

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

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and its affiliate, Package Liquor Dealers Association

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## LEGISLATIVE UPDATE

### Nickel gas tax idea dropped

After weeks of speculation, House Speaker Thomas Foley (D-Wash) announced late Sept. 18 that the highway bill and its proposed nickel-per-gallon tax increase will be dropped and replaced instead with legislation simply extending the half-portion of last year's gas tax that is dedicated to transportation. Foley said that the new strategy for reauthorizing the nation's highway and transit programs was supported by House Public Works Chairman Robert Roe (D-NJ) and Ways and Means Chairman Dan Rostenkowski (D-Ill.). These chairmen said they will be able to report a reformulated bill in the very near future. Also, on Sept. 17 the Senate passed a resolution opposing an additional 5-cent gas tax this year. This action helped galvanize support for dropping the 5-cent tax. Funding for highway programs expired at the end of September.

### State of New Hampshire requires labeling of waxed produce

Under New Hampshire law, retailers as of Sept. 28 are required to post produce waxing labels in the produce department. Earlier this month the State Department of Health and Human Services issued rules for the bill introduced and passed into law during the 1990 legislative session. The law affects sellers of agricultural products that are finished with what the rules call a "surface finishing agent," which is added to fresh produce to make it more palatable, preserve gloss, inhibit discoloration, including glazes, polishes, waxes and protective coatings. A counter card would be displayed. A two-tier level of fines was established for non-compliance: \$100 for incomplete labeling for the first violation after notice of warning; \$250 for the second violation. Retailers would be fined \$200 for the absence of labels after the first violation; \$500 for the second. The New Hampshire Retail Grocers contend

See UPDATE, page 19

## Brewers, wholesalers launch national campaign to discourage underage drinking

The Beer Institute and the National Beer Wholesalers Association (NBWA) last month joined forces with Stroh Brewing Company to launch a major national campaign to distribute nearly 2 million point-of-sale posters and flyers aimed at preventing youth from buying beer.

Last month's kick-off marked Michigan's involvement, but the campaign has already begun in several other states. Materials will be sent to beer distributors throughout the state in hopes that they will be delivered

to retailers by the drivers.

Stroh Brewery President William L. Henry called the campaign "one more tool against underage purchases," and said Stroh was "happy to participate with the other brewers of the Beer Institute, NBWA and retailers in this new effort."

"Our industry doesn't want underage business. Period," said Ron Sarasin, president of NBWA. He called the campaign "a resounding statement to remind everyone that our industry is committed to doing

whatever it can to keep our products out of the hands of youth."

Beer Institute President James Sanders, whose association represents brewers and their suppliers, said the effort further demonstrates the beer industry's commitment to ending the underage purchase and consumption of its products. "Our companies have been fighting underage drinking for a long time and this is a major awareness campaign that augments our other education programs."

In a joint letter to the nation's wholesalers, Sarasin and Sanders noted the "growing concern about alcohol abuse in general and underage in particular. . . . As wholesalers, as community leaders and as parents, we don't want our products illegally purchased and consumed by those under 21."

Brewers, through the Beer Institute, are contributing to the campaign more than 200,000 posters and 1.5 million smaller counter displays that retailers can post on their premises.

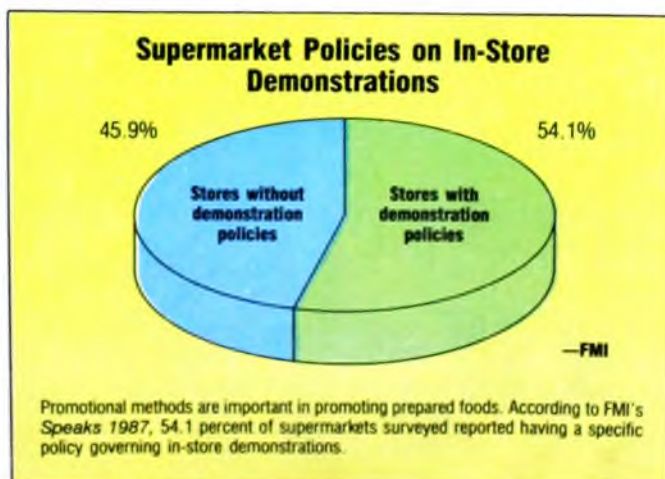
This will remind retailers "that they, too, can play a major role in the solution to the problem of illegal underage purchasing," the joint letter said.

Other participants in the press

See UNDERAGE, page 19



LCC Chairwoman Maxine Perry addresses the crowd at last month's unveiling of a campaign to curb alcohol sales to minors.



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# AFD takes lead in legislative issues

By Joseph D. Sarafa  
Executive Director



With most of the state budget issues resolved, November and December could be busy months for AFD's legislative agenda. Very high on that agenda, we will be getting an addi-

tional 2 percent profit on liquor sales. The liquor retailer has not had an increase in more than 10 years. It is only fair that we be allowed this increase to help offset the rising cost of doing business, including the purchase of mandatory liquor liability insurance.

Another very important issue for our industry is what happens to minors who attempt to purchase beer, wine or liquor. Unfortunately, nothing happens to them currently. AFD is trying to change that. With our help, Sen. James Barcia introduced two bills which would impose stricter penalties against minors who attempt to purchase alcoholic beverages. The penalties would include fines, community service, and suspension of drivers' licenses. These bills have already passed the Senate and are currently in the House. AFD

has testified in favor of these bills and will continue our efforts to move these two bills forward.

The Associated Food Dealers of Michigan is the only food and beverage association trying to give the retailer some relief over the handling of deposit bottles and cans. We won a hard-fought battle in the legislature to give retailers a percentage of the unredeemed deposits in the form of a handling fee. That victory was overturned by a court decision and AFD is vigorously appealing.

Privatization of the liquor industry is a controversial issue which you will be hearing about in the near future. Although the State would be able to receive a one time financial gain by the sale of its liquor inventory and reduce the size of government by laying off about 500 people, the long term effects of this move are apparently not in the best interest of the state or the retailer. A report from the accounting firm of Price-Waterhouse suggests that if the State were to privatize, liquor prices would have to increase over 30 percent. We are also deeply concerned about what impact privatization would have on small businesses. AFD will be watching this issue very closely and keeping you informed through the *Food & Beverage Report*. By now,

you should also be aware that a rule change approved by the Liquor Control Commission makes liquor displays legal and allows an unlimited number of liquor bottle facings.

In nearly every session in the House and Senate, new tobacco legislation seems to be introduced. Recent legislation would attempt to force retailers of tobacco products to be licensed and pay several fees to get that license. AFD strenuously opposes this legislation. However, we continue to urge retailers to make certain that neither they, nor their employees, sell tobacco products to anyone under 18 years of age.

## Other important notes:

With the holiday season near, municipalities will increase their sting operations. Usually a police cadet, under 21 years of age, will enter a store and try to purchase alcoholic beverages. Please check I.D. very carefully and instruct your employees to do the same. Don't be a victim. Be prepared.

A large number of driver holdups have been reported recently. As drivers come in and out of your store, please watch out for them and their trucks. Notify the driver if you notice any suspicious activity occurring in the area of the truck but do not try to be a hero. Observe carefully and then contact the police immediately.

Lastly, as we approach the holiday season, on behalf of the Associated Food Dealers of Michigan, I want to wish each of you and yours, a healthy, happy, prosperous and blessed Thanksgiving.

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## The Grocery Zone

By David Coverly



Menal Shaba, owner of Party Place in Roseville, won this portable television by entering himself in a drawing at the AFD booth at the Beverage Journal Trade Show. Congratulations and happy viewing!



# Survey reveals customer feelings towards retailers, stores

By John Dagenais

During the past summer, I attended two rather large family reunions here in Michigan and an idea hit me. Here were two collected groups of different ages, different income levels, varied educational backgrounds and from small towns to large cities—an ideal time to conduct a survey!

Subject of the survey: Things that customers like or dislike when shopping in food-and-beverage stores. Total number of adults participating in survey: 370 people ranging in age from 21 to 86. Armed with hand-carried tape recorder and a small notebook, here's what I came up with.

Regarding a store's general appearance both inside and outside, women were more critical than men. The majority of participants listed the following observations as very important to their continued patronage of any store:

- Reasonable parking and clean parking lot;
- Neat appearance inside store; with cleared walk-through areas;
- Prices clearly marked on shelf or product;
- Prompt help from employees or owner of any problem;
- Assistance in moving large orders to parking lot;
- Good lighting in store, no litter on floors and a fresh smell.

In the area of beverage stores, our respondents to the survey said they favored counter-assisted sales for liquor as opposed to self-service. The majority of men and women liked selecting their own wine purchases, but disliked employees offering help when clerks demonstrated little knowledge of wine selection.

