

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

## FOOD & BEVERAGE REPORT

VOL. 2 NO. 10

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

OCTOBER 1991

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### LEGISLATIVE UPDATE

#### Ingredient labels and juice percentage labels compliance revised

The Senate on July 31 and the House on Aug. 2 passed legislation (S. 1608) to give more time for compliance with the ingredient labeling and percentage juice labeling requirements of the Nutrition Labeling and Education Act. Originally effective on Nov. 8, 1991 the new deadline for these sections is May 8, 1993. The implementation delay applies to percentage labeling of fruit and vegetable juice products, standardized foods, and label declarations of certified color additives.

#### Rule proposed on food stamp grocers' tax identification numbers

A provision of the enacted 1990 Farm Bill will require all retail food stores and wholesalers participating in the food stamp program to provide the Food and Nutrition Service (FNS) with their employer identification numbers and for certain owners to provide their social security numbers.

See UPDATE, page 21

#### Senators have beef over retail concentration, meat prices

Sens. Bob Kerrey (D-Neb.) and James Exon (D-Neb.) have charged that supermarkets are not passing along to consumers lower prices being paid at the feedlot. The two senators have asked the U.S. Department of Justice to review what they say is "1) the apparently large return on equity and the current wholesale-to-retail price spread enjoyed by the retail food chains (which) reflects excessive concentration within the retail food industry; and 2) the level of competition within the retail food industry warrants examination by the Department of Justice." According to the National Cattlemen's Association, recent retail price surveys showed significant decreases in the average prices of several beef cuts. Monthly average beef production during the June-August period is an estimated 14 percent greater than the seasonal low in March, and wholesale prices

See BEEF, page 4



#### Red Baron flies over Michigan skies

Amazing formations and breathtaking aerobatics of the Red Baron Squadron dazzled audiences at three locations in Michigan last month to promote Tony's Pizza's Red Baron Frozen Pizza. For more information, see page 14.

#### Salad Dressing Preference



Source: The Association for Dressings and Sauces  
1991 Gallup Survey

## AFD fights for bottle deposit refunds

AFD continues to appeal the recent court decision barring retailers from receiving a percentage of funds accumulated from unredeemed bottle deposits for a handling fee.

Now AFD has received national and statewide support on the matter. Among the groups rallying to support AFD are:

- American Association of University Women, Michigan Division
- Environmental Action
- Environmental Action Foundation
- League of Women Voters of Michigan
- Michigan Environmental Council
- Michigan Interfaith Council on Alcohol Problems
- Michigan Recreation & Park Association
- Michigan Representative Richard A. Bandstra

- Michigan Representative Jerry C. Bartnik
- Michigan Representative David M. Gubor
- Michigan United Conservation Clubs
- National Wildlife Federation
- National Resource Defense Council
- Public Interest Research Group in Michigan
- United States Congressman Paul Henry
- United States Public Interest Research Group
- Western Michigan Environmental Action Coalition

AFD immediately appealed a judge's Feb. 19 ruling that a 1989 law attempting to confiscate unclaimed deposits from soft drink bottlers was unconstitutional.

AFD will continue to keep members fully posted on any events pertaining to the case.

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## AFD CHAIRMAN'S REPORT

# Stop taxing liquor to fund unrelated endeavors

By Amir Al-Naimi  
Chairman



Al-Naimi

The ongoing battle over a new Tiger Stadium has reached an unpleasant twist for Michigan liquor dealers. Talk has been brewing around Detroit and Lansing about a proposed tax on liquor to fund the new stadium. What does liquor have to do with baseball? Nothing. But what does this proposed tax mean to liquor stores throughout the state? Plenty.

A 4 percent tax was already imposed on liquor in 1985 to fund Cobo Hall's expansion. This tax will be collected until 2015. In addition, retailers are still reeling from the effects of the recently imposed BATF tax. These taxes, along with other heavy taxes already in place, have affected retailer profits. Couple this with the taxes' resulting in lower sales, and the store owners, as well as distillers, have really been hurt.

