the consumer upon purchase of the product. When empty containers are returned to the retailer, the retailer refunds the deposit; when the bottler collects the empties, it reimburses the seller.

Though on the surface this appears to be an equitable situation, two things were not addressed in the bottle law. First, not all containers are redeemed, so since the bottlers are not required to reimburse deposits paid on non-redeemed bottles, they make a profit on the container. Second, when the law was enacted, no provisions were made to reimburse the significant additional expense and administrative burden incurred by retailers to store, organize and sort empty containers.

In order to eliminate these inequities, the amendment passed in 1989 (PA 148) requires manufacturers and distributors of beverages in returnable containers to pay to the Treasury Department (beginning March 1, 1991) the difference between what they received in deposits, and what they paid out in refunds. The unclaimed deposits would then go into the Bottle Deposit Fund, which the bill created. 25 percent is to be distributed among dealers (to offset handling costs), and 75 percent is to go to the Michigan Unclaimed Bottle Fund, which is earmarked for statewide environmental study and cleanup programs, including toxic and solid waste cleanup.

The Michigan Soft Drink Association (MSDA), which represents the soft drink bottlers, went to court claiming the 1989 amendment was unconstitutional. In its suit, the MSDA asserts that its members (the bottlers) have, through retailers, sold the bottles containing the product and transferred ownership of the bottle to the retail customer. Their claim is that the sale of the product includes the sale of the beverage container, and that deposits taken by the retailer and paid to the bottler become the property of the bottler.

The Treasury Department disagrees with the MSDA, saying that the deposit is not included in the price of the product and the beverage container. Specifically, the law reads that

a returnable container is something "upon which a deposit of at least \$.10 has been paid." According to the Treasury Department, this means that the deposit is to be paid over and above the purchase price, and is not intended to be included in the price itself.

The State's and AFD attorneys further point out that the bottle law—not the bottler—came up with the 10 cent deposit on soft drinks. They also argue that the deposit was not intended to reflect the value of the container, but was established as an incentive to avoid littering.

In a move sure to bolster the government's case, state representative Richard Bandstra (R-Grand Rapids) has joined the fight against MSDA. Bandstra, the Assistant Minority Floor Leader in the House was instrumental in pushing the 1989 amendment that gave retailers a share (25 percent) of the unclaimed deposits.

"We (the legislators) are accused

of having inadvertently or intentionally neglected our vow to support the U.S. and Michigan Constitutions when we passed PA 148," Bandstra said. Before 1989 "the legislature and the people set up a deposit system and bottlers were the 'lucky bystanders' who inadvertently benefited when containers were not returned. The legislature was free to make changes in the law, and it did so through... PA 148."

AFD, along with a number of other parties, intervened to protect retailers rights to unclaimed deposits

—estimated to be as high as \$38 million annually. While it hopes to see a ruling which supports the constitutionality of the 1989 amendment and the establishment of the Michigan Bottle Fund, AFD's fight doesn't end there. AFD knows the costs the grocery industry has had to swallow in handling returnables, and will continue to fight to see that the retailer is fairly compensated, regardless of whether or not the court rules in favor of the Treasury Department.

## UNCLAIMED DEPOSIT UPDATE: Judge rules against state in unclaimed deposits. AFD and state to appeal.

### Your accountant should know about P.A. 148 of 1989

Under Public Act of 1989, distributors and manufacturers of beverages sold in refundable containers must file annual reports with the Michigan Department of Treasury. These reports must state the total value of refunds made on redeemed containers.

Distributors and manufacturers must remit all unredeemed beverage

container deposits to the Department of Treasury. Treasury will total all unredeemed deposits and put 75 percent of the funds in an Unclaimed Bottle Fund. The remaining 25 percent will be returned to retailers and dealers based on the number of empty returnable containers redeemed.

You must complete and submit the form below before a refund can

be issued to you. Treasury will not issue a refund of less than \$1.00. Refund information will be reported to the IRS. Form 1099G will be issued for refunds of \$600.00 or more. Reports postmarked after the due date will not be honored. No refund will be issued before August 1, 1991.

This report is for January 1 through December 31, 1990.

It is due on or before June 3, 1991.

#### Taxpayer Address

Company Name

Address

Address

City, State, ZIP

Contact Person

Telephone Number

Account No

1 How many empty returnable containers did you redeem during 1990?

2. What is your source of this information?

a. ☐ Invoices

b. ☐ Cash register receipts

c. ☐ Other (explain)

I certify the information in this report is true and complete to the best of my knowledge.

Signature of Owner or Authorized Person

Date

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Treasury Building  
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## If it ain't broke, don't fix it...

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**What's covered?** Nearly everything mechanical and electrical. It covers the kinds of systems that break down most often, such as telecommunications equipment, computers, printers, copiers, fax machines, X-ray equipment, diagnostic equipment, ovens and stoves, retail scanning equipment, cash registers, telephone systems, and heating and cooling systems.

North Pointe Insurance Company covers property and food spoilage as the result of an "accident," with no limit. And you get one full year of coverage for extra expense and business interruption. There's no 12-hour waiting period before business interruption applies—and there's no penalty for late notification.

**What's the deductible?** There's just one, single combined deductible, starting as low as \$250.

**Who qualifies?** Any business whose 80 percent value is \$15,000,000 or less, except for manufacturing and processing facilities. Qualifying risks include apartments, bakeries, banks, churches, clubs, dry cleaners, funeral homes, garages, hotels, laundries, medical buildings, motels, nursing homes, office buildings, restaurants, retail stores, schools, service stations, theatres and any similar business, excluding manufacturing or processing risks.

**What's the real benefit to my company?** North Pointe Insurance Company provides the most coverage for your premium dollar. For just a few dollars a week, you can protect your company from the types of losses that add up fast. Losses that could even put you out of business.

If you would like more information regarding this extraordinary coverage, please contact your independent agent that represents NPIC or 1-800-229-NPIC.

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## AFD ON THE SCENE

### Winterfest 91

Ice and snow are many people's nemesis this time of the year, but at the Michigan Winter Ice Festival they were a cause for celebration. Winterfest 91, held at the Michigan State Fair Grounds Jan. 25 through Feb. 3, was a dazzling display of ice carvings and snow sculptures. AFD was a proud sponsor of the event, and sold tickets with 50 percent of the proceeds supporting the AFD Scholarship Fund.



The first annual Winterfest featured brilliant ice carvings, both large and small. Many were carved by master chefs, carrying on the art which has been popular for more than 200 years.



### Winter Festival of Values

The theme was cold, but the response wasn't. Tom Davis & Sons Dairy held the "Winter Festival of Values" trade show, which featured tasty old favorites, as well as cool new items like "desert storm" ice cream ("sand-colored" peanut butter ice cream with red, white and blue chocolate chips). Mmmmm.



Creative marketing and presentation made many take a second look at items on display.



## **AFD** TRADE SHOW 1991



### 10 REASONS TO EXHIBIT AT AFD's 1991 TRADE SHOW

- Sell your products and services.
- Talk with over 1,500 retailers in one afternoon.
- Make new business contacts.
- Sample your product to potential customers.
- Demonstrate your product or service
- Develop relationships with other exhibitors who are potential customers.
- Sharpen your edge on the market.
- Listen to what your current or potential customers have to say about their needs.
- Increase your bottom line.
- Get exposed to the state-wide retailers attending the show.

**Tuesday, April 16, 1991**  
**Noon-8:00 p.m.**  
**Fairlane Manor, Dearborn**


For more information on how to exhibit at  
AFD's Trade Show, "What's New on the Shelf?"  
Call (313) 557-9600 or 1-800-66-66-AFD



## Just For The Taste Of It.

No other diet soft drink delivers  
the real cola taste of one-calorie diet Coke.  
The real one.



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# Alex Bell dies

Alex Bell, former president of Detroit Retail Meat Merchants Association, which later became AFD, died Jan. 28 following complications from surgery. He was 83.



Bell came to the United States from Scotland at 22. A butcher by trade, he worked in New York, Boston, and Windsor, eventually finding his way to Detroit, where he took a job at Kroger making \$13 a week. He opened his first store 58 years ago with \$1,000 his new wife had brought into their marriage, and 34 years ago opened Village Food Market in Gross Pointe Farms, the store he owned until his death.

Bell was president of the group in

the '40s and on the board of directors until the '70s, but always remained a strong voice in AFD and an active participant in trade dinners and golf outings. In addition, he wrote a column of lighthearted tidbits about AFD members in *The Food Dealer* called "The Bell Ringer," which members enjoyed for several years.

He is survived by his wife of nearly 60 years, Leila, and his son Neil.

AFD extends warmest condolences to the Bell family.

## AFD announces Alex Bell scholarship

In memory of long-time member and former president Alex Bell, AFD has begun a special scholarship in his name.