The most-mentioned comment on beverage stores that customers disliked was that some stores allowed too large of an accumulation of empty returnables at the check-out counter or at the front of the store.

About 55 people in the survey commented that they didn't like to see the cash register "almost completely covered" by cigarette displays and other items like advertising and various posted signs. The general consensus was that the shopper should be able to see very clearly each item rung on the cash register and the register receipt should be promptly presented.

A pet peeve listed by many contributors to our survey was the misuse of an express checkout lane in larger stores wherein people with a half-dozen items over the posted limit for speedy service charged through. Following on the heels of that complaint came the dislike of the customer pulling out a checkbook in the express checkout lane especially

when a sign is posted stating "cash only—no checks."

Another irritation listed by both men and women centered on sales personnel at a cash register carrying on a running conversation with other employees or friends while in the process of ringing up sales. When we asked for any additional complaints under the subject of "checking out" in stores, we noted the following observations by customers:

- Smoking by owner or other per-

sonnel at service counters or checkout area when store signs read "No Smoking;"

- Bagging clerk overloading food or beverages into bags;
- Employees not smiling and thanking the customer for the purchase;
- Checkout clerk not taking time to occasionally wipe off wet areas from counter left by frozen food or iced beverages.

Many of the people we talked to

had difficulty in understanding the retailer's problems in handling returnable beverage containers, but women especially could not understand signs reading, "We will not accept empty containers in plastic bags," or "We accept only clean bottles and cans"...and there appears to be no effort by the store to enforce what the signs ask of the public.

While most patrons of both small

See SURVEY, page 14



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# WHAT'S HAPPENING AT THE MICHIGAN LOTTERY

## Michigan Lottery to celebrate 20th for an entire year

By Michigan Lottery Commissioner  
Jerry Crandall



Crandall

This month launches a year-long celebration to honor an important milestone: The Michigan Lottery's 20th anniversary. The first lottery game, called the "Green Game," went on

sale to the public on Nov. 13, 1972. Since the Lottery's inception, Lottery players have won more than \$5.7 billion in prizes. In addition, the Lottery has contributed nearly \$5 billion to Michigan's public education system. The Lottery's retailers, staff and players have all played significant roles in this achievement.

As we enter the Lottery's third decade, our commitment will be to ensure the Lottery continues to be a winner for everyone—a fun and exciting experience for our players, a profitable venture for our retailers and a successful fund-raising arm for our children's education. Above all, we are committed to maintaining the highest integrity and credibility of the Michigan Lottery.

I will continue to update you on our exciting plans for the 20th anniversary through this column. For now, I thought the following programs might be of interest to you.

### Holiday Incentive Promotion for Lottery Retailers

The Michigan Lottery gears up for the holiday season this month with a retailer incentive program called "The Holiday Bonus." The promotion is a sales contest in which on-line lottery retailers can win cash awards, ranging from \$200 to \$2,500 for achieving increased combined sales for the Daily 3 and Daily 4 games from Nov. 12 through Dec. 23. The Lottery will rank retailers on the dollar volume by which they have exceeded their sales goals. Sales goals are based on total sales during the same sales period last year (Nov. 13 through Dec. 23, 1990). Prizes will be awarded in each of the Lottery's eight regions, with a total of 509 prizes to be awarded statewide.

### Michigan Lottery puts up Lotto jackpot billboards across state

The Michigan Lottery began installation of 6 new billboards around the state to help build awareness of Lotto jackpot amounts. Part of a new outdoor advertising campaign, these electronic message billboards will use graphics and L.E.D. readout to promote the play of Lotto and com-

municate jackpot figures on a daily basis. Following are the locations of the 16 billboards.

Detroit: I-96/Evergreen  
M-39/Joy Road  
I-75/Six Mile Road  
8 Mile Road/John R  
Pontiac: To be determined  
Monroe: To be determined  
Flint: I-75/Pierson Road  
Saginaw: I-75/M-46

Lansing: I-496/Pennsylvania  
U.S.-127/Kalamazoo

Benton Harbor: I-94/Napier  
Metro Detroit: I-94/I-275

Dequindre/11 Mile  
I-94/North River

Grand Rapids: 28th/Kalamazoo St.  
U.S.-131 (near Hall)

Television commercials hype  
Lotto excitement

Four television commercials designed to show how it feels to win the Lotto are airing statewide this month. The 15-second ads contrast winning the Lotto with four other activities, such as a comparison between a person dancing around because he just stepped on fireants—"whose shoes would you rather be in?" The ads will also help build jackpot awareness.

See LOTTERY, page 16



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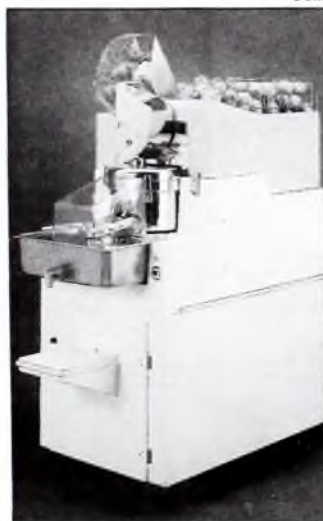
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# Senator James Barcia talks business

Chances are if you were a resident of Saginaw Bay area in the '60s, you may have met Sen. James Barcia.

How could you forget him? He was the little kid passing out "Re-elect Bingo Bob" emery boards and combs.

"Bingo Bob" was Bob Traxler, state representative and author of legislation to legalize bingo in Michigan. Jim Barcia was in sixth grade when he made his first foray into the political scene.

"Bob was my mother's next door neighbor when she was growing up," the Democratic senator from Bay City explained. "He introduced me to politics."

Barcia didn't waste much time channeling his early experience into the big time. In fact, he headed directly to the top when—just out of high school. He was selected as a staff assistant to U.S. Senator Phil Hart.

"This was a real important time in my life," Barcia remembers of the years 1971 and '72. "Being exposed to international politics really kindled my interest in the political process."

Realizing that his only future in

Washington would be as an assistant, Barcia headed back home to Michigan and Saginaw Valley State College (now University), serving in student government and completing his political science studies in 1974.

After graduation, Barcia plunged head first back into the political scene, taking a position as administrative assistant for State Representative Donald Albosta. From here he was appointed as the aide to the House Agriculture Committee. The experience was so rewarding that Barcia decided he'd spend more time in Lansing—as an elected official.

In 1976—at the ripe age of 24—Jim Barcia took a leave of absence from Albosta's office to run for state representative from the 101st District. His opponent—the incumbent—was also young, and very well-known.

"I ran against Colleen Engler," Barcia said of his inaugural dive into state office against the Governor's former wife. "She and John had just married, and she wasn't spending as much time in her district."

So Barcia seized the opportunity. As he tells it, he knocked on every door in the district twice—once in the

primary and once in the general election. By early November, young Jim Barcia had the distinction of being one of only two candidates successful in unseating an incumbent in state office.

After three successful terms as a state representative, Barcia set his sights on a new senate district—the 34th—created through reapportionment in 1982. Although he faced no incumbent, it was to be the toughest race of his career.



Sen. James Barcia

"In 1981, I had supported a Republican-sponsored bill that would reform workers' compensation in the state," Barcia recalled.

At that time, Michigan's workers' compensation laws were widely recognized as the most liberal of any in the nation. According to Barcia, it was widely assumed that you were entitled to draw compensation for just about any reason, including slight stress or nervousness, when in reality the original intent was to help people who were legitimately injured on the job. Because of its liberal interpretation, Michigan's workers' comp rates were skyrocketing.

"If you were a roofing contractor at the time, you paid \$48 in workers' comp insurance for every \$100 in wages," the Senator recalled. "The price of doing business was causing companies and jobs to pack up and leave the state."

Despite the efforts of a number of labor groups which launched a heavily financed campaign against him, Barcia stood by his guns. And when the campaign was over, he'd captured 75 percent of the vote.

See BARCIA, page 17

## AFD member benefits

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

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## Take a look at your floor

The first thing a supermarket shopper checks is the floor! Yes, a study of consumer shopping preferences by Designs shows cleanliness is at the top of the list. About four in 10 surveyed said the appearance and condition of the selling floor is the "first thing I look at when judging the cleanliness of a supermarket." Of course, even a

clean floor can look dirty if it's poorly lit or the wrong color, material or texture. The store's smell was noted by 14 percent. Also linked to cleanliness is the condition of the shelves, aisles and produce department.

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## SERVICE OF THE MONTH

# AT&T service, products at discounted prices now available to AFD members

AFD has added AT&T service to its long list of benefits.

Mike Quarton, AT&T branch manager for the state of Michigan, says AT&T can provide AFD members improved communications with customers, suppliers and employees.