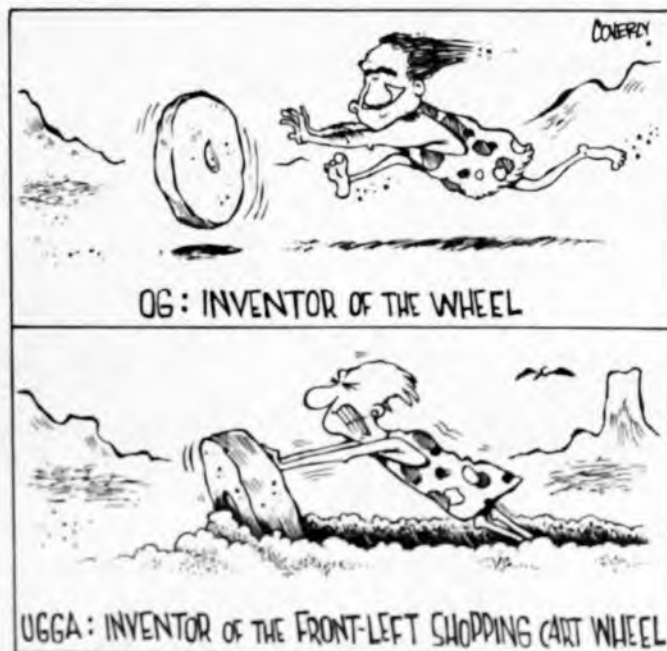
Again I ask, what does the sale of liquor have to do with baseball? AFD strongly holds the position that liquor and baseball are separate entities, and one should not fund the other. Instead of taxing unrelated par-

ties, the liquor users, let's tax the people who actually care about baseball—those who attend the games. AFD proposes adding one or two dollars to the price of Tiger tickets to go directly to the funding of a new stadium. In doing this, Michigan baseball fans will be accountable for their own indulgence.

Usually, I would urge you to contact your legislators and tell them you support AFD's plan. But the Distilled Spirits Council of the United States (DISCUS), is also supporting lobbying efforts against the tax. Although state legislators and Detroit and Wayne County officials have been mulling over the tax, no real support has actually appeared yet in Lansing. DISCUS believes this is not the time to call attention to the issue. In showing full support for DISCUS and its efforts, AFD complies fully with its wishes.

The Food & Beverage Report will continue to keep AFD members abreast on current developments in the liquor tax issue. If the time comes for retailer outcry against the tax, AFD will be at the forefront, asking for support for the ticket assessment and against the liquor tax. It is best for the future of the Tigers' new stadium and the future of the liquor industry in Michigan.

## The Grocery Zone By David Coverly



## COMING EVENTS

**Oct. 6-9:** FMI Fifth Annual Seafood Merchandising Conference, Williamsburg, VA. For information call 202-452-8444.

**Oct. 6-9:** FMI Retail Store Development Conference, Dallas, TX. For information call Barbara Sisson at 202-452-8444.

**Oct. 6-9:** National Frozen Food Convention & Exposition, Orlando, FL. For more information call 415-697-5835.

**Oct. 6-9:** FMI Human Resources Conference, Scottsdale, AZ. For information call 202-452-8444.

**Oct. 19-22:** 1991 Produce Marketing Association Convention & Exposition, Boston, MA. For information call Diana Lopez or Susan Russell at 302-738-7100.

**Oct. 20-23:** FMI/NAWGA supermarket Foodservice Conference, St. Louis, MO. For information call 202-429-8278 or 703-532-9400.

**Oct. 20-22:** N.G.A./GMA Buyer/Seller Conference, Chicago, IL. For more information call 703-437-5300.

**Oct. 24-30:** Export Expo 1991, Chicago, IL. For information call John O'Gara, SBA International Trade Officer at 313-226-6075, ext. 24.

**Oct. 27-30:** FMI Risk Management Conference, Scottsdale, AZ. For information call MaryAnn House at 202-452-8444.

**Oct. 27-30:** NAWGA/IFDA/GMA Productivity Conference, Minneapolis, MN. For information call 703-532-9400.

**Nov. 3-5:** NACS 1991 Annual Meeting and Marketplace, Orlando, FL. For more information call 703-684-3600.

## ASK AFD

**Q. If a person has a valid CCW permit, either registered and/or general, which would allow him to carry a gun on his person for business purposes, would he be in violation of Michigan gun laws if he is not the owner and uses the gun primarily to transport money from the store to the bank?** —J.H., Southfield

**A. In Michigan, it is unlawful to possess a firearm in a store having an SDD or SDM license. Effective March 28, 1991, carrying a gun by an individual in a store, other than the owner, is a misdemeanor. Persons who are required and/or entitled to carry a gun within the store must do so only for legitimate security services. It is, therefore, suggested that the individuals who will be armed should be listed as security with their names appearing on their badges, as well as the names of the stores.**

**A person with a valid CCW permit would not be in violation of this section.**

*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.*

## LETTERS

What a pleasant surprise to find a check for \$300 in the mail! We've been involved in a lot of different promotions, but this is the first time we've ever won anything.

Thanks again!  
Ted and Paula Smith  
Fricks Bar, Midland

# News from the Michigan Lottery

By Michigan Lottery Commissioner  
Jerry Crandall



Crandall

This is an exciting fall for the Michigan Lottery. We're gearing up for our 20th year anniversary and setting several other projects in motion. Here's a peek at some of our most recent activities:

## MICHIGAN LOTTERY TO UNVEIL NEW LOGO & UNIVERSAL SIGNAGE

In celebration of the Michigan Lottery's 20th anniversary next year, the Lottery will soon unveil a new logo and universal signage for all on-line retailers. The permanent retailer signs will display the new Michigan Lottery logo and will be installed at 4,000 retailers statewide. Universal signage installation is scheduled to begin this month and be completed in January 1992.