The scholarship will be awarded to an outstanding student in the amount of \$500 and will be presented along with AFD's other scholarships at the golf outing. Organizers hope the scholarship will be an annual event for as many as 10 years.

Funds are being solicited from retailers, wholesalers, and individuals who were friends of Alex Bell.

If you wish to contribute, please send your contribution to AFD Scholarship Fund/Alex Bell Memorial Scholarship, Associated Food Dealers, 18470 W. Ten Mile Rd., Southfield, MI 48075.

## WIC program changes to affect retailer participation

On December 28, 1990, The United States Department of Agriculture (USDA) published a proposed rule on the Special Supplemental Food Program for Women, Infants and Children (WIC) that would reduce the current number of retailers in the program by basing retailer eligibility on their shelf prices of items that comprise the WIC food package. The public has until April 29, 1991, to comment on the proposal.

While the USDA administers WIC, this proposed rulemaking would require most state agencies to increase the resources they already commit to WIC vendor (retailer) management. This nutritional program provides food supplements for low-income women and children under the age of five who have been certified to be nutritionally at risk. This program was created to provide essential nutrients during critical times of fetal and child growth and development.

USDA claims these proposed changes are needed to improve vendor management since the program has increased in size and complexity in the past eight years. With this proposal,

USDA would mandate specific procedures and criteria for states to use to control fraud and abuse effectively. State would implement these uniform programs to identify "high-risk vendors," meaning retailers with a pattern of program abuse. Additionally, strict minimum and maximum disqualification periods for different categories of retailer abuse will be spelled out by the federal government. USDA clarifies "vendor abuse" by proposing that both intentional and unintentional actions, which violate procedures, should be held equally accountable. They claim that deliberate attempts to abuse the program and inadvertent actions "both ultimately result in increased food costs and fewer participants being served." This proposal would establish a three-year limit on vendor agreements and would strengthen the requirements for vendor records maintenance and state agency access to retailers' records.

In its proposed rulemaking, USDA says, "Authorization to accept WIC food instruments is a privilege, not a right." USDA goes on to say that retailers "... benefit from the

See WIC, page 23

## AFD TRADE SHOW 1991



## 10 REASONS TO ATTEND AFD's 1991 TRADE SHOW

- See "What's New on the Shelf."
- Visit more than 100 booths that will display new products and services.
- Buy products at show discounts.
- Watch product demonstrations.
- Taste new food and beverage products.
- Learn about new products that can increase your bottom line.
- Meet your sales representatives.
- Attend the 4 question and answer sessions:
  - Michigan Liquor Control Commission
  - Bureau of State Lottery
  - Michigan Department of Agriculture
  - Legislative Updates from AFD's Lansing lobbyist.
- Get caught up in the "Sports Theme" with prize give-aways and games galore.
- Enjoy yourself at AFD's 1991 Trade Show.

**Tuesday, April 16, 1991**  
**Noon-8:00 p.m.**  
**Fairlane Manor, Dearborn**

**For more information about AFD's Trade Show**

*"What's New on the Shelf?"*

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

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# Advertising alcohol beverages can benefit retailers

By John Dagenals

Package liquor outlets and thousands of beverage party stores throughout Michigan had ample opportunity of witnessing liquor, wine, champagne and beer advertising by retailers in newspapers during the recent holiday selling period. In our opinion, this bold move to advertise alcohol beverage products is a step in the right direction. Let's talk about it!

It was only during recent years that the Michigan Liquor Control Commission allowed a more relaxed approach to liquor, beer and wine advertising in response to both legislation and court decisions which did much to improve the position of the individual retailer in his or her quest to improve sales. In turn, the State of Michigan gained because it is as much in the liquor business as we are.

Many small liquor retailers took advantage of this new freedom of advertising and purchased attractive space in hundreds of small newspapers advertising alcohol beverages during the holiday period stretching from Thanksgiving to New Year's Day. Whereas most small retailers advertised special prices on beer and wine, only a few of the more progressive retailers singled out certain spirits such as whiskey, vodka, brandy, etc., for holiday sales.

Immediately, some of our readers will question the value or even advisability of listing a spirit item with its price. They will say that Michigan is a Control State and the majority of the buying public recognize that the price of a bottle of spirits is the same on every liquor shelf in Michigan. Further, they will also tell you that the public knows prices of most alcohol beverages. Wrong!

There has been a cloud of tight censorship over alcohol product prices for so long a period of time that the consuming public hasn't been educated unless they have made it their business to study prices. The public certainly doesn't see advertising on hundreds of new items nor are they fully appreciative of the many "special order" items available through their local retailers.

Public consumer polls of the man and woman on the street show that the majority of the public doesn't really know the price of various spirits and don't even know the many different sizes of bottles that these alcohol products come in. Oh sure, the average person on the street knows that you will be able to buy a bottle of spirits for "around \$5.00, \$7.00 or \$10.00" but a good many of those polled will still refer to a popular brand and use the basic size conception as a "fifth, pint or quart." Many did not realize that Michigan now allows the sale of miniatures.

We give all the credit due to the many enterprising liquor retailers who do a great job on educating people

coming into their stores. Some stores we have visited help the consumer make selections by comparing prices and looking at different brands.

Remember, if your store is not a self-serve, the customer doesn't have the opportunity of holding the bottle and examining the label. Many customers feel embarrassed to ask simple questions about a particular product. It is not unusual for some stores to have clerks on duty that just don't know the answers to questions put to them by customers. Advertising, you see, can correct a lot of these blank points in our system.

Even if your store does a good job on handling customers once they

are in your door and looking at your shelves, the point to be made here is very simple—advertising can help in bringing new customers to your store. Again, permit us to reemphasize that the majority of consumers don't know about the many new products on the market, special order items, variety of sizes available and the wide range of prices on any given category of spirits.

So let's take a generic look at some of the advertising campaigns we recently viewed here in Michigan.

Some stores not only advertised popular liquor brands for the holidays leading up to New Year's Eve and day, but also announced: "Beat the

price Increase... Now is the time to stock up and save! Jan. 1, 1991, the Federal Excise Tax and distillery & winery costs go up. Compare the difference today."

Better yet, others printed the case price prior to the end of 1990 and showed the comparative price on a case starting January 1. Their ad even broke the price down to a single bottle. For example, in the 1.75 liter size they showed both single bottle and case price before the increase in prices and after the newly imposed Federal Excise Tax.

The thought occurred to us—how

See ALCOHOL, page 23

## WHY ASSOCIATED FOOD DEALERS AND NORTH POINTE INSURANCE?

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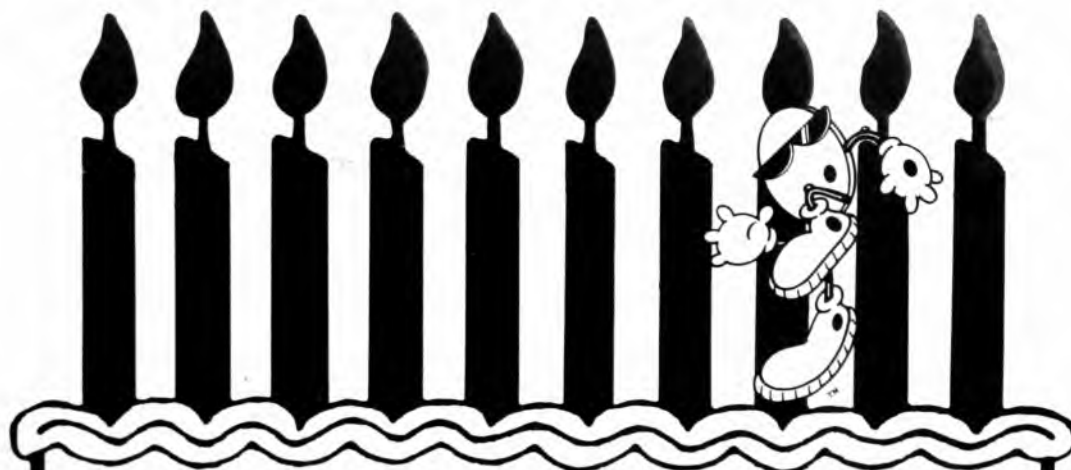
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Stop by our booth and sample new Diet Rite flavors: White Grape and Red Raspberry

## Michigan Sugar awards

Michigan Sugar Company recently announced the recipients of the first annual "Broker Of The Year" and "Brokerage Salesperson Of The Year" award.

The food brokerage firm of Conrad/Patterson and Associates, Inc., of Grand Rapids and Southfield, received Michigan Sugar Company's first annual "Broker Of The Year" award for 1989/90 sales.

William Nesseth of Conrad/Patterson's Southfield, Michigan office received the "Brokerage Salesperson Of The Year" award.

"Persistence, combined with creative thinking that results in substantial increases in sales of Pioneer Sugar, are the main criteria for earning these awards," said Barry L. Brown, Michigan Sugar Company vice president of marketing.