"What we can offer any member of AFD is a competitive advantage, allowing us to identify problems within their businesses that they never knew existed," says Quarton.

One problem in business is keep-

ing track of messages. "Lost, inaccurate and untimely messages have been long accepted as a way of doing business," says Quarton.

The solutions, he says, are voice mail systems, automated attended systems and electronic mail systems.

"We can take those products and adapt them to fit any business if it needs them."

Because telephones are often the front door to a business, it is crucial that calls are handled promptly without putting callers on endless

hold. AT&T can end that worry with its multi-line cordless telephone.

"You're never out of touch with an AT&T product," insists Quarton.

Further proof of that are systems enabling calls to follow a person to a beeper or be forwarded to a car phone.

These products and services are made possible through General Business systems (GBS), a small company within AT&T.

GBS specializes in marketing products to customers with 80 phones

or less. It manufactures products itself—in the U.S.A.—and handles its own sales force, marketing, financing, service and ongoing maintenance.

"GBS employees relate to a small businessperson," says Quarton. "Small business needs are different from a business much larger."

GBS has contracted with AFD to provide discounts to members.

Members save on telephone systems, fax machines, paging systems, voice messaging products and more.

"Price performance of products is second to none," Quarton says.

And customer satisfaction is ensured with a money-back guarantee, something Quarton says is not a gimmick.

"That's how confident we are in the products we offer."

Small companies on the grow can also take comfort in the fact that the products will grow with their companies. No AT&T product will ever become obsolete and can always be enhanced later.

Regardless of where members live in Michigan, those products will always be serviced by AT&T people.

"Our service people have 20 years experience," says Quarton. "If there's a problem, they most likely have seen it happen before."

The commitment to service and products are all part of a promise that AT&T products will do the best job they can for AFD members' businesses.

"You need an edge," Quarton says. "And I think all our products give businesspeople that edge."

For more information about discounts on AT&T products and service, call 1-800-66-66-AFD.

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## LETTERS

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





**Can't Beat The Real Thing.**



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**ADVO System, Inc., The D**

At ADVO-System, Inc., we can put the power of direct mail marketing hard at work for your business. Our wide variety of advertising programs have the strongest distribution, readership and response in the industry. We are committed to understanding your specific marketing needs and finding the most effective solutions for your advertising dollar.

Being a full-service, direct mail marketing company means at ADVO we can provide our clients not only with the strength of market penetration, but also with a variety of support services. Services such as ad layout, copywriting, printing and data compilation are all in your corner when you join the ADVO team.

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The "Missing Child" card is just one example

of the many *recognizable* advertising mail products that ADVO produces. When your business runs an advertisement on side 1 of the "Missing Child" card, you get the distribution you want on a *recognized* piece that consumers *read*. Also, your business is automatically doing its part to help the National Center for Missing and Exploited Children spread the word about the missing child featured on side 2 of the ad.



AI

### ADVO

- ▶ 17 billion per distribution
- ▶ 51 million households
- ▶ 95% response rate

### ADVO

- ▶ Data
- ▶ Campaign
- ▶ Response
- ▶ Distribution



# Advertising Power

## At Mail Marketing Leader

Powerful market penetration and high recognition among consumers is what ADVO's "Mailbox Values"™ savings package is all about.

Reaching your targeted market 2x per week, this *cost efficient* mailer gives you the option of 51 weeks per year to choose from and a variety of insert choices at attractive prices. Mailbox Values™ readership strength gives you the power! ADVO advertising power!



If you would be interested in obtaining more specific information about ADVO, please call Judy Mansur at AFD. Not only will your mailing costs be cut substantially, but you *automatically* will qualify for volume discounts since you are associated with AFD.

In order to qualify for these discounts, however, you must channel your information request directly to the AFD offices in Southfield, Michigan,

**(313) 557-9600.**

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# AFD provides readers easy way to help needy

Readers of *Food & Beverage Report* have the opportunity to participate in the "Help Feed the Hungry: Buy a Case of Food" campaign that begins Nov. 13 and will continue through the holiday season.

The campaign is being conducted by Gleaners Community Food Bank of Greater Detroit, with the cooperation of Michigan National Bank and Associated Food Dealers of Michigan.

Appearing in *Food & Beverage Report* is a public service ad

being printed free of charge which explains how readers can select the foods they wish to donate for the hungry and where they can mail their checks.

"Readers can check off the cases that they wish to provide," explains Gene Gonya, Gleaners' president. "The campaign features 13 nutritious canned foods that can be purchased for the hungry through Gleaners."

Residents of Southeastern Michigan contributed \$150,747.65 to

the "Buy A Case of Food" campaign last year. As a result, Gleaners was able to distribute over 19,000 cases of food, which translates into over 500,000 pounds of product or twelve semi-truckloads.

Readers of *Food & Beverage Report* gave \$127.78 for cases of food to the needy last year.

We are hoping that this figure will be exceeded by at least 10 percent," Gonya said, "because the food needs of Gleaners' agencies are continuing to increase every month."

Gleaners works in partnership with more than 180 feeding agencies in more than 60 communities in

Wayne, Oakland, Macomb, Washtenaw, Monroe and Livingston counties.

Soup kitchens, church pantries and emergency shelters receiving food from Gleaners are serving 155,000 meals a week to the hungry in southeast Michigan.

Readers can obtain more information about the campaign by calling Gene Gonya at 923-3535.

Gleaners receives support from the United Way of Southeastern Michigan as well as from businesses, industry, foundations and private citizens.

## Small-business award nominations sought

Nominees for the 1992 Michigan Small Business Person of the Year award and other honors are being sought by the U.S. Small Business Administration.

Award winners will be honored at the Tenth Annual Michigan Small Business Day conference on April 28, 1992, in Novi. They will also be eligible for national awards that are presented in Washington, D.C. This year's Michigan Small Business Person of the Year, Leo LeBlanc of Muskegon, was the national runner-up and was honored by President Bush at the White House.

Nominations are also being sought for awards to small business advocates—people who have increased the public's understanding and awareness of small business interests and the contribution that small business makes to Michigan's economy.

Criteria for the Small Business Person of the Year award include growth in sales, employment, and profits. Nominees must qualify as small under SBA size standards. Maximum size standards vary by business classification and industry as follows: Services - \$2.5 to \$13.5 million in annual receipts; Retailing - \$3.5 to \$13.5 million in annual receipts; Construction - \$7 to \$17 million in annual receipts; Manufacturing - 500 to 1500 employees; Wholesaling - up to 100 employees. Owners/operators of businesses that fall within one of these ranges can call the SBA to find out their exact size standard.

To receive a nomination packet or additional information, call the Small Business Administration at (313) 226-6075 (ext. 82) or write to SBA, 477 Michigan Avenue, Room 515, Detroit, Michigan 48226.

## SURVEY

from page 4

and large stores approved of radio or taped music playing over store speakers, a solid 85 percent said the music should be pleasant and soft to the ears. The survey response was critical of loud "hard rock" recordings. Many customers just assume that the problem is the result of employees not supervised or the store owner not laying down ground rules on the matter.

Where food and beverage stores had a daily terminal for Michigan Lottery—these comments were listed as problem areas:

- Customers not utilizing handy number selection forms and reading out long lists of numbers for 3-digit daily game—causing lines to form;
- Previous day or weekly winning numbers not listed or not current for customer benefit;
- Only one employee handling both lottery ticket sales and sales of food and beverages

during busy periods; Under the category of "miscellaneous comments" during our survey, we selected the following from a lengthy listing:

- Young adults of legal drinking age feel that some clerks are either too rude or rather brisk in their requests for proof of age;
  - Some store owners or employees get rather upset when a customer brings in returnable containers not handled by that store;
  - Store makes no effort to control limited store parking for the handicapped;
  - Too many signs in window advertising various items for sale.
- Space does not permit us to go into further subjects. We do acknowledge that there are two sides to every story. But if you are interested in trying to improve your store image, at least take a look at your own business operation and change what needs to be changed.

## HELP FEED THE HUNGRY

### Buy a Case of Food



Use this coupon to Help Feed the Hungry. Gleaners Community Food Bank will use your donations to purchase the cases of food you select and distribute them at no cost to over 180 soup kitchens, church pantries, and emergency shelters.

#### INDICATE THE NUMBER OF CASES OF EACH ITEM YOU WISH TO BUY FOR THE HUNGRY

( ) Castleberry Beef Stew	\$14.06 case
( ) Bush's Deluxe Pork & Beans	\$10.85 case
( ) Star Kist Chunk Light Tuna	\$40.00 case
( ) Kroger Peanut Butter	\$18.00 case
( ) Welch's Grape Jelly	\$19.35 case
( ) Ragú Old World Style Spaghetti Sauce	\$20.44 case
( ) Healthy Choice Chicken Noodle Soup	\$14.40 case
( ) Kroger Instant Potatoes	\$14.03 case
( ) Beech Nut Baby Food	\$ 7.20 case
( ) Juicy Juice (Grape Juice)	\$12.83 case
( ) Sunshine HiHo Deluxe Crackers	\$25.50 case
( ) S·M·A Infant Formula	\$24.86 case
( ) Kroger Toasted Oats Cereal	\$16.50 case

Gleaners salutes the above food industry associates for their involvement in our continued efforts to Help Feed the Hungry.