## NEW BARCODE SYSTEM MAKES VALIDATION PROCESS EASIER

The Michigan Lottery will soon begin rolling out a new instant ticket validation system, called GVT, to retailers statewide at no cost to retailers. The GVT will allow retailers to validate instant tickets through the use of a barcode scanner, making the validation process both faster and more accurate.

In conjunction with the installation of the GVT, procedures will also be simplified to assist retailers with the accounting of instant tickets. Since the GVT will be connected to the Lottery central computer system, all accounting will be automated. The computer system will keep record of all instant tickets validated through the system and retailers will no longer need to return validated tickets to the Lottery.

The existing Touch Tone validation system will remain available for use, however, in case the barcode will not read. Retailers will also be able to manually enter the validation numbers through a keypad on the GVT. The new GVT system will operate from 6 a.m. to 11 p.m. seven days a week.

## SIX DETROIT STUDENTS COMPETE IN GTECH'S COMPUTER COMPETITION

Six students (grades nine-11) from the Martin Luther King School of Detroit competed against students from three other states at the end of September in a computer contest sponsored by Lottery Technology Enterprises and GTECH Corporation, the on-line vendor for the Michigan Lottery. (Results of the contest were

not in by the printing of this article.) The contest, entitled "Preparing for the 21st Century Through the Use of Technology (A Student's Perspective)," was designed to test the skills of six students from each school, competing in three different categories. The categories included fixed graphics, simple animated presentations and an open resource category.

The 24 finalists each received an all-expense paid trip to Washington, D.C., where they presented their entries to a judging panel during the North American State and Provincial Lotteries annual convention. Prizes awarded included software, personal computers, multiple software packages and certificates of recognition for all participants of the contest.

## SUPREME COURT RULING ON LOTTERY PRIZES

The Michigan Supreme Court recently upheld a 1989 ruling by the Michigan Appellate Court that states Public Act 516 of 1988, which made lottery prize winnings subject to state taxes, does not apply to individuals who won a lottery prize prior to Jan. 1, 1989.



## Tips on spotting employee theft

In a recent survey, 43 percent of supermarket employees admitted they had filched cash or property on the job. Unfortunately, supermarket workers aren't the only ones that raid the company cookie jar. Any worker who runs a cash register has opportunity to steal. Here are some tips-offs:

- Is there an unexplainable pattern of low sales during a particular shift or at a particular register?
- Are there an unusual number of no-sales on the register tape?
- Are there a lot of X tape readings? An X tape reading, usually done at the end of the day or shift, enables the cashier to find out how much cash should be in the drawer. Frequent readings could indicate a thief is trying to figure out the take. Also, a calculator near the register could mean the worker wants to make sure the tape agrees with the cash in the drawer.

## SUCCESSFUL "LOTTO SWEET 16 GIVEAWAY" COMES TO A CLOSE

The final two "Sweet 16" winners were presented with the keys to their new cars on the "Michigan Lottery Megabucks Giveaway" TV game show. The "Sweet 16" second

chance sweepstakes was a success, according to early estimates that indicate it may have helped increase sales during the usual slow summer months by as much as 4 or 5 percent. Listed below are the 16 winners:

NAME	CITY	AUTOMOBILE WON
Warren Burkhardt	Westland	Dodge Shadow Convertible
Alvin Meadows	Detroit	Buick Park Avenue
Joe Narkus	Sterling Heights	Chevrolet Caprice
William Bunnell	Waterford	Ford Mustang Convertible
Len Popa	Traverse City	Chrysler New Yorker 5th Ave.
Donald Inman	Belmont	Ford Taurus
Ken Carter	Lansing	Plymouth Laser
Erma Daniels	Pontiac	Ford Crown Victoria
Joseph Berger	Warren	Ford Probe
Rosalie Morton	Madison Heights	Eagle Talon Turbo
John Harry	Livonia	Olds Silhouette Minivan
Tommy Burch	Battle Creek	Ford Thunderbird
Cynthia Ambrose	Wyoming	Ford Explorer
Debra Storm	Livonia	Pontiac Sunbird Convertible
Bradford Cox	Romeo	Saturn
Norm McNees	Otsego	Chrysler LeBaron Convertible

As this update shows, it has already been a busy fall for the Michigan Lottery and we're looking forward to an even more action packed year that will benefit the Lottery, its retailers, players and schoolchildren alike. We'll share further developments with you as they occur.