Both Conrad/Patterson and

William Nesseth have represented Michigan Sugar Company for more than 22 years, in both consumer and industrial sales.

"The newly created sales awards reflect Michigan Sugar Company's recognition of the efforts of the entire sales force, both in-house and outside brokerage," said Brown.

Michigan Sugar Company operates four sugar processing facilities in the state: Caro, Carrollton, Croswell, and Sebewaing. The company's subsidiary, Great Lakes Sugar Company, operates two Ohio facilities: Fremont and Findlay. The sugar is marketed under the Pioneer and Great Lakes brand labels, as well as numerous private labels. Michigan Sugar Company is based in Saginaw, and is a subsidiary of Savannah Foods and Industries, Inc., Savannah, Ga.



Left to right: Brian Patterson, Conrad/Patterson, Assoc., Inc. Barry L. Brown, V.P. Marketing, Michigan Sugar Company, and William Nesseth, Conrad/Patterson, Assoc., Inc., Southfield, MI

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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!!

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\*more than 9,000 circulation plus pass-along readership.

### YES!

PLEASE SEND RATE CARD AND MARKETING INFORMATION TO:

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## Search is on for Michigan's best entrepreneurs

The search for this year's outstanding entrepreneurs in Michigan has begun and national sponsors Ernst & Young, Inc. Magazine, and Merrill Lynch, with local sponsor WJR radio, are optimistic about what they will find.

The entrepreneur of the Year Program, created in 1986 by Ernst & Young, is the country's pre-eminent program honoring outstanding owners of middle-market businesses in over 35 major markets.

Awards will be issued to entrepreneurs who have demonstrated excellence and extraordinary success in such areas as innovation, financial performance, and personal commitment to their businesses and communities. Individuals who have shown extensive support for

entrepreneurial ventures are also eligible.

Last year eight entrepreneurs were selected from Michigan as "Entrepreneur of the Year." Three of those award recipients were finalists for national entrepreneur of the Year and were featured in the January 1991 issue of Inc. Magazine. Two Michigan finalists received national awards.

Applications must be submitted by April 22. Self-nominations are encouraged. For information or applications, write to Kathy Rogers, entrepreneur of the Year Awards, Ernst & Young, 200 Renaissance Center, Suite 2300, Detroit, MI 48243. Or call 313-446-5491.

## 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 to: Associated Food Dealers, 18470 Ten Mile, Southfield, MI 48075

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: \_\_\_\_\_

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## COMING EVENTS

**March 3-6** - NAWGA/IFDA Annual Convention. Los Angeles. For information call 703-532-9400.

**March 10-13** - FMI Loss Prevention Conference. Tampa, Fla. For information call Mary Ann House, 202-452-8444.

**March 27** - 1991 Cashier Test Battery Training Workshop. Chicago, Ill. For information call 202-452-8444.

**April 12-14** - Sigma's Spring Convention. Tuscon, Ariz. For information call 703-709-7000.

**April 21-23** - FMI and American Meat Institute's Meat Marketing Conference 1991. San Antonio, Texas. For information phone David Anderson, 202-452-8444.

**May 15-17** - Tortilla Industry Association (TIA) Tortilla Technology Symposium. Long Beach, Calif. For information call 818-981-2547.

**June 23-26** - National Grocers Association 1991 Washington Conference. For information call 703-437-5300.

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

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**Excellent Value:** Restaurant for Sale. Established location in East Dearborn in the "heart" of the Arab community. Additional land included for expansion. Also excellent location for a hall. Price includes liquor license, real estate, and equip. Asking \$349,500. Call Ron Wallis, 563-4210. Red Carpet Commercial Group.

**Restaurant for Sale:** North Dearborn Heights on Telegraph. Superb parking. Also offers window carry-out. Price includes real estate and equip. Liquor license is available. \$425,000. Red Carpet Keim Commercial Group. Ask for Ron. 563-4210.

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## UPDATE

from page 1

collected materials. States with existing programs in place, such as curbside collection, drop-off centers, regional collection centers or other methods that guarantee multi-material collections would achieve the goals of the Act.

This bill is expected to become part of the reauthorization of the Resource, Conservation and Recovery Act (RCRA), which will be taken up in the 102nd Congress. Please urge your member of Congress to cosponsor this bill.

## Equal Employment Opportunity Commission to use "testers"

The Equal Employment Opportunity Commission (EEOC) recently announced that it will use information from "testers" to detect illegal job discrimination and to prosecute violators. Grocers should be aware that the "testers" will pose as job applicants with no intention of becoming employed but with the sole purpose of uncovering discriminatory employment practices.

Although discrimination "testing" fails to take into consideration subjective criteria used in employment

decisions (i.e. attitude and appearance), civil rights organizations will be encouraged by EEOC to use "testers" and it can be assumed that an aggressive effort will be made to identify employers who advertently or inadvertently violate equal opportunity laws. In light of the new EEOC policy it is more important than ever that grocers review selection, hiring and promotion procedures to assure compliance with employment discrimination laws.

## Farm bill food stamp provisions.

Retail grocers should be aware that the Farm Bill, in reauthorizing

the food stamp program for five years, made some modifications which will impact retailers. The bill authorizes on-line electronic benefit transfer (EBT) systems replacing coupons with plastic cards as an operation alternative. The bill requires that all checkout lanes in retail grocery stores which derive at least 15% of sales from food stamps be equipped with these EBT devices at the expense of the USDA. Food stamp reporting requirements have been strengthened and fines for unauthorized use of the stamps or "laundering" coupons have been increased to a maximum of \$250,000 or 20 years imprisonment.

## Bill Schuette announces MDA's public office hours

Bill Schuette, Director of the Michigan Department of Agriculture (MDA) has announced that the department will hold public office hours in Lansing every Thursday from 11 a.m. to 12 p.m. during January and February.

Schuette said the hours have been scheduled in response to Governor John Engler's call for state government to be open and accessible to citizens of Michigan.

Schuette encourages farmers, processors and others served by the department to make appointments for a personal meeting. He said the office hours are specifically designed for these individuals and not for advocacy groups or for state employees to discuss employment concerns.

Appointments can be made by calling 1-800-292-3939 or writing the Michigan Department of Agriculture, Public Office Hours, P.O. Box 30017, Lansing, Michigan 48909

## Tart Cherry petition rulings issued

Bill Schuette, Director of the Michigan Department of Agriculture (MDA), has denied a petition submitted by cherry producers last fall.

Schuette said he denied the petition on procedural grounds, saying the language was non-specific and vague and that amendments that followed were inconsistent with each other and with the original petition.

Schuette said he looks forward to working with Michigan's tart red cherry producers in their continuing efforts to provide stability to the cherry industry.

## IRS increases standard mileage rate

Retail grocers with company cars should be aware that the IRS has announced that the standard mileage rate for business use of an automobile has been increased to \$ .27 5 for 1991. The increase reflects the increases in gas prices due to the new excise tax rates and the situation in the Middle East. The 1990 rate was \$ .26

**BIG CHIEF LOOKS.....**

**TWICE**

**AS GOOD!!**

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**MONITOR SUGAR COMPANY**

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



# AFD "treasures" Bill Viviano

Every day is Bill Viviano day. But his being an active and involved AFD board member, and his devotion to his business and social pursuits have proven he's no wet noodle.

Viviano was president of the Prince Pasta Group, a privately-owned company, from 1966 until his retirement from the company in 1989. That year he became half-owner of Marks

Sales and Marketing as a broker for Prince, which was purchased by Borden in 1987. Viviano explains that he only makes calls to institutional food service companies' headquarters and Prince representatives take care of the retail level.

His office sits adjacent to the 270,000-square-foot factory he began building in 1961, which today produces 100 million pounds of pasta a year.

Viviano has also remained a consultant to Borden's Pasta Group, having signed a three-year contract upon his retirement.

And pasta seems to be a good business. Viviano cites statistics which show that in 1954, there were 130 pasta manufacturers in the U.S. and the average American ate 6 pounds of pasta. Today, less than 20 exist, due to large conglomerates purchasing small companies, but the average person eats 18 pounds.

In addition to working with Prince, Viviano and partner Paul Marks are brokers for a variety of other products including popcorn, sauces, and coffee, as well as a new product, Italian Lemon Ice, which promises to be a winner.

Although the firm is always looking for new business, Viviano says he is very pleased with its growth so far.

"In the two years we've been in operation, it has been growing quite a bit," he insists. "We're now becoming known in the industry. We're getting a lot of calls."

Marks Sales is not Viviano's only business. He also owns a bowling alley in St. Clair Shores and a mini-storage in Lake Orion.

AFD members also know him as a dedicated board member of several years, the current treasurer, and former chairman of the Long Range Planning Committee, as well as being on the executive board.