Enclosed is my check in the amount of \$\_\_\_\_\_ for \_\_\_\_\_ case(s) of food as a tax deductible contribution to Gleaners Community Food Bank to Help Feed the Hungry.

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Please make checks payable to Gleaners Community Food Bank and mail with this coupon to: 2131 Beaufait, Detroit, Michigan 48207.

For more information call (313) 923-3535.

AFD

8/15/91



# Gerber: the Superbrand for super babies

Anyone who has ever known a baby, had a baby, or been a baby probably knows Gerber.

That's because Gerber Products Company, headquartered in Freemont, virtually monopolizes the market in almost everything a baby needs from birth to 3 years old.

Gerber has come a long way since it started making baby food in 1928 with the introduction of five varieties: vegetable soup, carrots, peas, prunes and spinach. Originally sold in drug stores, the baby food retailed for 15 cents a can. Today, Gerber makes nearly 200 varieties from which to choose, but food is only a small portion of the nearly 2,000 items it manufactures in all.

In fact, its wide appeal in almost every category of babies' needs throughout the world has earned Gerber Superbrand status, says Gerber Spokesperson Steve Poole. Its trademark baby logo is recognized in about 60 countries. In addition to manufacturing facilities in Freemont, Ashville, N.C., and Fort Smith, Ark., international operations include Australia, Costa Rica, Egypt, Italy, Japan, Mexico, Philippines, and Venezuela, as well as last month's acquisition of facilities in Poland. Gerber labels are printed in nine

languages: Arabic, English, French, Greek, Hebrew, Japanese, Italian, Chinese and Spanish.

Recognizing cultural variance back in the U.S., Gerber recently introduced its tropical line of baby foods consisting of guava, papaya, mango, and bean and rice dishes, and a corn cereal. Because ages and needs vary, too, the company recent-



The Gerber Products Company logo, designed in 1928 by artist Dorothy Hope Smith, is recognized in over 60 countries, and has appeared in every Gerber advertisement since its adoption.

ly added Gerber Graduates toddler food to its line.

Gerber puts as much emphasis on nutrition as it does taste. Gerber initiated infant nutrition research in 1931, and maintains in Freemont the world's largest private research and development facility dedicated to the subject.

Quality in all its products is paramount—high standards considering how many there are. In addition to baby food, Gerber manufactures a large assortment of children's wear, including sleepwear, blankets, the Onesies line, and Buster Brown

Playwear. Baby care items include Curity Diapers, an assortment of nursers, feeding systems, breast pumps, and pacifiers. Gerber also manufactures a variety of home safety items, as well as baby toys.

Not surprisingly, Poole says, the Gerber name enjoys 90 percent recognition throughout the country. It's that recognition that keeps customers coming back from generation to generation.

"Customers want Gerber," says Poole. "We believe it is impossible to do a legitimate baby food business without Gerber on the shelf."

## D.A.G.M.R. helps feed Detroit's hungry

D.A.G.M.R. helps feed thousands of hungry Detroiters through Operation Food Basket.

The 18th Annual D.A.G.M.R. Operation Food Basket will continue through Dec. 11, 1991. Any donations will be greatly appreciated. Operation Food Basket will accept less-than-perfect packaging of goods.

D.A.G.M.R. can feed a lot more Detroiters this holiday season with the kindness and support of the community.

Food contributions can be

delivered between 8:00 a.m.-3:30 p.m. to: Detroit Warehouse, 12885 Eaton, Detroit, Michigan 48227.

Phone Bert Cohen at (313) 491-1500.

For pick-up info, please call Mary Beth Ryan at 546-9600.

Contributions can also be made by check. Please make checks payable to D.A.G.M.R. Operation Food Basket.

D.A.G.M.R. needs your support to help make this a wonderful, happy holiday season for thousands of Detroiters.

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Let's talk straight about how easy it is to get AT&T quality for your small business. For one, AT&T may well cost less than you think. We also offer a wide range of financing

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So call us at (800) 247-7000 to talk about trading in your old phones for credit on a new AT&T phone system. Or return the coupon to our office today. Because if you think AT&T is the best small business phone value there is, we've got two more words for you:

"You're right."

\* If you are not completely satisfied with our products and support, notify us within 60 days of installation and your money will be refunded when the product is removed from your premises.



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Let's talk about how I can get a reliable AT&T phone system for my small business.

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Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_

Brand of equipment  
currently in place \_\_\_\_\_

No. of phones \_\_\_\_\_ No. of lines \_\_\_\_\_

## RETAILER PROFILE

# Food Plus dazzles customers in many ways



Part-owner Louie Boji examines Food Plus' hundreds of specialty cheeses from around the world.

Beautiful is not a word often used to describe grocery stores. But no one would hesitate to use the word to describe Food Plus.

Food Plus is the new super-market in Shelby township that dares all others to match its variety, quality and, yes, beauty.

The 40,000+ square foot store opened in mid-September with a sneak preview gala event for distributors, wholesalers and suppliers. Customers stormed the store the next day to participate in the store's grand opening celebration, which included a drawing for a Ford pickup truck. One lucky winner was awarded the truck in October.

Part-owner Louie Boji describes Food Plus as a modern, upscale market, in tune with the growth of the community it serves. Customers find all they need under its high and colorful ceiling, including tanks stocked with live lobster and fish; hundreds of gourmet cheeses imported from more than 30 countries; a full-service meat counter with butchers on-site; a fresh-seafood department; and an in-house bakery under the care of a studied pastry chef who works magic with chocolate and fruits.

"We probably have the biggest ice cream and frozen food selection

of any store this size," adds Boji, pointing out frozen is the trend of the future.

Proof that Food Plus goes the extra mile is right in the name, says Boji. Each end of the plus sign stands for a commitment to customers: service, quality, variety and low prices.

Food Plus is family-owned so catering to the family-oriented needs of customers is important, says Boji.

One of these needs is service. "Our goal is to give the best service to our customers," Boji says. "We would like to build our success on service."

Boji has already built his own success as the owner and operator of other grocery stores throughout the metropolitan area. He owns Food Plus with Sam Pattah, who spends much of his time working in the meat department of the store.

Boji and Pattah also own the entire new shopping center where Food Plus is located. The other stores include a drug store, a dry cleaner, a video rental, a salon and more. But clearly, it is Food Plus which attracts the customers to the shopping center in droves.

Boji says, "It's the most beautiful store in the state of Michigan."



Food Plus is a beautiful store, both inside and out.

## LOTTERY

from page 6

### Michigan students win big in GTECH's national computer contest

Two Michigan students who participated in a national computer contest sponsored by the Lottery's on-line vendor GTECH Corporation last month in Washington, D.C., clinched top prizes in their respective categories. Erica Hudson and Samuel Biggens, both students from Martin Luther King High School in Detroit, were Level 1 winners. Hudson and Biggens were awarded new NEC personal computers for their Level 1 projects. Three other students from Martin Luther King high school—Jason Amison, Mark Johnson and Torrilyn Henry—also traveled to the nation's capitol to compete in the contest.

Entitled "Preparing For the 21st Century Through the Use of Technology—A Student's Perspective," the competition was designed to test the skills of students from Michigan, Ohio, Indiana and Washington, D.C., in three different categories. Twenty-three finalists each received an all-expense paid trip to Washington, D.C., where they presented their entries to a judging panel during the National Association for State and Provincial Lotteries (NASPL) annual convention. Prizes

awarded included personal computers, \$200 savings bonds and certificates of recognition for all participants of the contest.

These students are our future. I commend GTECH for sponsoring a program which provides young people with opportunities to challenge themselves so they can grow both intellectually and emotionally. The Michigan Lottery salutes the students from Martin Luther King High School for setting an example for all Michigan students.

## AFD NOTES:

### Lottery agents alert

You may be a winner of 25 instant game tickets, courtesy of the Michigan Lottery!

This exclusive contest, only for readers of *Food & Beverage Report*, is easy to play: if your lottery agent i.d. number is listed below, you've won! The numbers are:

14166  
15013  
15877  
41960  
24609

Contact Sarah Humphreys at AFD (1-800-66-66-AFD) by Nov. 25 to claim your prize! If you weren't a winner this time, check next month's issue. Good luck!