## BEEF

from page 1

have dropped by 15 percent, according to NCA's president Don Smith. The increased supplies and heavier weights have resulted in lower prices for producers. Retail prices always lag behind changes in live prices. Beef exports recently have been down from a year earlier, which adds to domestic beef supplies. At the same time, pork and poultry output is up 5

percent from a year earlier. According to NCA, these situations have added to pressure on cattle and wholesale beef prices. Wholesale beef prices currently are at their lowest level in three years. "All of this means," Smith said, "that there have been and are likely to be increases in the amounts of beef price featuring by retailers. We are encouraging consumers to look for more beef bargains now and in the coming weeks."

—FMI

## 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 through a licensed and admitted insurance carrier offering special rates;
- 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;
- 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;
- AT&T equipment and services at special member rates;
- Group life and short term disability.

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## Correction of small inequities needed for liquor dealers

By John Dagenais

With recession woes and other problems falling upon many of our Michigan liquor retailers during the past few years, it is time for state government to take a long hard look at some of its rules and regulations affecting beverage retailers.

Seldom discussed and little known is the inequity existing in the license fee structure for SDD licensed retailers. The annual license starts with \$150 but adds an additional \$3 fee for each \$1,000 of liquor purchased from the Liquor Control Commission (LCC) in excess of \$25,000 during the previous calendar year—based on the "total retail value" of the alcohol beverages purchased.

Now here's the inequity. The LCC allows the retailer's discount of 17 percent on the LCC's "base price" determination which is that figure used before the addition of all those specific and excise taxes which are all part of the final retail selling price. Except for the retailer-collected state sales tax, AFD and Package Liquor Dealers Association had always contended that those excise and specific taxes were built-in as part of the final selling price of liquor. And

for that matter, the discount afforded SDD retailers should be based on the total selling price prior to adding the state sales tax.

Incidentally, of all those specific taxes paid for by retailers in advance of their sale to the public, only the SDD or liquor store owner pays a 1.85 percent specific tax for alcoholic programs. The bar or Class C licensee does not pay the 1.85 percent tax for alcoholism. Talk about inequities!

In any event, the SDD license fee should be based on the same figure used to calculate the amount of discount.

Although we have long contended that LCC should pay for liquor delivery and several state studies have sanctioned that concept of paid

service to the liquor retailer, state government refuses to budge. "Don't touch it and don't rock the boat," is what lawmakers say. But there exists an inequity in one area of Michigan when retailers must pay the delivery charges for liquor to one company and nobody else—with little to say as to who can deliver liquor when contract renewal time rolls around. The remainder of the state and all of its retailers are free to "shop around" and either select their own delivery system, or make arrangements to pick up their own liquor orders from LCC outlets.

Granted, this may be a necessary system to handle liquor deliveries from a large liquor warehouse serving thousands of liquor retailers, but retailers in that area should have more to say or some representation in meetings between LCC and any liquor delivery firm. For example, a few years ago when we experienced a severe gasoline shortage, the delivery company handling Wayne County retailers secured approval for a "gasoline surcharge" to meet additional costs of liquor delivery. That emergency passed, but chances are that the surcharge is still there as a part of the liquor delivery bill. It is

not possible to secure representation at meetings between state government and their contractors. Our retailers should have some say on their costs if they are required to pay for their delivery of state merchandise... and our association could be that voice.

If you decide to sell your liquor store next year—say May 1992 and you have paid your annual license fee renewal—there's no money coming back to you. Likewise, the buyer of your business will pay a license fee for the entire year and not just for the time that the buyer takes hold of the business. This should be changed for a fair split of the license year between buyer and seller.

We are beginning to see a change of attitude by state government towards retailers in the manner that liquor sales are promoted. Certainly, one change needed to benefit the LCC, the retailer and the consumer would be relaxing the rules on sampling or tasting of alcohol products. We can only see the "open bottle or container on off-premise establishments" as being the regulation holding us back. Properly licensed and administered, there should

See INEQUITIES, page 22



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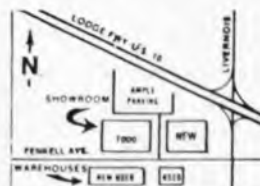
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Model	Cu. Ft.	L	D	H
GDM-12	12	25	23	62
GDM-22	22	30½	29½	69½
GDM-23	23	27	29½	78½
GDM-26	26	30½	29½	78½
GDM-33	33	39½	29½	78½
GDM-35	35	39½	29½	78½
GDM-37	37	43½	29½	78½
GDM-41	41	47	29½	78½
GDM-45	45	51	29½	78½
GDM-47	47	54	29½	78½
GDM-47RL	47	54	32	78½
GDM-49	49	54	29½	78½
GDM-49RL	49	54	32	78½
GDM-57	57	54	35	78½
GDM-60	60	54	35	78½
GDM-61	61	70	29½	79½
GDM-69	69	78	29½	79½
GDM-72	72	78	29½	79½

## DELI CASES



## WINE MERCHANDISER

GDM-23W	23	27	29½	78½
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## CONVENIENCE STORE COOLERS

Model	Cu. Ft.	L	D	H
GDM-33C	23	39½	29½	61½
GDM-41C	28	47	29½	61½

Model	Cu. Ft.	L	D	H
TSID-48-2	16	48½	29½	50
TSID-48-4	16	48½	29½	50 ½
TSID-72-2	24	72	29½	50 ½
TSID-72-4	24	72	29½	50 ½
TDBD-72-2	35	72	35	55 ½
TDBD-72-4	35	72	35	55

THE TIME TO GET INVOLVED IS NOW!