Prince was a sponsor of 1991's glamorous trade dinner, he says, at his urging.

And Viviano tries to never miss a golf outing, even though he says a certain other board member becomes his rival for a day.



Bill Viviano of Marks Sales and Marketing has been in pasta all his life.

"I always try to beat Frank Arcori," he chuckles. "He always takes my money on the golf course!"

Viviano says AFD is not only glitz and golf, but a vital force to the food industry, with its major strength in the programs it offers to members.

In addition, he says, AFD has helped his business profit.

"Because of my association with AFD and the people on the board, I've made better contacts with the retail grocers for my product lines," he explains.

In addition to holding a seat on the board at AFD, Viviano is also on the board of directors of a bank, a clothing company called Legends, and American Rehabilitation Centers, an organization providing therapy for accident victims.

Viviano also enjoys entertaining with his wife Virginia. The couple live in Grosse Pointe Shores and have three adult children: a doctor, a mother of three and an accountant.

## RETAILER PROFILE

### Birmingham Community Mkt.: old customers, brand new look

It's 44 years old, yet it's brand spankin' new.

Birmingham Community Market recently received a complete renovation. The building, which was built in 1947 and never updated, got the ultimate face lift, bringing it into style for the '90s.

Owner Kelly Dalloo explains space restrictions prohibited the building's expansion to the north, south, east and west. So the architect went the only other direction available—up, by adding a second floor. Walls were knocked down and new ones were added. And a new rear entrance was added to accommodate the new parking lot in the back.

The result is a bright, airy, spic and span store, well-stocked and well staffed. Dalloo says the renovation, which was started in October and finished in late January, was necessary.



Kelly Dalloo of Birmingham Community Market prepares a fresh cut of meat for the morning's customers.

"You need to upgrade yourself to keep up with the competition in the neighborhood," he says.

Birmingham Community Market, which lies in the residential area of Pierce and 14 Mile, carries everyday and specialty groceries, liquor, produce, and a full-meat department, as well as a deli and prepared foods—everything found in a supermarket.

"I think the most important thing is that when customers come into our store we have what they're looking for," he says.

But Dalloo is quick to point out that Birmingham Community Market has advantages big supermarkets don't.

"Ours is closer knit—more of a neighborhood store. It's a much more homey atmosphere," he says. "You've got a shop where you can still be recognized as a person as opposed to walking in and just being somebody else."

Dalloo and his mother, father, brothers and sisters have been greeting some of the same customers since they took over the store in 1973. Family members still have active roles in Birmingham Community Market and their other store, Brown Street Market, also in Birmingham.

Those faithful customers have returned to find Birmingham Community Market an even more pleasant place to shop since the renovation.

"They all love (the new look)," Dalloo says. "They think from one to 100 percent, we did 100 percent."

Dalloo insists that even though the look of the store has changed, its commitment to stocking specialty items people want, maintaining a clean store, and following trends will not falter.

"Once you've established yourself," Dalloo says, "they rely on you."

## 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;
- education seminars and a number of special events;
- Mechanical Breakdown insurance;
- Group Life Disability.

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

# Presenting Michigan's newest mid-size.



- Lightweight • Non-breakable
- Resealable • Easy to handle
- 16 more ounces than 12-pack cans



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# 1990 hits...and misses

It seems like it was just yesterday that everyone was heralding the new decade, predicting what it would bring in terms of new food trends and products. We knew that convenience and health would continue to play growing roles in consumer decisions at the marketplace—and they have. The microwave category is thriving, and healthy alternatives to many types of food continue to crowd shelves and cases.

1990 will be remembered as the year the industry's role in the environment became more pronounced. Hoopla notwithstanding, Earth Day brought many problems to public attention, and at long last, manufacturers and supermarkets began to respond. As our list indicates, there were important advances and setbacks.

The Hits and Misses for 1990 reflect The Lempert Report's self-imposed value system. We've considered products, and people who have presented innovative solutions. Satisfying consumer appetites for new and interesting foods was also a key determining factor. As we head into what appears to be an austere 1991, these are the highlights of the first year of the new decade.

## Hits:

### • ELAN FROZEN YOGURT BARS

These dipped-in-chocolate confections are reportedly flying off the shelf in supermarkets, once again proving that consumers are capable of recognizing and willing to pay for premium quality tasting products. The fact that it is lower in cholesterol, calories than its competition in the premium ice cream category doesn't hurt, either.

### • DOWNY REFILL

Proctor & Gamble's introduction of a crushable paper-based refill package for its Downy Fabric Softener was long overdue. The carton uses 75 percent less packaging material and allows consumers to reuse the large 64-ounce Downy bottle. There are benefits all around in this innovation: customers wind up with a smaller load to carry, and the burden on the solid waste crisis is eased a bit too.

### • SHADY BROOK FARMS MARINATED FRESH TURKEY

This is a brilliant concept that takes into account consumer desires for healthful foods that are tasty and a cinch to cook. Each 5-ounce turkey breast cutlet weighs in at under 160 calories with less than 4 grams of fat. Dinner can be on the table in seven minutes, and with a choice of a half dozen different seasoning blends, it's unlikely consumers will get too bored.

### • SPICE HUNTER SOUPS

Instant soup mix is apparently taking a bold new low-sodium turn. There are six soups in this product line, all of them exceptionally hearty with their complex carbohydrates such

as lentils, couscous, brown and wild rice. The packaging gets a thumbs up, too: consumers can make the soup in its paper cup container, which can then be recycled.

### • ORIGINAL NEW YORK EXPRESS ICED COFFEE

This is a rich, full-bodied iced coffee that is packaged in a convenient, environmentally friendly, ready-to-drink 8-ounce can. Original New York Seltzer worked with one of Japan's most respected beverage manufacturers to create the product, which is waking up a brand new coffee market.

### • BURGER KING

The quick food service giant is proving it is flexible, too, by venturing beyond burgers and fast food stereotypes. The company is also testing "prepared entrees to go"—full meals that are available through their drive-ins, and can be heated and eaten at home.

### • MINNESOTA ATTORNEY GENERAL HUBERT H. HUMPHREY III

The Attorney General has taken a leading role in protecting consumers from misleading labels, particularly as they relate to "green" products. His crusade against Mobil's so called "biodegradable" Hefty Bags is just one of many cases in point. He is one of the only top state law officers who has committed full time staffers to issues of environmental law enforcement.

### • PEANUT BUTTER M & M's

This is a hot new entry in the candy category—a variation on the traditional M & M plain and peanut theme. The peanut butter is wrapped in chocolate then coated with a candy shell.

### • FRIEDA'S HABANERO CHILE PEPPER

The success of the "hottest chile in the world" says much about the changing American palate. Frieda's of California, one of the premier marketers of specialty produce, says the excitement generated by the introduction of this quarter-ounce chile was beyond anything they've experienced in 18 years of business.

### • THE BODY SHOP

This worldwide chain of highly successful skin and hair care shops has set the pace for others in its commitment to "natural" cosmetics that promote health rather than glamour. All products are biodegradable, and sold with a minimum of hype and packaging. With gross annual sales of more than \$500 million, the success of the operation is proof positive that less is more.

## Misses

### • HEFTY BAGS

The Mobil Company made what many people regard as rubbish claims when it touted the degradability factor of its Hefty brand garbage bags. Not only has the company given in to public pressure to remove the claim, in many states products already have been pulled off. The "Hefty" issue underscores consumer sensitivity to misleading labels, not only when it comes to food, but as it relates to the environment as well. Although even the Green Report could not reach a consensus on a number of key definitions, there appears to be widespread support for responsible environmental advertising. In the meantime, Mobil is paying a hefty price.

### • CISCO

You might think that the makers of Cisco, a wine cooler look-alike, were begging for controversy when they introduced this alcoholic beverage. This bottle looks like it contains a wine cooler, but in reality it packs the punch of five 1-ounce shots of 80 proof whiskey, enough to make the most well-bred lady behave unusually. While there is certainly a market for this type of product, the very least they could have done was put warning labels on the bottle. Fortunately, there are several consumer, industry and governmental efforts underway that may impede future introductions.

*“ 1990 will be remembered as the year the industry's role in the environment became more pronounced. ”*

### • ASEPTIC JUICE BOXES

What had been celebrated as one of the most useful innovations in decades is now toppling under environmental pressures. Many states have already outlawed aseptic juice boxes because of their non-recyclability. The trend is expected to continue. One cannot, however, ignore the benefits of aseptic packaging: it certainly has a place on many shelves. But when it comes to juice, it merely is a poor solution to a not-too-serious problem.

### • RUSSIAN FOODS

Last year, as you may recall, we predicted that Glasnost and Perestroika would combine to increase interest and sales in Russian foods. But it hasn't happened. Perhaps it's the richness of many foods, such as pirogi, which don't quite hit the mark for diet conscious consumers. Or maybe it's just poor marketing. The Soviets, obviously have more pressing issues at hand. Whatever the reason, the potential of Russian foods, and "Eastern Bloc" foods in general, has yet to be realized in the U.S. marketplace.