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# BARCIA

from page 8

Barcia attributes his success at seizing the Senate seat to good people and good roots.

"I was lucky to have a sophisticated electorate that knew that, because I came from a working class family (his father is a sheetmetal worker), I wouldn't support something that would hurt them."

Barcia's best known for sponsoring the Whistleblower's Protection Act, which came about because of his experience with the House Agriculture Committee

If you lived in Michigan in 1975, you probably remember it. In St. Louis, Mich., a fire-retardant called "Firemaster" was mixed into animal feed instead of a nutritional supplement. Though the two workers who did the mixing realized something was amiss and that the bags seemed to be mismarked (both the fire and nutritional mixtures were produced by the same company), they were told by their foreman to mix it anyway.

Once farmers started to notice their livestock were not behaving properly and the feed company began to feel the heat, they started efforts to cover their tracks. The employees

who mixed the feed—both men in their 50s—were told that if they spoke to the media or any state or federal agencies, they would be fired.

"Because the workers feared for their jobs, they kept their mouths shut, and farmers continued to feed their livestock tainted food," Barcia explained. "Anyone in Michigan that ate state-produced dairy products or meat still has the chemical PBB—a known carcinogen—in their bodies. If those two workers could have told their story, the problem would have been cleared up much earlier, and the situation would have been less tragic."

So that history wouldn't repeat

itself, the state of Michigan—behind the impetus of Barcia—passed the Whistleblowers Protection Act, protecting employees who report wrongdoing by their employers from retribution. Since its passage, 22 other states and two provinces in Canada have adopted similar legislation.

Barcia also knows the troubles businesses face because of underage alcohol purchases. That's why he's been a vocal supporter of several bills introduced in the past five years which would dramatically increase the penalties to minors who attempt to buy alcoholic beverages.

"When the minor bill was originally introduced five years ago, it passed the Senate unanimously and nearly unanimously in the House," Barcia said. "But then-Governor Blanchard vetoed it, telling me he believed that someone under the age of 21 doesn't understand criminal intent, and shouldn't be held responsible. I pointed out that these same people are smart enough to deliberately deceive a clerk or store owner, and consequently should be held responsible."

Barcia notes that the impasse on the current bill before the House—the second one to unanimously pass the Senate—is caused by debate as to whether or not the bill is too tough. Besides raising penalties for minors caught in possession, it allows—but does not require—a judge to suspend the offender's driver's license. Some legislators and student groups think that's unfair. Barcia finds the argument ludicrous.

"A store which unknowingly sells to a minor is in danger of losing their liquor licenses while the offender—if caught before the purchase—only has to put the alcohol back on the shelf," Barcia said. If this law is going to work and it's going to be fair to everyone involved, we need a strong deterrent—like suspension of a driver's license—for a person contemplating illegally purchasing alcohol. I feel it's the best way to get a youth's attention and show them that they are jeopardizing a person's livelihood."

It's a blend of common sense and commitment to doing what's right that's kept Jim Barcia in public office for 15 years.

That's why he's always tried to be sensitive to the needs of business—regardless of whether or not it's the most politically prudent position.

"Business risks the investment and provides the opportunity for people to buy homes, raise their families and have good jobs here," he said. "If we're not sensitive to the needs of business, they'll take their money and invest it elsewhere."

"It's time we all realize that what's good for business and for the State of Michigan is good for all of us."



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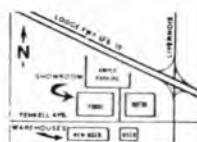
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## GLASS DOOR MERCHANDISERS



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

## DELI CASES



## WINE MERCHANDISER

GDM-23W	23	27	X 29	X 78
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## CONVENIENCE STORE COOLERS

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

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



# Americans With Disabilities Act affects retailers

By J. Tyrone Kelley  
Senior Government Relations Rep.  
Food Marketing Institute

Accessibility for disabled individuals to check out lanes and other store facilities, and prohibition against discrimination against the disabled in hiring and other employment matters are part of the Americans With Disabilities Act, signed into law in 1990, and scheduled to begin going into effect early in 1992.

The final rules for Titles I and III of the Act have been issued by the U.S. Department of Justice, the Equal Employment Opportunity Commission, and the Architectural and Transportation Barriers and Compliance Board.

Title I of the law makes it unlawful for employers to discriminate against a qualified individual with a disability in regard to job application procedures, hiring, advancement, discharge, compensation, training and other terms, conditions and privileges of employment. Title I will go into effect July 26, 1992, for employers with 15 or more employees.

Title III of ADA prohibits private entities from discriminating against persons on the basis of disability in the "full and equal enjoyment of the goods, services, facilities, privileges, advantages or accommodations in any place of public accommodation." Grocery stores are included in the definition of public accommodation. The effective dates for Title III are Jan. 26, 1992, for existing facilities and Jan.

26, 1993 for new construction.

Following are some of the significant provisions of the ADA regulations, which will give some indication of the law's impact:

In regard to the employment (Title I), employers are prohibited from segregating or classifying disabled job applicants into separate categories of employment, or job advancement or into separate work areas. However, medical standards or safety requirements established by federal law or by regulation are not automatically preempted.

In defining the essential functions of a job or position, a written job description by an employer will help to clarify fundamental duties of the job. Skills, experience, and production standards are relevant in interpreting the "essential functions" of a job. The terms of the collective bargaining agreement may also be considered by employers in determining the essential functions of a job.

Qualification standards, tests and other selection criteria that screen out or tend to screen out an individual with a disability are permitted only if job-related to the position, and consistent with business necessity.

Employers may not inquire about an individual's worker-compensation history at the pre-employment offer stage.

Under Title III (Public Accommodations) regulations, special check-out lanes to accommodate disabled customers must be provided by retailers according to the prescribed formula. The counter height of these lanes cannot exceed 38 inches, or 40

inches counting the top of the rail or lip. The "accessible" lanes must be 36 inches wide.

In new construction, the number of "accessible" check-out aisles required for a store are as follows (some exceptions are provided):

Stores with one through four check out lanes must provide one accessible check-out lane; stores with five through seven check-out lanes must provide two; eight through 15 must provide three—plus 20 percent of additional aisles. There are special provisions for stores with selling space of less than 5,000 square feet.

The regulations governing alterations to current buildings are based on another formula.

Not all accessible check-out lanes need to be kept open at all times, but stores should ensure that an adequate number are kept open for those who use wheelchairs.

While barrier removal priorities are not mandated in the regulations, the regulations suggest that priority for barrier removal be carried out so that individuals with disabilities can 1) enter a place of public accommodation; 2) have access to areas of a place of public accommodation where goods and services are made available; and 3) have access to

restroom facilities.

The law does not require retailers to lower or remove shelves if it would result in a significant loss of selling or serving space. Compliance with the law is fulfilled when store employees offer assistance to the disabled who cannot reach an item.

The law does not mandate new construction or major renovations; however, removal of barriers to serving the disabled must comply with ADA accessibility guidelines, providing the removal is "readily achievable."

"Readily achievable," "undue hardship," and similar considerations are illustrated by example in the detailed regulations. There are provisions also concerning shopping centers, facilities in areas of stores which require special cash registers, situations where elevators may be required and many other matters relating to store facilities and employment practices.

The above will give some idea of the extent and complexity of this new law, but is only a limited look at it. Those affected need to become aware of the regulations and make sure they are in compliance by the effective dates.


## AFD on the scene TRADE SHOWS



A casino setting of roulette wheels and black jack games was the setting for Kramer Foods' exciting show, which featured hundreds of specialty foods passers-by just ate right up!

Was it New Year's Eve celebrated early or was it the Beverage Journal trade show? With all of its glitz, crowd and merriment, who could tell?





**SUPERMARKET DEVELOPMENT INVENTORY SERVICE, INC.**

30800 HOOVER RD. WARREN, MI 48093 (313) 573-8280

### COMPLETE INVENTORY FOR YOUR CONVENIENCE

- ACCURATE
- ALL DEPARTMENT BREAK DOWNS
- 24 HOUR SERVICE
- AT LOWEST RATES IN TOWN
- WE WILL NOT BE BEAT

**DISCOUNT ON ALL CHAIN OR  
MULTIPLE STORE ACCOUNTS**  
(313) 573-8280

## UPDATE

from page 1

that information is lacking so if retailers cannot comply, they should not be fined for non-compliance. The state law mandates that each produce item be individually identified with the chemical ingredients used in the surfacing agent. Retailers are notifying suppliers and packers to get more definitive information. FDA is still considering what its final proposal will be, which is expected out in late December or early January.