## AFD's donation-per-unit scholarship program

The donation-per-unit program is an exciting way for retailers to get involved in the AFD scholarship program.

The program works by companies committing to donating a certain amount to AFD for each unit of their products sold. The money donated to AFD will go into a special trust fund for scholarships. That money will never be touched—the scholarships will be taken from the interest earned.

Two companies may participate at a time, and each company's participation may last up to three months with a guaranteed donation of at least \$5,000 per month. Companies will pass along incentives to retailers on the products, as well as award cash

and prizes to those retailers who sell the most.

Retailers will be notified of details of the program each month through the Food & Beverage Report and through letters hand-delivered by their sales reps. Retailers will want to promote the designated products in their stores to support this worthy cause, too.

The donation-per-unit scholarship fund program kicks off next month with 7-Up's 35-cent donation for every case of Hawaiian Punch sold in the months of November and December. (See ad on page 15 for details.)

AFD encourages other manufacturers to get involved in this exciting, profitable and worthwhile program.

### SERVICE OF THE MONTH

## Advo helps AFD members get most from advertising dollars

Retailers have many different ways to advertise at their disposal. Unfortunately, media can often go to the wrong audience and be ineffective and costly.

Then there's Advo direct mail system. Advo is the largest direct mail marketing company in the United States, distributing advertising material to the precise targets retailers want to reach.

Advo works by discriminating where to send advertising material by zip code. This enables retailers to stay within a five-mile radius of the area they want to target. And Advo mailers reach more than 90 percent of the audience within the target area.

In addition, Advo promises accurate cost per thousand (CPM) figures. Other advertising media may boast a tempting CPM rate, warns Al Hulvey, Advo regional vice president and general manager, but retailers need to keep in mind that if only half a target audience is reached, that CPM will actually double.

Hulvey says studies show people examine each piece of mail they take out of their mailboxes. Therefore, he says, Advo claims the advantage of high readership rates.

Advo has another advantage available to AFD members—full-service advertising support. Your Advo representative will meet with you to choose the advantageous target market. He also can help you design the ad layout and have it printed at competitive prices.

It's an advertising offer AFD retail members can't refuse! For more information, call Advo at 313-425-8190 or AFD at 800-66-66-AFD.

### Statement of ownership

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

AFD works closely with the following associations:



## ★ ★ RETAILERS ★ ★ WE'RE COMING TO YOUR BACKYARD!!

AFD is offering a special program which includes a T.I.P.S. Training Seminar, a presentation by the Michigan Lottery and the Liquor Control Commission, and a delicious meal, all for \$20 per person. Hear from the experts on licensing, marketing, and enforcement of laws and policies surrounding lottery and alcohol. Don't miss it!

### FLINT AREA

Wednesday, October 16 — Holiday Inn Flint  
10-11:30 a.m. T.I.P.S.; 11:30-12:30 Lunch; 12:30-2 p.m. Lottery/LCC

### BATTLE CREEK AREA

Tuesday, October 22 — Holiday Inn Battle Creek  
10-11:30 a.m. T.I.P.S.; 11:30-12:30 Lunch; 12:30-2 p.m. Lottery/LCC

### LANSING AREA

Wednesday, October 23 — Kellogg Center  
8-9 a.m. Breakfast; 9-10:30 T.I.P.S.; 10:30-noon Lottery/LCC

### PORT HURON AREA

Thursday, October 24 — Thomas Edison Inn  
3:30-5 p.m. Lottery/LCC; 5-6 p.m. Dinner; 6-7:30 p.m. T.I.P.S.

T.I.P.S. (Training Intervention Procedures by Sellers) A class which trains and certifies retailers in the selling of alcohol safely and legally.

### FOR MORE INFORMATION AND TO REGISTER:

Call AFD at 1-800-66-66-AFD prior to the seminar date to register.  
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# Senator John Pridnia: friend of Michigan business

John Pridnia knows business. He should—at one point in his life he owned six of his own.

The first-term state senator from Hubbard Lake has had his hands in fields as diverse as movies and mobile home parks. And he'd probably still be broadening his business horizons if he hadn't stumbled into the political arena.