## • LUNCHABLES

The concept of providing a complete lunch, napkin included, in a handy packet, may have some merit. There is no question that people on the run will find the convenience factor irresistible. What Oscar Mayer has done, however, through its thoroughly overpackaged "Lunchables" is attain a new height in the environmental chutzpah category. The tray and heavy plastic containers are hardly necessary for wrapping deli meats, cheese and crackers. The only question TLR has is why consumers seem so willing to dish out the extra money for what only amounts to added waste.

### - AUNT JEMIMA'S PANCAKE EXPRESS

With a real stretch of the imagination, this product may have a place on camping trips—or explorations in outer space. But in the kitchens of typical consumers, this product epitomizes how marketers play to the laziness in all of us. To TLR it seems rather wasteful to produce, ship and display plastic containers that are only half-filled with product. The benefit to a consumer is that he or she doesn't have to wash a bowl. Just add water to the bottle—and presto, you have pancakes, and another addition to the solid waste pile. Can disposable griddles be far behind?

### • CREST'S "SQUEEZABLE" PLASTIC DISPENSER

While we concede that squeezing toothpaste from the top of a tube may have sparked an untold number of family feuds, the typical dispenser is not without its own problems. Which is precisely why Crest is giving us a new, second-generation pump dispenser that is squeezable—and the amount of toothpaste wasted should be minimal. The problem TLR has is in the plastic. This is just the latest example of a manufacturer resorting to polymers when aluminum, which is far more environmentally sound material, will do just fine thank you.

### • BEANO

What Lactaid, Inc., is calling "a social and scientific breakthrough in the human gas category," simply reminds us of Mel Brooks' Blazing Saddles. While millions of people do suffer discomfort when eating certain gas-producing foods, reaching for the Beano before eating them is not quite like reaching for the salt. It's more like opening a can of social worms. It's not too difficult to imagine the type of dinner conversation it could generate. Beano is also, TLR believes, too expensive.

### • PET LIFE PEANUT BUTTER DOG BISCUITS

Here's a bone you can really pick if the introduction of frivolous products gets your gander. Taste tests indicate that dogs prefer Pet Life's peanut butter tasting bones over other products by nearly a 4 to 1 margin. But isn't this a bit of indulgence—on the part of the dog, the owner, and Pet Life? Is this what America really needs?

# The third person

When you make a purchase at the food store, fill your tank with gasoline at the service station, or buy any merchandise by weight or by measurement, you think the transaction is only between you and the vendor. It may be a surprise to know that every such transaction is participated in by a third person even though he or she is not present.

The "third person" is the Weights and Measures Official who checks all weighing and volume measuring devices used in sales made to the public. This "third person" is the Weights and Measures Official who checks all weighing and volume measuring devices used in sales made to the public. This "third person" is

always present in spirit, protecting both buyer and seller. This official works quietly and tirelessly to save customers money... and to safeguard vendors' businesses. Errors in either direction, over or under, will cause someone to suffer.

The public and merchants look upon this observer as a friend. Because of this friendship, everyone wholeheartedly joins in celebrating National Weights and Measures Week, March 1 through 7. This is one week that the "third person" drops his or her anonymity and steps into the spotlight of appreciation for the job done in behalf of the public and merchants. After all, this is the meaning of "good business."

## Campbell urges increased child nutritional disclosure

A Campbell Soup Company executive recently urged the federal government to permit—if not require—food companies to provide more nutritional data on labels of food products intended for children.

"It's time we gave mothers and fathers this additional tool in determining the nutritional value of the foods they feed their children," Herbert M. Baum, president of Campbell North America, told an audience at the Conference on Children and Nutrition. The conference was sponsored by Public Voice for Food and Health Policy, a consumer group, in cooperation with the American Academy of Pediatrics, the American Heart Association and the National Parent-Teacher Association, and underwritten in part by Campbell.

Baum told the conference on child nutrition that labels of food products primarily consumed by children should contain U.S. Recommended Daily Allowances (USRDA) specifically for children because "the nutritional requirements for children in that age group differ from teenagers and adults. Current USRDA combines children four years and older with adults."

Baum noted that the federal government recognizes four categories of USRDAs: infants—children under four years of age; pregnant and lactating women; and all other people aged from four through adulthood.

"What I'm calling for is a separate USRDA for children above four years to separate them from adult allowances," said Baum, who is responsible for most of Campbell's operations in the U.S. and Canada.

We know that kilogram-for-kilogram body weight, kids need more protein, calcium, calories and iron than adults for growth and development. And, I'm sure we'll find other areas where the nutritional needs of children differ from adults.

Baum noted that the time is opportune for such labeling changes since the Food and Drug Administration is considering the new labeling requirements mandated by Congress, the first time since 1976 that the FDA is entertaining changes to the labeling system.

"If we're serious about improving the nutritional state of our children, let's have labels that address their nutritional needs. We've made an important start with mandatory nutritional labeling. Now, let's take it to its next simple but logical step, and make it even more relevant to children."

Baum's recommendation comes two years after Campbell became the first major food company to call on the government to make nutritional labeling mandatory on all food labels, during a Baum speech at the 1989 National Food Policy Conference in Washington.

## ASK AFD:

Q: Which items in my store are exempt from tax? —E.M., Petosky

A: The following items are not taxable: drugs for human use, food for human consumption, returnable container deposits, deposits on returnable cartons or cases used for returnable containers, food or tangible personal property purchased with food stamps, and fruit or vegetable seeds and plants.

"Food for human consumption" does not include beverages with alcoholic contents of .5 percent or more by volume, or tobacco products.

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.

## ALCOHOL

from page 14

many people planning a June wedding or making preparation for a college graduation party might not have thought... "I should go out and buy this right now and save some money!"

Interesting to note that smaller retailers also did limited holiday advertising in weekly newspapers, flyers and in-store bulletins, but rarely mentioned savings that could be had by buying alcohol products prior to Jan. 1, 1991. Many small retailers seem hesitant to list prices on certain brands—and we are presuming that this is a throw-back to the old days of strict LCC enforcement of restrictions on retailer advertising.

We noticed that many retailer sponsored ads in newspaper during the recent holiday period which boldly stated "20 Percent Off on All Wines." Some ads declared "25 Percent to 40 Percent Off on our Wines and Champagnes."

But the majority made no reference to specific wine insofar as discounts were concerned. Perhaps the consumer would be more motivated to buy a particular wine or selections of various wines at a definite listed price. You must first get the attention of the consumer—not just your regular customers—but that *new business* you want to generate.

The retailer who puts an ad in the paper saying "Liquor, beer and wine, deli and Lotto at Your Party Store" sounds O.K., but adding some product names, some prices, some services and even a plug for lottery sales like "we sold over 10,000 winners in our store last year" will catch that many more eyes. There is so much more you can do as a retailer if you really want that business. Don't depend on the wholesaler or manufacturer to carry out advertising campaigns for your store items.

Watch your price increases on all alcohol products during the entire year—especially quarterly changes on liquor—and time sales information

with the many other celebrations and holidays during the year.

Now is the time to do something different—go after customers! Advertise!

## WIC

from page 12

considerable volume of food purchases made through WIC in the retail marketplace." In order to reduce the administrative costs of the program, USDA's proposed rule mandates *authority to the states to limit the number of vendors (retailers)* and dictate the geographical distribution of vendors to be authorized based on participant needs.

USDA's minimum criteria that states will use to select retailers are: (1) competitive price (this would be based on the retailer's shelf prices for WIC foods or the states could substitute retailer or manufacturer bids for prices charged to the WIC program); (2) adequate variety and quantity of WIC items; and (3) history of compliance with WIC and Food Stamp regulations for the past six years. A change in location would automatically void the contract.

For example, let's say there are two WIC-approved retailers located within a couple of blocks of each other that have complied with all WIC regulations. Also, both retailers have been able to maintain an adequate variety and quantity of WIC items as required by law. Let's continue to say hypothetically that the ratio of WIC recipients to retail stores, as established by the state WIC office, indicates that one retailer in the area can adequately serve all the WIC recipients. Based on these proposed rules, the state can look at the retail prices of each WIC food item at each retail store and approve one store to participate in WIC and disapprove the other retailer based on their prices of the the WIC food items.

If you have any questions or wish to have a copy of the 31-page proposed rule, please contact Nancy Yanish in FMI's Agricultural Relations office.

**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.**

## PRODUCTS



### Bearwich's - a cookie sandwich sensation

A tiny trio rocketed to national fame in late 1988, generating \$300 million in sales since introduction and garnering dozens of prestigious awards.