## House conferees accept Senate amendment on drug tests for motor carriers

The House approved a conference report on the Department of Transportation (DOT) appropriations bill (H.R. 2942) Oct. 9, which includes a Senate amendment requiring drug and alcohol testing of transportation workers in safety-sensitive positions. The Senate has passed a free-standing bill, S. 676, that is identical to the Senate amendment to the DOT appropriations bill. A similar amendment has passed the Senate 11 times since 1987, but until now has never reached the House floor. The provi-

sion would require random alcohol and drug testing of the operators of commercial motor vehicles, operators of aircraft, railroads, and mass transit vehicles. A vote on the conference bill by the full Senate is expected this week. S. 676 is sponsored by Sen. John Danforth, (R-MO) and a free-standing House companion bill, H.R. 3361, was introduced in the House by Rep. Lawrence Coughlin (R-Penn.) and Rep. William Hughes (D-NJ).

## New regulations on employment and drug offenses in effect

Final regulations have been issued by the Drug Enforcement Ad-

ministration (DEA) relating to hiring and employment decisions for positions with access to controlled drugs. For example, pharmacies in stores are now prohibited from employing any individual who has been convicted of a felony offense relating to controlled substances. DEA's final rule further prohibits a registrant from employing a person who has had an application for registration with DEA denied, revoked or suspended for cause resulting from an investigation involving the handling of controlled substances. The DEA regulations are effective as of Aug. 1, 1991. DEA's action overrides protections, which normally would be provided to certain individuals with previous drug addiction problems contained in recent regulations issued by the Equal Employment Opportunity Commission to implement the Americans with Disabilities Act (ADA).

# A Leader in Brand Recognition Since 1906

Grown and Processed in Michigan

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<b>Conrad/Patterson &amp; Associates</b>	<b>Pfeister Company</b>
Southfield	Saginaw
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Grand Rapids	
616 / 459-4351	

## UNDERAGE

from page 1

conference included Liquor Control Commission (LCC) Chairwoman Maxine Perry and Michael Lashbrook of the Michigan Beer and Wine Wholesalers Association.

Lashbrook explained that previous efforts to reduce underage drinking have always been effective.

"National polls suggest that the numbers of high-school aged kids experimenting or abusing alcohol is decreasing," he said. "These gains have been accomplished with new, no-nonsense laws targeted at abusers of our products and broad-based educational campaigns designed to change the public's beliefs and habits regarding alcohol consumption."

Perry said these and other efforts against the misuse of beer and alcohol help make the LCC's job easier. She said the word must be spread that "using the product can be a dangerous thing."

## ASK AFD

**Q.** People bring coupons into my store right up until the expiration date. But when I mail in the expired coupons (every 90 days) they are often rejected for being too old. Does this mean I should refuse to accept coupons that are close to their expiration dates?

—P.S., Ypsilanti

**A.** Alienating good coupon-using customers is a drastic measure you need not take, says AFD Coupon Consultant Harley Davis. According to Harley, the coupons should be mailed to our office every month or two, but no longer than that. It is also important, he insists, to establish a schedule for sending in coupons so manufacturers can keep better track of you and your coupons.

"Send them in in a timely manner," sums up Harley. "Don't let them sit in a drawer."

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

## PEOPLE

### Pfeister Co. approves changes

The Pfeister Company Board of Directors recently made the following approvals:

Larry Lemieur, vice president, was promoted to senior vice president HBC/GM business unit manager; Doug Bishop was made vice president-Livonia grocery division; and Mike O'Leary became vice president-Grand Rapids perishable division manager.

Pfeister is confident these officers will continue to enhance its leadership position within the food broker community.

### Pressware International, Inc., names Lippy sales service manager

Pressware International, Inc., has promoted Jeffrey Lippy to sales service manager. Pressware is a subsidiary of Packaging Corporation of America, a Ten-neco Company.



Lippy

In his new position, Lippy will be responsible for directing customer service functions plus supporting sales and marketing activities.

Pressware is located in Columbus, Ohio and manufactures a wide variety of printed pressed paperboard food trays and other products for foodservice and food processing applications.

### Elliot Joffee named Kosher Man of the Year

Elliot Joffee, Joffee Brothers, Inc., Baltimore, Md., has been named "Kosher Man of the Year" by the Kosher Food Distributors of America (KFDA). Joffee, who helped develop KFDA, was recognized for his many years of service and commitment to the organization and industry.

### Campbell names Spence corporate counsel

Campbell Soup Company recently announced the appointment of Gregory Keith Spence as corporate counsel-research and development.



Spence

Spence, 44, is a 1971 graduate of the Harvard Law School and has 20 years experience in food and drug law and in legal work relating to research and development.

Spence is a member of the Massachusetts Bar and is licensed to practice before the U.S. District Court for Massachusetts.



McCabe



Wiley

### Directors elected to Heinz board

Lawrence J. McCabe, 56, and S. Donald Wiley, 64, have been elected to the board of directors of the H.J. Heinz Company.

McCabe is the company's senior vice president-general counsel responsible for all legal matters. Wiley is a trustee of the H.J. Heinz Company Foundation and serves as its vice chairman.

### Two go to Paradise as winners of Sun & Sand Sweepstakes

Coca-Cola has announced the names of its Sun & Sand Sweepstakes winners.

The names of Wayne Bates of Flint and Maria Beauvais of Detroit were drawn to win a trip to Paradise Island, Bahamas, from Oct. 24-27. The lucky winners were allowed to bring one guest each, and each received a \$200 money order.

Congratulations to the winners!

### MFPA re-elects Barry L. Brown to board of directors

The 1991 annual meeting of the Michigan Food Processors Association (MFPA) was held in Boyne Highlands, Harbor Spring, Mich. recently. The annual board of directors meeting of the Association was held on June 16. Barry L. Brown, vice president-marketing, for Michigan Sugar Company was re-elected to his second three-year term on the Association's board of directors.



Brown

Brown, with Michigan Sugar Company for more than 15 years, was recently elected Trustee for the Saginaw Township Board of Education. He is a member of the Sugar Club, and holds a seat on the advertising/public relations committee of the Sugar Association, a national trade group representing the sugar industry throughout the United States. Brown is also treasurer of Maple Hill Golf Club.

### Pecan shellers announce officers

Ron Cannon, division manager, Gold Kist Pecans, Waycross, Geo., was re-elected chairman of the board

of the National Pecan Shellers Association at their annual meeting held recently at the Four Seasons Hotel in Austin, Texas.

James W. Swink, vice president, Young Pecan Shelling Co., Inc., Florence, S.C., was re-elected vice chairman.

Richard S. Walden, president, Santa Cruz Valley Pecan Company, Division of Farmers Investment Co., Sahuarita, Ariz., was re-elected secretary.

Nick DiGregorio, Jr., vice president, SNA Nut Company, Elk Grove Village, Ill., was re-elected treasurer.

### Cattleman's Eastern Market now public through reorganization

Eastern Market Beef Processing Corporation ("Eastern") announced today that it recently completed a reorganization with Arrow Point Resources, Inc., an inactive Utah public company ("Arrow"). In the process, Eastern became a wholly-owned subsidiary of Arrow, Arrow changed its name to Cattleman's, Inc. and became a Delaware corporation ("Cattleman's").

The officers of Cattleman's said these changes were made to give the company flexibility in raising funds for modernization and expansion and to emphasize the growth of the retail division, Cattleman's Meat and Produce. The officers and director's of

Eastern have been elected as officers and directors of Cattleman's and the former officers and directors of Arrow have resigned.

### Pressware International, Inc., names Finnegan manager-product development

Pressware International, Inc., has appointed Michael J. Finnegan as manager-product development.

Finnegan, previously director-technical services with

Combibloc, Inc., brings 13 years of packaging experience in the areas of product development, quality management and process engineering to Pressware.




Finnegan

## ASK AFD

Q. I heard a rumor that AFD staff member Vicky Zuschnitt did something very unusual on a mountaintop recently. What's the story?

—B.G., Imlay City


A. On Memorial Day weekend, AFD Events Coordinator Vicky became engaged to Edward Cordell Opie III on a mountaintop in Colorado. Vicky and Ed, former high school sweethearts, plan a June wedding in their home town of Adrian.



## AFD 1992 Trade Dinner "Sweetheart Ball"

Formal Dinner Dance on Valentine's Day  
•Cocktails • Hors D'Oeuvres  
•Gourmet Dinner • Red-tie Preferred

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



Phil Dirt  
AND  
THE Dozers

**ENTERTAINMENT**

- Phil Dirt and the Dozers  
9:45 p.m. - 12:30 p.m.
- Strolling Musicians  
6 p.m. - 9 p.m.
- (5) Caricaturists  
7:30 p.m. - 12:30 p.m.
- Emcee, Neal Shine  
Publisher, Detroit Free Press

**ROCK 'N' R'OLDIES**  
50's 60's Show



# **7-UP Detroit** **and Hawaiian Punch** **Helps Fund AFD Scholarships**



Hawaiian Punch will donate 35¢ for each case of Hawaiian Punch at participating stores, during the month of November & December.