Pridnia had a head for business early on in life. From his adolescent years working in the grocery business, including Najors—a small store on East Jefferson in Detroit—through his twenties with A&P and the Pfeister Company, John Pridnia absorbed all he could, rapidly advancing from position to position.

All the while, one thought stayed with him: some day, some way, he was going to be his own boss. His goal probably had something to do with his father.

"Dad owned a little warehouse for awhile in downtown Detroit, but gave it up to drive a truck," Pridnia recalls. "His personal goal was to own his own business again, but he never made it."

Vowing not to let history repeat itself, the younger Pridnia headed north to Harrisville, a small town south of Alpena on the shores of Lake Huron. It was here where the future senator laid his entrepreneurial roots. In the summer of '70 when the salmon were running strong, John Pridnia opened a bait shop. From that day forward, he was hooked on business.

"Things began to go so well that I started buying other spots I thought needed attention—nothing a little elbow grease and good service couldn't cure," Pridnia said. So over the next few years he began buying up the town, including a soft serve



Senator John Pridnia

ice cream store, a movie theater, a motel, and a mobile home park.

John Pridnia likes to say that if he had any sense at all he would have retired for life in 1976. His initial \$8,000 investment in the bait store had blossomed into a comfortable business empire. Yet the thrill he felt every time he headed down a new business path was irresistible. Within one week in 1979, he steamrolled into two new fields—first buying a radio station in Tawas, then making plans for a small shopping center. A week later, the bottom dropped out of the economy. Pridnia can smile about it now—it wasn't so easy a decade ago.

"After all the plans for the two projects came together, the state and county began a disastrous decline," he recalls. Interest rates skyrocketed, and Pridnia saw his little nest egg slowly sneak from the roost. In 15 months alone, his radio station saw 14 major advertisers file for bankruptcy.

Stuck in an economic quagmire, Pridnia decided to take his solutions straight to the top. In 1982—with no prior political experience—he ran for the Michigan House of Representatives. The novice Republican candidate successfully held off 10 challengers in his party's primary, going on to win the general election. He hasn't looked back since, winning three more elections to the House, and the 36th District Senate seat vacated by Connie Binsfeld with her move to the Gubernatorial ticket in 1990.

What he couldn't do as a small businessperson, John Pridnia works hard to do as a state official. "What

flabbergasted me as a business owner was that when I tried to deal with a state agency or department—whether it be commerce, the DNR, the treasury—I could never get the same answer twice," Pridnia explained. "I was overwhelmed by the bureaucracy, red tape and occasional confusion."

"If I can help improve that a little bit, I think my time here has been well served."

Senator Pridnia is a leading advocate for affordable health care for all residents of Michigan. The condition of the state's abysmal health care system is Pridnia's single biggest concern. He cites the frightening exodus of doctors and specialists from the state because of Michigan's exorbitant medical liability costs. The result: a critical lack of access to quality care for both rural and urban Michigan.

Businesses in the state bear the brunt of increased health care costs. John Pridnia knows about it first hand.

"Before I sold most of my businesses in the early '80s (he still holds onto the mobile home park), it was becoming nearly impossible for me to pay for health care coverage for my employees. And it's getting worse." According to Pridnia, if costs continue to rise at today's pace, the annual health care cost for an individual will be \$22,000 by the year 2000.

As the Senator from the state's largest district (the 36th is geographically larger than the state of Massachusetts), Pridnia sees how skyrocketing health costs affect the

cornerstone of his district's population—the elderly.

"A large proportion of my district consists of retirees," Pridnia said. "It's not fair when someone works all their life and seeks a pleasant retirement up north, then finds themselves in poor health with no access to affordable health care."

Pridnia also stands firm when it comes to the positive impact government can have on businesses. The senator is confident that now is the time to act.

"I think that the collective resources of the various chambers of commerce, including the Detroit Chamber and the Michigan Chamber—together with various association groups—need to come together and pursue a consensus goal to realign the single business tax, workers comp, unemployment comp and health care costs," Pridnia said. "There are packages in the Senate today that need the proper support. If they make it through both legislative chambers and the governor signs them, business will see a real bright sunrise on the horizon."

According to the senator, the change in state leadership bodes well for the future of Michigan business. Pridnia speaks of a new age under Governor Engler where businesses provide employment by first providing a good, sound and affordable business climate.

That's good news for Michigan and for Michigan business. And based upon his past performance, Senator John Pridnia will likely be leading the charge to a brighter future.

## Avoiding tax problems when employing children

Congratulations—if you have children who can help out in your business. This can be advantageous for a number of reasons. Not only will it provide your children with an introduction to the "business world," but it can also provide you, the parent, with some important tax breaks. Your company can take a business deduction for the salary paid to a child (if it's reasonable). While this income is taxable to the child, his or her tax rate is likely to be lower than yours, which may give you the opportunity to save on total family tax. And the child's standard deduction may shelter the wages from tax. Additionally, children under 18 who are employed by their parents are exempt from FICA taxes.