No, it wasn't New Kids On the Block; it was a bite-sized bear-shaped line-up of three cookies known as Teddy Grahams.

In its first major Teddy Grahams line extension, Nabisco Biscuit Company is now introducing Teddy Grahams Bearwich's Graham Sandwiches.

Like Teddy Grahams, the cookie is three-dimensional, bear-shaped and bite-sized. But Bearwich's feature a frontside and backside sandwiching a creme-filled center.

Bearwich's come in three flavor combinations: vanilla with chocolate creme, chocolate with vanilla creme and cinnamon with vanilla creme. An 11-ounce box has a suggested retail price of \$2.29.

The product was test marketed in several Northeastern cities in September 1990, and the new markets for the Feb. 4 introduction include the balance of the Northeast, the Midwest and Great Lakes. The cookie will be available nationally by May 1991.



### Nemco's versatile Easy Chopper™ freshly chops onions, tomatoes and more—in seconds

Offer your customers the delicious taste of freshly chopped produce with the versatile Nemco Easy Chopper™. The Easy Chopper™ saves both time and labor by cutting, chopping and dicing a variety of produce with one quick, easy stroke. It's ideal for uniform cutting of onions, tomatoes,

celery, peppers and more.

Durable metal construction and a sturdy four-leg non-skid base is designed for years of dependable service. And the Easy Chopper™'s stainless steel blades retain their sharpness for continuously clean cuts with just one easy stroke.

The Easy Chopper™ is available in three different models complete with either a 1/4 inch, 3/8 inch or 1/2 inch cutting grid. The cutting grids are interchangeable and may be purchased separately.

The Easy Chopper™ is the only manually operated chopper to receive a National Sanitation Foundation (NSF) listing, which assures food-service operators that the equipment is manufactured in compliance with the locally and internationally recognized sanitation standards established by the NSF.

For more information on the Easy Chopper™, please contact:

Nemco, Incorporated.  
Food Equipment Division  
301 Meuse Argonne,  
Hicksville, OH 43526.  
Telephone: (419) 542-7751;  
FAX: (419) 542-6690.



### New, reduced LeMenu packaging introduced

Campbell Soup Company has made major changes in its LeMenu Dinner packaging to reduce weight—and ultimately waste. The familiar plastic dome and aluminum foil cover on LeMenu and LightStyle Dinners have been replaced by a single thin wrap. At the same time, a new lighter tray, which will fit more easily into future plastics recycling programs, replaces the previous nylon tray.

These packaging changes will cut LeMenu package weight by more than 25 percent and reduce the amount of waste sent to landfills by an estimated four million pounds annually.

### London's Farm Dairy introduces no-fat ice cream

London's Farm Dairy has made the pursuit of good health easier by introducing a fat-free, cholesterol-free ice cream.

London's line of non-fat ice cream features five mouth-watering flavors: vanilla, peach parfait, chocolate parfait, blueberry parfait, and strawberry parfait. The ice cream contains less than .5 percent butterfat, compared to the standard 12 percent for regular ice cream, for consumers who want a delicious but healthy dessert.

The product is available to

consumers in square half gallon packages at a price comparable to standard half gallon ice cream products.

London's Farm Dairy is one of Michigan's largest dairies. Introducing many innovative technological advances, London's was the state's first dairy to computerize its business operation to maximize production and distribution. London's Farm Dairy distributes its complete line of dairy products to over 1,700 retail outlets throughout Michigan.

### Frankenmuth Brewery wins again at 1990 Great American Beer Festival

For the second year, Frankenmuth Brewery won an award at the Great American Beer Festival, held in Denver, Colo.

*Frankenmuth Old German Style Dark* was awarded the Silver Medal. "It reaffirms that Frankenmuth Beers are of the finest quality and rank among the best beers in the country," said Ferdinand M. (Fred) Schumacher, president of Frankenmuth Brewery.

Fred Scheer, Frankenmuth's Master Brewer said, "I am very proud to get this third medal for the Frankenmuth Brewery in my two and a half years in Frankenmuth." Last year Frankenmuth Brewery received a Gold and a Silver medal at the Great American Beer Festival in Denver.

Most recently, the Frankenmuth Brewery was in the news when Randall E. Heine agreed to acquire all the stock of Frankenmuth Brewery, Inc. "This certainly confirms our belief in the fine craftsmanship that is used in the creation of Frankenmuth Beer," said Heine.

### Four monks and Barengo vinegars claim top medals at the California State Fair

At the 1990 California State Fair in Sacramento, *Indian Summer* received top honors for its prize-winning vinegars, from a crowded field of entries. A gold medal was awarded for its *Four Monks White Wine Vinegar with Tarragon Herb* and a silver went to its *Barengo Gourmet Red Wine Vinegar*.

The award-winning *Indian Summer*



brands use only Napa Valley beverage quality grapes, vinted at their own winery. The *Barengo Gourmet Red Wine Vinegar* is made in the rare time-honored tradition—the Orleans method from France invented by Louis Pasteur—the vinegar ferments for a full seven months in 50 gallon oak barrels. The vinegar is then aged for more than one year in oak.

The *Four Monks White Wine Vinegar with Tarragon Herb* gets its distinctive flavor from fresh sprigs of tarragon, which take ten days to permeate the vinegar. Unlike many other tarragon vinegars, no tarragon flavoring is added.

*Indian Summer*, bonded in 1932 following prohibition, is the oldest vinegar company in California. Indian Summer is producer of Barengo and Four Monks wine vinegars and Nakano rice vinegars.

*Four Monks White Wine Vinegar with Tarragon Herb* retails for \$1.79 for a 12 ounce bottle; *Barengo Gourmet Red Wine Vinegar* sells for \$2.29 for a 12.7 ounce bottle. For more information contact Indian Summer at (415) 641-1040 or write 1325 Evans Avenue, San Francisco, CA 94124.

### Nakano rice vinegars: seasoned or natural make heart-healthy dressings

Although their name says "vinegar," Nakano Rice Vinegar's mild, low-acidic flavor gives healthy advantages over other types of vinegars.

Nakano Seasoned Rice Vinegar isn't being used as a vinegar at all. Rather, it is gaining popularity as a fat-free, no-cholesterol, light and zesty, low-calorie dressing. Because it is so smooth in flavor, seasoned rice vinegar helps enhance rather than overpower other ingredients lending itself as a light seasoning for salads, vegetables, and even fish. Nakano Natural, used as an ingredient vinegar, has a low, 4 percent acidity, making the taste tangy but not tart. Because of its unique, smooth flavor, it can be used in place of any other vinegar, requiring 2/3 less oil in classic oil and vinegar dressings (three parts vinegar to one part oil) and typically cutting down the amount of oil needed in many sauces.

These products were recently repackaged with colorful photography depicting serving suggestions to reflect their new uses. A side label provides nutritional information. The products are sold nationally and are being supported by neck hangers with heart-healthy recipes, sampling programs and direct mail in California; and a national public relations campaign. Consumer recipe booklets are available. For more information, contact NAKANO U.S.A., (415) 641-1040. Suggested retail price: \$1.39, Natural and \$1.49, Seasoned. Packaged in cases of 12, 12-ounce glass bottles.

# **20 Million times a day.**



**That's how often General Foods products find their way from your store onto America's tables!**

For any meal occasion, breakfast, lunch, dinner, or anytime in-between, our brands meet the changing needs of today's consumers.

Our customer service programs support your efforts to profitably reach the consumers 20 million times a day.

**General Foods...leading in customer support services.**



GENERAL FOODS USA • GENERAL FOODS COFFEE AND INTERNATIONAL • OSCAR MAYER FOODS CORPORATION

## PEOPLE

### The Kroger Co. names new manager of store operation services for Michigan marketing area



Famiano

Donald Famiano has been named manager of store operation services for the Michigan marketing area of The Kroger Co. Michigan marketing area.

Famiano joined Kroger in 1976. He served most recently as a zone sales manager in the Michigan marketing area. He has also worked throughout his career at Kroger in the personnel and merchandising departments.

Famiano earned a degree in business management from Eastern Michigan University in 1976.

He is a resident of Oak Park.

The Kroger Co., the nation's second-largest supermarket chain, has been part of the Michigan grocery store scene since 1917. The company now operates 78 supermarkets in Michigan and more than 1,200 nationwide.

### The Kroger Co. names new zone manager for Michigan marketing area



Hoefler

Donald Hoefler has been named a zone sales manager for the Michigan marketing area of The Kroger Co. The announcement was made by Joel Greenisen, president of The

Kroger Co. Michigan marketing area.

Hoefler joined The Kroger Co. in 1968. He served most recently as Store Manager at the Garden City Kroger store at Ford Road and Lilley Road. During his career at Kroger, he has worked in store management positions at several Michigan stores, including several in the Lansing area.

Hoefler is a resident of Canton.