Hawaiian Punch will donate up to \$14,000.



Hawaiian Punch will offer special incentives to retailers who participate.



You can help too! By promoting Hawaiian Punch in your stores. The AFD Scholarship fund and students need your support in this program.



"Put a little PUNCH in your sales!"



Ask your 7-UP Representative for Details  
or call (313) 937-3500

## PRODUCTS



### Easy is the key

Easy is the key to the first new convenience added to sugar packaging in many years. Michigan Sugar Company now offers granulated Pioneer brand sugar in a convenient, easy pour 20-ounce canister. The canister, measuring just 3 inches wide x 6 3/4 inches tall takes up little space, but offers plenty of appeal.

Packaged in cases of 12, the attractive, colorful canister is ideal for camping, the cottage, and the low quantity user such as singles or seniors. The designer canister wrapped in a label printed with pastel colors, is attractive enough to leave out on the kitchen counter, yet durable and compact enough for the backpack.

Short on shelf space demands, but long on consumer appeal, the Pioneer Sugar canister is available now from Michigan Sugar Company, Saginaw, Mich. Call (517) 799-7300 and ask the sales department for the broker in your area.



### Hernke Foods, Inc., introduces new Pablo's packaging

Hernke Foods, Inc., shelf-stable Mexican line Pablo's will be showing up better than ever in supermarket delis due to festive new packaging introduced in September.

The "fiesta-like" packaging graphics emphasize Pablo's fun, fiesta appeal in microwavable, party-ready containers. All seven items in

the line and point-of sale materials carry the colorful graphics, with confetti and streamers, resulting in a consistent brand identification.

Pablo's offer unique products in the Mexican sauce category with a full line variety of salsas, sauces and dips. The Pablo's line includes: salsa (mild and hot), bean dip with salsa, nacho cheese sauce, jalapeno cheese sauce, guacamole dip and chile con queso (nacho cheese sauce with salsa). Products are available in a wide range of sizes, 3 ounces to 16 ounces.

These items allow Hernke to increase sales in the expanding Mexican condiment category. The Mexican sauce category is growing rapidly at a 14 percent rate. Pablo's is available in selected market nationwide. Hernke Foods, Inc., is a specialty food division of Sargento, Inc., of Wisconsin.



### Filmco's durable, easy-to-use in-store produce films keep fruits and vegetables farm fresh

Filmco produce films are specially designed for overwrapping fruit and vegetable trays at the supermarket level. These economical films are available for hand wrap or automatic machine applications. The durable films stretch exceptionally well to form strong, dependable seals over any shape of package.

These crystal clear films create sparkling packages that attract customers and spur sales for all varieties of produce. The films are available in an assortment of gauges and widths, for virtually any in-store produce wrapping application.

For more information, contact, Filmco Industries, Inc., a subsidiary of Viskase Corporation, 1450 Chillicothe Road, Aurora, Ohio 44202. Call toll-free: 800-545-8457 or (216) 562-6111. Fax (216) 562-2740.



### Modular's Model 550 Dairy Creamer Dispenser available in polished stainless steel

Modular's Model 5500 Dairy Creamer Dispenser is now available

in polished stainless steel and it holds two refreezable cold packs that can chill up to 250 dairy creamers up to eight hours. The dispenser is shipped with the neat, sanitary cold packs that completely eliminate the need for constantly checking and filling the dispenser with ice—and wipe up messy drips.

Modular also announces a new coffee service organizer to hold sugar packets and stir sticks. They are available to fit on top of the 5500 Dairy Creamer Dispenser or to stand alone and they use only 6 1/2 inches of counter space.

The new Model 5700 organizes coffee condiments and stir sticks, plus a rear cut-out holds two coffee creamer containers.

For more information, contact: Tomlinson Industries, 13700 Broadway, Cleveland, Ohio 44125-1992. Telephone: 216/587/3400. Fax 216/587/0733.

### Cut produce into perfect wedges in seconds with Nemco's Easy Wedger™

Now foodservice operators can quickly and easily cut a variety of produce into uniform wedges with the Easy Wedger™ from Nemco. The versatile Easy Wedger works in one fast stroke, saving both time and labor.

It's ideal for preparing fresh produce for salads and salad bars, bar garnishes, battered fried vegetables,

garnishes for entrees or sandwich specialties, iced drinks, tea and much more.

The Easy Wedger's precision stainless steel blades stay sharp for consistently uniform cutting, while its sturdy construction and non-skid base provide years of dependable service. Choose from a four-cut, six-cut or eight-cut blade assembly.

For more information on the Easy Wedger™ contact: Nemco, Incorporated, Food Equipment Division, 301 Meuse Argonne, Hicksville, Ohio 43526. Telephone: 419/542-7751; Fax 419/542-6690.



## The poster that offers you all six government postings!

Protect yourself from litigation and stop bulletin board clutter with the **ORIGINAL LABOR LAW POSTER**.

Contains ALL REQUIRED government postings, including:

- NEW Minimum Wage
- Polygraph Testing
- Equal Employment Opportunity
- Age Discrimination
- Handicapped Workers' Rights
- Child Labor
- Job Safety and Health Protection

### POSTER PRICES:

\$5.00 each—Members; \$8.00 each—Non-Members

Printed in full color on heavy-duty gloss stock, each poster measures 22-3/4" x 34"  
Please send me \_\_\_\_\_ posters at \_\_\_\_\_ each.

Name \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_

**Return form and check to:** Associated Food Dealers, 18470 W. Ten Mile Road, Southfield, Michigan 48075. Phone (313) 557-9600.

# SUPPORT THESE AFD SUPPLIER MEMBERS

## BAKERIES:

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

## BANKS:

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

## BEVERAGES:

Abspure Water Company	358-1460
Anheuser-Busch, Inc.	354-1860
Bellino Quality Beverages, Inc.	946-6300
Brooks Beverage Mgt. Inc.	(616) 393-5800
Cadillac Coffee	369-9020
Central Distributors	946-6250
Coca-Cola Bottlers of Detroit	585-1248
Coors Brewing Company	451-1499
Don-Lee Distributors, Inc.	584-7100
Eastown Distributors	867-6900
Everfresh Juice Company	755-9500
F & M Coffee	851-5774
Faygo Beverages, Inc.	925-1600
Frankenmuth Brewery	(517) 652-6183
G. Heileman Brewing Co.	(414) 796-2540
Gallo Winery	643-0611
General Liquor	867-0743
General Wine	869-7755
Hiram Walker & Sons, Inc.	626-0575
House of Seagram	262-1375
Hubert Distributors, Inc.	858-2340
J. Lewis Cooper Co.	835-6400
Miller Brewing Company	(414) 259-9444
Mr. Pure Juices	(312) 379-3000
Nestle Beverages	489-9349
Oak Distributing Company	674-3171
Paddington Corp.	345-5250
Pepsi-Cola Bottling Group	641-7888
Powers Distributing, Inc.	682-2010
R. M. Gilligan, Inc.	553-9440
Royal Crown Cola	(616) 392-2468
Serv-U-Matic Corporation	528-0694
Seven-Up of Detroit	937-3500
Spirits of Michigan	521-8847
St. Julian Wine Co., Inc.	(616) 657-5568
Stroh Brewery Company	446-2000
Viviano Wine Importers, Inc.	883-1600

## BROKERS/REPRESENTATIVES:

Acme Food Brokerage	968-0300
Ameri-Con, Inc.	478-8840
Estabrooks Marketing	(517) 548-3750
Hanson Food Assoc.	354-5339
J.B. Novak & Associates	752-6453
James K. Tamakian Company	424-8508
John Huettnerman Co.	296-3000
Marks & Goergens, Inc.	354-1900
McMahon & McDonald, Inc.	477-7182
Northeast Marketing	353-6222
Paul Inman Associates	626-8308
Pfeister Company	581-1900
Stark & Company	851-5700
VTP Food Brokers International	885-2335

## CANDY & TOBACCO:

Garoto Chocolate Co.	882-8824
M & M Mars	363-9231
Shermi's Candies	(517) 756-3691
Wolverine Cigar Company	554-2033

## CATERING/HALLS:

Emerald Kitchens	546-2700
Gourmet House, Inc.	771-0300
Karen's Cafe at North Valley	855-8777
Penna's of Sterling	978-3880
Phil's Catering	751-0751
Southfield Manor	352-8020
Taste Buds	(517) 546-8522
Thomas Manor Catering	771-3330
Tha's Catering	949-2280
Vassel's Banquet Hall & Catering	354-0121