In order to avoid IRS scrutiny, a few rules must be closely followed.

Basically, you can deduct reasonable wages you pay to your dependent child provided your child is a bona fide employee. To show that your child is a bona fide employee, follow the 3 R's: reasonable, rendered, and records. What this means is that the amounts paid to the child must be reasonable for the services that the child actually rendered, and accurate records must be kept to support this. In a recent Tax court case, the court emphasized just how important detailed records are. The court reduced a taxpayer's deductions for alleged salary payments to his child due to poor record keeping.

If you're thinking of employing your children, consult your tax advisor. He or she can offer advice on how to maximize all possible tax benefits.

### ASK AFD

#### Ask AFD clarification


The answer to last month's ASK AFD was worded wrong. The answer was given in response to a retailer's concern that a larger store down the street from his was discouraging customers from taking their empty bottles and cans there. Consequently, people were coming to his tiny store with loads of returnables, the volume of which he could not have possibly sold.

The ASK AFD answer should have read that the retailer must take back the empties of products he sells, no matter where each bottle or can was actually purchased—but so must the large store down the street.



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# ADVO IS FOOD

ADVO System, Inc., America's direct mail marketing leader, has joined forces with AFD of Michigan to form a powerful marketing partnership. This team effort will enable AFD members to participate in ADVO's effective advertising programs at very attractive prices.



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.

# GROUP FRIENDLY

## ADVO Works

- ▶ 17 billion pieces of advertising distributed annually
- ▶ 51 million households per week
  - ▶ 95% penetration

## ADVO Services

- ▶ Ad layout
- ▶ Copywriting
- ▶ Printing
- ▶ Data compilation



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.**

**AFD**

ASSOCIATED FOOD DEALERS  
OF MICHIGAN

# AFD ON THE SCENE

## Hiram Walker hosts gala party for AFD and its guests



The terrace along the Detroit River was a perfect place to enjoy a beautiful August evening over cocktails.



Louis Stephen, Amir Al-Naimi, Nina Antarsh, Hiram Walker General Manager Ed Antarsh and Nabby Yono chat during the cocktail hour.



LCC Commissioner Maxine Perry and her husband Lowell Perry converse over a delicious dinner.



Hiram Walker's incoming president Don Coe and outgoing president Steve Eskoff addressed the crowd after dinner.



AFD staff member Judy Mansur prepares for takeoff.

## Red Baron Frozen Pizza promotion gives staff members a lift

The Red Baron Squadron, a fleet of thundering super Stearmans, barnstormed over three locations in Michigan last month to promote Tony's Pizza's Red Baron Frozen Pizza line. They captivated audiences, as well as two AFD staff members who rode along, with their formations and aerobatic artistry.

Since 1979, the squadron has toured the country nine months out of the year to promote Red Baron Frozen Pizza and raise money for children's benefits.

# AFD

## AFD 1992 Trade Dinner "Sweetheart Ball"

Formal Dinner Dance on Valentine's Day

- Cocktails • Hors D'Oeuvres
- Gourmet Dinner • Red-tie Preferred

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



### ENTERTAINMENT

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



# **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

# Acme celebrates silver anniversary

Lots of growth. Lots of change. Lots of challenges.

That is how Acme Food Brokers President and CEO Ed Boccomino describes the 25 years that have passed since he began the company in 1966.

That year, Boccomino teamed up with Ed Willenborg, and the two food industry veterans started their brokerage business from scratch. They shared one desk and telephone between them in a tiny office in Dearborn.

Acme has had many changes over the last 25 years. The most

obvious of which is its growth from two employees to about 100. In addition to housing its headquarters in its own spacious building in Oak Park, now Acme has offices in Grand Rapids and Toledo, Ohio.

Willenborg retired last year, but Boccomino says their partnership was a fruitful and friendly one.

"We had a good 24 years together," Boccomino says, adding the success of Acme is remarkable in itself. "There aren't many companies that started back then that are still around."

The biggest reason Boccomino

believes Acme is still thriving is because it has adapted to the dramatic changes in the food industry brought on by the consolidation of chain grocery stores. Fewer individual customers for brokers to call on means fiercer competition.

Also, Boccomino explains, the shrinking customer field coupled with an increase in numbers of individual stores has enhanced the role of the broker in the service portion of the business. Manufacturers, he says, don't have the manpower to call on stores, so they need the brokers to act as retail merchandisers for them.

"We are a service," he insists. "And I like to think that we do a good job of satisfying our customers and manufacturers."

Several of the manufacturers Acme represents have been clients from the very beginning, including Pet, Inc., makers of Pet Milk, Progresso, Old El Paso Products, and B&M Baked Beans. Acme's other accounts include Land O' Lakes, Bumble Bee Tuna, Whitman's, Alberto Culver household division, Fort Howard, and Arm & Hammer.