### Nabisco Brands names Bills director of employee services

Paula L. Bills has joined Nabisco Brands, Inc., as director of employee services for corporate personnel.

Bills has been head of Bills Associates, a West Orange, N.J., consulting firm for the health care industry, since 1986. She was previously director of priority systems for employee assistance at Overlook Hospital in Summit, N.J.

### Materials/R&D manager appointed at Stroh's Ice Cream Company



Watkins

The appointment of a second key member to the manufacturing operations staff at the new Stroh's Ice Cream Company, has been announced.

Effective immediately, Thomas

A. Watkins will assume the duties of the newly created position of materials/R&D manager. He will report to Mark Rayman, director, plant operations.

Utilizing his 14 years of specialization in manufacturing and food technology, Watkins will be responsible for scheduling production and plant operations, inventory control of raw materials and finished goods, and formulation of all products.

### Frankenmuth Brewery Inc. to be sold

Randall E. Heine has agreed to acquire all of the stock of Frankenmuth Brewery, Inc., Michigan's oldest operating brewery. Heine, president and owner of Total Foods Corporation, is a native of Frankenmuth.

The brewery is an excellent facility and brews some fine beers," said Heine. "The Frankenmuth and Old Detroit brands have shown great popularity and encouraging growth during the past two years. It is important for Michigan that these fine beers continue to be available and brewed in Michigan."

Ferdinand M. (Fred) Schumacher is continuing as chief operating officer of Frankenmuth Brewery, Inc., and Fred Scheer as brewmaster. Said Schumacher, "We congratulate Mr. Heine and welcome him back to his native Frankenmuth. Frankenmuth Brewery thus remains Michigan owned and operated."

### St. Julian promotes Zuiderveen to VP of sales



Zuiderveen

Joe Zuiderveen has been promoted to vice president of sales of St. Julian Wine Company, Inc., in Paw Paw, after two and a half years as sales manager.

St. Julian, Michigan's oldest winery, is the largest-selling wine company in the state. Its 35 different wines are sold primarily in Michigan, and its nine sparkling wines are

produced and distributed throughout eight Midwestern states.

Zuiderveen has been in the wine industry business for 11 years. He started in sales with Kent Beverage in Grand Rapids in 1979 and was most recently the West Michigan market manager for Christian Brothers before joining St. Julian in 1988.

### Nabisco Brands names Wilt director of nutrition

Dr. Susan A. Wilt has joined Nabisco Brands Inc., as director of nutrition.

Prior to joining Nabisco Brands, Wilt has been an assistant professor of public health and nutrition at Columbia University in New York City since 1986.

### Heinz makes changes to staff



McCabe

Lawrence J. McCabe has been appointed vice president-general counsel responsible for all legal matters of H.J. Heinz Company.

McCabe formerly served as vice president-associate general counsel of H.J. Heinz Company.



Thomas

Benjamin E. Thomas has been appointed corporate secretary and assistant general counsel.

S. Donald Wiley, senior vice president, general counsel and secretary has retired after 34 years of distinguished service to the company. He also retired from the board of directors of H.J. Heinz Company, where he served for 18 years. He will remain a trustee of the H.J. Heinz Company Foundation and will become vice chairman of its board of trustees.

McCabe joined H.J. Heinz Company in 1966, was promoted to assistant general counsel in 1972 and named director of legal affairs in 1975. Earlier in his career he was a corporate attorney for Duquesne Light Company.



Wiley

### Spartan associate is recipient of award

Rick L. Stanley, Director of Retail Store Development for Spartan's Market development division, was recently officially awarded the prestigious Certified Professional Supermarket Designer (CPSD)

accreditation. Making the presentation were Patrick M. Quinn, president and CEO of Spartan Stores and Charles B. Fosnaugh, vice president of Spartan Stores Market Development Division.

The award, which recognizes outstanding professional competence in supermarket design, is administered by the National-American Wholesale Grocer's Association (NAWGA). It follows the successful completion of a stringent set of seven timed tests, both written and oral, given over a multi-year format.

### National Conference of Weights and Measures to consider new requirements

The Laws and Regulations Committee of the National Conference of Weights and Measures is meeting this week to discuss several proposed changes including moisture loss issues for ice-packed poultry, pet foods, pasta and bacon and luncheon meats. The panel will also discuss whether to recommend that fish removed from the shell be permitted to be sold by drained weight when sold in bulk. Another proposal to be considered will be whether to allow ready-to-eat whole chickens cooked on the premises but not packaged in advance of sale to be sold by count rather than weight. The panel will also consider a proposal that all ice cream packaged in advance of sale be sold by fluid volume.

### Affiliated Foodland stores helped to raise over \$10,000 for the needy

Independent supermarkets affiliated with Foodland Distributors, a voluntary supermarket wholesaler headquartered in Livonia, and WMXD Radio joined forces for the fourth year in a row to support the Salvation Army's efforts to feed the needy at Christmas time.

"The Give a Buck, Feed a Family" campaign officially kicked off on November 21, at the Salvation Army's Harbor Light Shelter in Detroit, where Foodland Distributors presented a \$2,500 check to Lt. Colonel Clarence Harvey. During the campaign, which ended December 21, each shopper who visited an affiliated Foodland store was encouraged to donate a dollar. WMXD further supported the program by asking listeners to "Give a Buck." The radio station also sent its on-air personalities to help bag groceries and carry them to shoppers' cars to encourage additional donations.

The "Give a Buck, Feed a Family" promotion helped the Salvation Army to provide for thousands of needy families through their soup kitchens and food pantries.

Foodland Distributors is Michigan's largest voluntary food wholesaler and services 171 stores throughout the state.

# SUPPORT THESE AFD SUPPLIER MEMBERS

## BAKERIES:

|                                   |                |
|-----------------------------------|----------------|
| Ackroyd's Scotch Bakery & Sausage | 532-1181       |
| Archway Cookies                   | (616) 962-6205 |
| Aurey 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       |
| 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/Wiefferman Company       | 521-8847       |
| Coors Brewing Company           | 451-1499       |
| Don-Lee Distributors, Inc.      | 584-7100       |
| Eastown Distributors            | 867-6900       |
| Everfresh Juice Company         | 755-9600       |
| Faygo Beverages, Inc.           | 925-1600       |
| G Heileman Brewing Co.          | (414) 796-2540 |
| General Wine & Liquor           | 867-0521       |
| 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 |
| Neatle-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 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       |
| Ameri-Con, Inc.                | 478-8840       |
| Arlana Food Brokers            | 833-8686       |
| Chuck Batcheller Company       | 559-2422       |
| City Foods Brokerage Company   | 894-3000       |
| Conrady-Greene Company         | 362-0800       |
| Estabrooks Marketing           | (517) 548-3750 |
| J. B. Novak & Associates       | 752-6453       |
| James K. Tamakian Company      | 424-8500       |
| John Huettelman Co.            | 296-3000       |
| Marika & 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       |
| United Salvage Company         | 772-0951       |
| VIP Food Brokers International | 855-2335       |

## CANDY & TOBACCO:

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

## CATERING HALLS:

|                                   |          |
|-----------------------------------|----------|
| Gourmet House, Inc.               | 771-0300 |
| Karen's Cafe at North Valley      | 855-8777 |
| Pennas of Sterling                | 978-3880 |
| Phil's Catering                   | 751-0751 |
| Southfield Manor                  | 352-9020 |
| Thomas Manor Catering             | 771-3330 |
| Tina's Catering                   | 949-2280 |
| Vanessa's Banquet Hall & Catering | 354-0121 |

## DAIRY PRODUCTS:

|                                 |                |
|---------------------------------|----------------|
| American Dairy Assoc.           | (517) 349-8823 |
| Borden Company, The             | 583-8191       |
| Dairy Products of Michigan      | 352-9688       |
| London's Farm Dairy             | 984-5111       |
| Melody Farms Dairy Company      | 525-4000       |
| Milk & Meat Country Prods Dairy | 864-0550       |
| Stroh's Ice Cream               | 568-5108       |
| Tom Davis & Sons Dairy          | 583-0540       |

## EGGS & POULTRY:

|                          |          |
|--------------------------|----------|
| Epo Foods, Inc.          | 857-4040 |
| Capitol Poultry          | 567-8200 |
| Cavanaugh Lakeview Farms | 475-9391 |
| Linwood Egg Company      | 524-9550 |

## FISH & SEAFOOD:

|                             |                |
|-----------------------------|----------------|
| Great Lake Fish & Seafood   | 368-6050       |
| Hamilton Fish Company, Inc. | 832-6100       |
| 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:

|                         |          |
|-------------------------|----------|
| Great Lakes Ice         | 774-9200 |
| Midwest Ice Corporation | 868-8800 |
| New City Ice Co.        | 485-0430 |