## DAIRY PRODUCTS:

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

Dairy Products of Michigan	552-9666
London's Farm Dairy	984-5111
McDonald Dairy Co.	(517) 652-9347
Melody Farms Dairy Company	525-4000
Milk-O-Mat/Country Pride Dairy	864-0550
Stroh's Ice Cream	568-5106
Tom Davis & Sons Dairy	399-6300

## EGGS & POULTRY:

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

## FISH & SEAFOOD:

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

## FRESH PRODUCE:

Aunt Mid Produce Co.	843-0840
The Crosse Company	429-7078
Detroit Produce Co.	841-8700
Tony Serra & Sons Produce	758-0791

## ICE PRODUCTS:

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

## INSECT CONTROL:

Rose Exterminators	588-1005
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## INSURANCE:

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

## MANUFACTURERS:

Carnation Company	851-8480
Fimco	253-1530
Groeb Farms	(517) 467-7609
Hamilton Meat Pie Co.	582-2028
Hodgson Mill	771-9410
Home Style Foods, Inc.	874-3250
Kahl Enterprises, Inc.	327-7240
Kraft Foods	261-2800
Michigan Pioneer Sugar	(517) 769-7300
Monitor (Big Chief) Sugar	(517) 686-8161
Nabisco, Inc.	478-1400
Philip Morris U.S.A.	489-9494
Prince Macaroni of Michigan	772-4900
Red Pheasant Food Products	921-2500
Tony's Pizza Service	634-0606

## MEAT PRODUCERS/PACKERS:

Guzzardo Wholesale Meats	833-3555
Hartig Meats	832-2080
Hillshire Farm & Kahn's	778-3276
Hygrade Food Products	464-2400
Kowalski Sausage Company	873-8200
LKL Packing, Inc.	833-1590
Oscar Mayer & Company	464-9400
Osten Meats	963-9660
Pelkie Meat Processing	(906) 353-7479
Ray Weeks & Sons Company	727-3535
Smith Meat Packing, Inc.	458-9530
Swift-Eckrich	458-9530
Thorn Apple Valley	552-0700
Winter Sausage Mfg., Inc.	777-9080
Wolverine Packing Company	568-1900

## MEDIA:

Arab & Chaldean TV-62 Show	352-1343
C & G Publishing, Inc.	756-8800
Chaldean Detroit Times	552-1989
Daily Tribune	541-3000

Detroit Free Press	222-6400
Detroit News	222-2000
Detroit Newspaper Agency	222-2512
Gannett National Newspapers	357-7910
Macomb Daily	296-0800
Michigan Chronicle	963-5522
News Printing Inc.	349-6130
The Beverage Journal	454-4540
WDIV-TV4	222-0643
WJBK-TV2	557-9000
WKSG "KISS-FM"	792-6600
WWJ-AM/WJOL-FM	222-2636

## NON-FOOD DISTRIBUTORS:

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

## POTATO CHIPS/NUTS/SNACKS:

Frito-Lay, Inc.	287-9477
Jay's Foods, Inc.	946-4024
Kar-Nut Products Company	541-7870
Nikhlas Distributors (Cabana)	571-2447
Pioneer Snacks	525-4000
Variety Foods, Inc.	268-4900
Vitner Snacks	368-2447

## PROMOTION/ADVERTISING:

Advo-System	425-8190
Gateway Outdoor Advertising	544-0200
Haan Display Sign Service	(616) 243-3223
Intro-Marketing	540-5000
J.R. Marketing-Promotions	296-2246
News Printing Inc.	349-6130
Northland Marketing	347-6300
PJM Graphics	535-6400
Point of Sale Demo Service	887-2510
Retail Demonstrators	846-7090
Stanleys Advtg. & Dist.	961-7177
Stephen's NU-AD, Inc.	777-6823

## SERVICES:

Akram Namou C.P.A.	557-9030
American Mailers	842-4000
AT&T	1-800-247-7000
Bellanca, Beattie, DeLisle	964-4200
Central Alarm Signal, Inc.	864-8900
Christy Glas Co.	544-8200
Closed Circuit Communications	948-0395
Detroit Edison Company	323-7786
Edward A. Shuttie, P.C.	569-4490
Goh's Inventory Service	353-5033
Group One Realty	851-4910
Guardian Alarm	423-1000
Karoub & Associates	(517) 482-5000
Marketplace Services	557-4500
Menczer & Urcheck P.C., CPA	561-6020
Michigan Cash Register	545-8660
National Exposition Service	865-1000
News Printing	349-6130
O'Riley Realty	689-8844
Pappas Cutlery Grinding	965-3872
Red Carpet Keim	557-7700
Rossman Martin Communications	(517) 487-9320
Sarafa Realty	851-5704
Southfield Funeral Home	569-8080
Supermarket Development	
Inventory Services	573-8280
Telecheck Michigan, Inc.	354-5000
Travelers Express Co.	(800) 328-5678
Vend-A-Matic	585-7700
Whitey's Concessions	278-5207

## SPICES & EXTRACTS:

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

All American Cash Reg.	561-4141
Belmont Paper & Bag Company	491-6550
Brehm Broaster Sales	(517) 427-5858
DCI Food Equipment	369-1668
Hobart Corporation	697-7060
MMI Distributing	582-4400
Market Mechanical Services	680-0580
Midwest Butcher & Deli Supply	332-5650

Refrigeration Engineering, Inc.	(616) 453-8441
Sales Control System	356-0780
Statewide Food Equipment Dist.	393-8144
TRM Copy Centers	(503) 231-8220
Ultra Lite Supply Co.	751-1840

## WHOLESALE/FOOD DISTRIBUTORS:

Bremer Sugar	(616) 772-9100
Capistar, Inc.	(517) 699-3605
Central Foods	933-2600
Detroit Warehouse Co.	491-1500
Epcos Foods, Inc.	857-4040
Foodland Distributors	523-2100
Gourmet International, Inc.	(800) 875-5557
Great Lakes Home Food Service	(517) 835-6785
H & O Distributors	365-0930
I & K Distributing	491-5930
J & J Wholesale Dist.	795-4770
J.F. Walker	(517) 787-9880
Jerusalem Falafel Mfg.	595-8505
Kehe Food Distributors	(800) 888-4681
Kramer Food Company	585-8141
Lipari Foods	469-0131
Louren Kachigian Distributing	843-2898
Maxwell Foods, Inc.	923-9000
McInerney-Miller Bros.	833-8660
Metro Packing Company	259-8872
Metropolitan Grocery	871-4000
Midwest Wholesale Foods	744-2200
Miesel/Sysco Food Service	397-7990
Mucky Duck Mustard Co.	683-5750
National Wholesale Foods	841-7730
Norquick Distributing Co.	522-1000
Northern Michigan Food Service	478-6200
Northwest Food Co. of Michigan	368-2500
Rainbow Ethnic & Specialty Foods	646-0611
Rich Plan of Michigan	293-0900
Sackett Ranch	(517) 762-5049
Scot Lad Foods, Inc.	(419) 228-3141
Sherwood Food Distributors	366-3100
State Wholesale Grocers	567-7654
Spartan Stores, Inc.	455-1400
Super Food Services	(517) 777-1891
Superior Fast Foods, Inc.	296-7118
Tony's Pizza Service	(800) 247-1533
Treco Ltd.	546-3661
Value Wholesale	862-6900
Warehouse Club	532-3399
Wholesale House, Inc.	846-6209
Ypsilanti Food Co-op	483-1520

## ASSOCIATES:

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

The area code is 313 for above listings unless otherwise indicated

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



# MESSAGE OF THANKS!



October 21, 1991

To Our Retail Partners:

The Pfeister Company has just completed its fiscal year ending September 30th. Despite the economic recession, our profits were such that we were able to make a contribution to our Employee Profit Sharing Trust Fund in addition to providing cash performance bonuses to eligible employees.

We have thanked our employees and the manufacturers we represent, so this letter is a "Thanks To You", our Retail Partners. Without your full cooperation and participation our company's financial goals would have been impossible to achieve. We will continue to strive for improvement of our organization to meet your needs by providing quality service to your stores, and making available quality market merchandising programs such as our Coupon Explosion and our Muscular Dystrophy annual events.

We have in the past, and will continue, to actively support and stay involved in trade associations such as The Associated Food Dealers. We will also continue to support Food Industry Community efforts such as State Food Banks and other organizations serving the needs of our population.

In closing, on behalf of all The Pfeister Company employees and the Board of Directors, we thank you again for allowing us to be an integral part of your business.

Sincerely,

THE PFEISTER COMPANY

Don Gundle  
President/Board Chairman



**YOUR STATE-WIDE FOOD BROKER**

**DETROIT**  
(313) 591-1900

**SAGINAW**  
(517) 793-8100

**GRAND RAPIDS**  
(616) 949-7210