## INSECT CONTROL:

|                       |          |
|-----------------------|----------|
| Eradic Insect Control | 354-5440 |
| Rose Exterminators    | 588-1005 |

## INSURANCE:

|                                |                |
|--------------------------------|----------------|
| Alphamerica 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       |
| Frank P. McBride Jr., Inc.     |                |
| Gadaleto, Ramsby & Assoc.      | (517) 351-7375 |
| Jardine Insurance Agency       | 641-0900       |
| K. A. Tappan & Assoc. Ltd.     | 344-2500       |
| Lloyd's Assoc.                 | 356-0472       |
| Miko & Assoc.                  | 776-0851       |
| Mitzel Agency                  | 773-8600       |
| Rocky Husaynu & Associates     | 356-7900       |
| North Pointe Insurance         | 358-1171       |
| Sullivan-Gregory, Inc.         | 332-3060       |
| Sun Financial Group            | 350-3400       |
| Traverse Bay Insurance         | (616) 347-6695 |

## MANUFACTURERS:

|                             |                |
|-----------------------------|----------------|
| Carnation Company           | 851-8480       |
| Don's Chuck Wagon Products  | 771-9410       |
| Groeb Farms                 | (517) 467-7609 |
| H. Raadco, Inc.             | 933-6323       |
| Hamilton Meat Pie Co.       | 582-2028       |
| Home Style Foods, Inc.      | 874-3250       |
| Kahl Enterprises, Inc.      | 527-7240       |
| Kraft Foods                 | 261-2800       |
| 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       |
| Dudek Deli Foods          | 891-5226       |
| Flint Sausage Works       | 239-3179       |
| Guzzardo Wholesale Meats  | 833-3555       |
| Hartig Meats              | 832-2080       |
| Hillshire Farm & Kahn's   | 778-3276       |
| Hubbard Apurines          | (517) 467-2051 |
| Hygrade Food Products     | 464-2400       |
| Kowalski Sausage Company  | 837-8200       |
| Liberty Meat Co.          | 549-1658       |
| 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       |
| 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 |
| 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 |
| 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 |
| Nikhlis Distributors (Cabana) | 571-2447 |
| Sena Snacks & Vending, Inc.   | 740-6444 |
| Sunshine Biscuits, Inc.       | 386-7052 |
| Variety Foods, Inc.           | 268-4900 |
| Vitner Snacks                 | 368-2447 |

## PROMOTION/ADVERTISING:

|                             |                |
|-----------------------------|----------------|
| Gateway Outdoor Advertising | 544-0200       |
| Haan Display Sign Service   | (616) 243-3223 |
| Intro-Marketing             | 540-5000       |
| J. R. Marketing-Promotions  | 296-2246       |
| Northland Marketing         |                |
| 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 |
| Boag Cold Storage Warehouse   |          |
| Burnstein & Assoc.            | 646-7400 |
| Central Alarm Signal, Inc.    | 864-8900 |
| Closed Circuit Communications | 478-3336 |
| Detroit Edison Company        | 323-7786 |
| Goh's Inventory Service       | 353-5033 |
| Group One Realty              | 851-4910 |
| Market Mechanical Services    | 680-0580 |
| Marketplace Services          | 557-4500 |
| 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 |
| Sarafa Realty                 | 851-5704 |
| Southfield Funeral Home       | 569-8080 |
| Telecheck Michigan, Inc.      | 354-5000 |
| Vend-A-Matic                  | 585-7700 |
| Whitley's Concessions         | 278-5207 |

## 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       |
| Kasco Atlantic Service Co.      | (800) 631-7650 |
| MMI Distributing                | 582-4400       |
| Midwest Butcher & Deli Supply   | 332-5650       |
| Refrigeration Engineering, Inc. | (616) 453-2441 |
| Superb Vacuum Cleaners          | 941-3900       |
| Supermarket Development         | 521-5150       |
| Ultra Lite Supply Co.           | 751-1940       |
| Winston Sales & Services        | 739-3210       |

## WHOLESALE/FOOD DISTRIBUTORS:

|                                  |                |
|----------------------------------|----------------|
| Bremer Sugar                     | (616) 772-9100 |
| Capistar, Inc.                   | (517) 699-3605 |
| Detroit Food Service             | 563-4282       |
| Foodland Distributors            | 523-2177       |
| Food Marketing Corporation       | (219) 483-2146 |
| General Provision                | 393-1900       |
| Great Lakes Home Food Service    | (517) 835-6785 |
| I & K Distributing               | 491-5930       |
| 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       |
| Paul Fata & Sons, Inc.           | 321-5991       |
| Quick Foods Company              | 546-4884       |
| Rainbow Ethnic & Specialty Foods | 646-0611       |
| Rich Plan of Michigan            | 293-0900       |
| Row-Bur Distributors             | 852-2616       |
| Sales Enterprises                | (517) 487-5823 |
| Scot Lad Foods, Inc.             | (419) 228-3141 |
| Sherwood Food Distributors       | 366-3100       |
| Simco Inc.                       | 253-1530       |
| Spartan Stores, Inc.             | (616) 455-1400 |
| Super Food Services              | (517) 777-1891 |
| Superior Fast Foods, Inc.        | 296-7118       |
| Trepeco Ltd.                     | 546-3661       |
| Warehouse Club                   | 532-3399       |
| Wholesale House, Inc.            | 846-6209       |
| Ypsilanti Food Co-op             | 483-1520       |

## ASSOCIATES:

|                                |                |
|--------------------------------|----------------|
| Black Jack Folding Steel Guard | 893-7677       |
| Bonmarke Corporation           | 342-1679       |
| Bureau of State Lottery        | (517) 887-6820 |
| Danor Corporation              | 557-3476       |
| Dino's Emmet One Corporation   | 341-4522       |
| Herman Rubin Sales Co.         | 354-6433       |
| Jackson Park Agency Corp.      | 381-7000       |
| Jam Sound Specialists          | 545-9912       |
| Karoub & Associates            | (517) 482-5000 |
| Livernois-Davison Florist      | 352-0081       |
| Menczer & Urcheck P. C., C P A | 561-6020       |
| Michigan Food Sales            | 882-7779       |
| Minnich's Boats & Motors       | 748-3400       |
| Motor City Ford Truck, Inc.    | 591-1234       |
| Movie Warehouse                | 739-9200       |
| Slam's Video                   | 255-7526       |
| Warrior Martial Arts           | 865-0111       |
| 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



IS PROUD TO PRESENT  
OUR 11th ANNUAL

## PROGRAM DETAILS

- FULL COLOR FREE STANDING INSERT
- FSI SUPPLEMENTED WITH A 2 PAGE ROP AD IN THE MICHIGAN MULTI AD GROUP
- RUNNING THE WEEKS OF **APRIL 15th** AND **APRIL 22nd, 1991**
- ATTRACTIVE POINT OF SALE MATERIALS INCLUDE: DISPLAY CARDS  
• SHELF CARDS • FREEZER CARDS • WINDOW POSTERS • AD SLICKS
- CONSUMER SWEEPSTAKES FEATURING **\$12,000.00** IN FOOD GIFT CERTIFICATES
- **39 COUPONS** OR OFFERS WITH A **VALUE OF OVER \$15.00**



## COUPON EXPLOSION



## NEWSPAPER CIRCULATION

STATE OF MICHIGAN - OVER 2,066,000



| MARKET       | NEWSPAPER       | CIRCULATION |
|--------------|-----------------|-------------|
| ANN ARBOR    | NEWS            | 50,000      |
| BATTLE CREEK | ENQUIRER        | 29,000      |
| BAY CITY     | TIMES           | 39,000      |
| DETROIT      | FREE PRESS/NEWS | 683,000     |
| FLINT        | JOURNAL         | 109,000     |
| GRAND RAPIDS | PRESS           | 142,000     |
| JACKSON      | CITIZEN PATRIOT | 37,000      |
| KALAMAZOO    | GAZETTE         | 67,000      |
| LANSING      | STATE JOURNAL   | 70,000      |
| MUSKEGON     | CHRONICLE       | 47,000      |
| OWOSSO       | ARGUS-PRESS     | 13,000      |
| PONTIAC      | OAKLAND PRESS   | 76,000      |
| PORT HURON   | TIMES HERALD    | 29,000      |
| SAGINAW      | NEWS            | 57,000      |

|                      |           |
|----------------------|-----------|
| FREE STANDING INSERT | 1,448,000 |
| ROP AD MICH AD GROUP | 618,000   |

|                   |           |
|-------------------|-----------|
| TOTAL CIRCULATION | 2,066,000 |
|-------------------|-----------|

LOOK FOR PARTICIPATING ITEMS IN  
YOUR WHOLESALERS MERCHANDISER

SEE YOUR PFEISTER REPRESENTATIVE FOR DETAILS

DETROIT (313) 591-1900

GRAND RAPIDS (616) 949-7210