"Every year has been a record-breaking year," he says. "I'm very proud we built a strong, reputable company from scratch."

Growth, changes and challenges describe the next 25 years at Acme, too.

"The success of anyone in business today is having an open mind to the changes that are constantly occurring," Boccomino insists, adding that Acme, in anticipation of change, has been built to be ready to meet the challenges of the present and the future.

"There is a future for the young people in the company," he says. "Acme has laid the groundwork for perpetuation within the company with young, aggressive people."

Acme thanks its loyal principals and customers for 25 years of continuous growth.

## DISTRIBUTOR PROFILE

### Kehe Foods prepares for exciting cookie promotion

Anyone who thinks koala bears aren't native to Michigan hasn't been looking closely at supermarket shelves.

Brought to the Midwest's grocery shelves by Kehe Food Distributors, Koala Yummies cookies have taken the world by storm as the number one cookie in Japan.

Media blitz for Koala Yummies on the western side of Michigan has resulted in huge sales and profits. Southeastern Michigan is scheduled for major promotions in the beginning of 1992. And soon Koala Yummies will truly be a Michigan item as their production begins next month at a new plant in Battle Creek.

But Kehe Foods has a lot more

to be excited about than just Koala Yummies. They are just one of the 10,500 products Kehe represents.

According to Cindy Moriconi, account manager for Eastern Michigan, Kehe is proud of its extensive variety of products, including dairy and deli items, and competitive prices. She says Kehe is always available to help customers and is always looking for more.

Established in 1958, operations are taken care of by more than 325 employees, but Kehe is still family-owned.

For more information about Kehe products and Koala Yummies, call 1-800-888-4681.



Acme president Ed Boccomino is proud of his company's successful 25 years.

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Introducing, seven luscious creamy, frozen yogurts from London's: Vanilla, Strawberry, Peach, Raspberry, Blackberry, Black Cherry and Strawberry Banana, with chunks of real fruit. There's no better way to profit from America's most popular new treat!



## PRODUCTS



### Orlando's authentic Ciabatta® offers exciting signature bread

Italy's most popular bread is now brought to you by Orlando Baking Company—the outstanding bakers of quality specialty breads. Orlando's Ciabatta® Bread is hearth-baked for a crispy crust outside and uncommonly delicate texture inside. And Ciabatta is all natural, it has no preservatives, sugar, oils or cholesterol.

Uniquely different, Ciabatta lends delicious taste and elegance to every entree. It's also great with spreads and for making pizza, sandwiches and hors d'oeuvres. Partially baked then frozen fresh, Ciabatta takes just minutes to heat in the oven.

The Orlando family has been making hearth-baked breads since 1872. They opened their first bakery in the town of Castel Di Sangro, Italy, where it is still in operation today. In 1904, part of the family came to Cleveland where they continue to bake with the same commitment to quality found in the old country.

For more information on Orlando's Ciabatta Bread, please contact Nick Orlando, Jr., Orlando Baking Company, 7777 Grand Avenue, Cleveland, Ohio 44104. Or call 216-795-0100.



### Pizza-style meat loaf recipe wins grand prize of a new kitchen

An easy-to-prepare combination of pizza and meat loaf created by Grace Crispo of Norwell, Mass., was selected as the grand prize winner from over 4,000 entries in the Kellogg's® All-Brann Healthy Life Recipe Contest. The grand prize, valued over \$15,000, consists of \$10,000 towards a new kitchen plus a set of Kitchen Aid® appliances including a refrigerator, dishwasher, microwave oven, trash compactor, hot water dispenser and trash disposer.

While trying to increase the dietary fiber in her family's diet, Grace developed "Branizza" using her family's favorite meal—pizza. A simple combination of pizza sauce, lean ground beef, vegetables, mozzarella cheese and Kellogg's® All-Brann cereal makes this pizza-style meat loaf a tasty and quick supper for a hungry crowd. Grace's "Branizza" is also great as a main dish at parties and potlucks. Busy chefs can make this dish when they have a few minutes during the weekend, then freeze it for later use.



### Wolfe Frostop merchandising centers add excitement, profits

Now you can add an exciting, profitable feature to your operation with a Wolfe customized merchandising center. Wolfe's merchandising centers are ideal for supermarkets and convenience stores.

Merchandising centers from Wolfe Frostop (famous for their no-fuss, no-ice salad bars) can be equipped with multiple workstations designed to serve customers hot and cold prepared foods.

With over 100 available options including soup units, refrigeration, tray rails and more, each customized merchandising center can be tailored to fit your operation's individual needs.

Units are offered in a wide variety of sizes and shapes with finish options including tile, colorful laminates, wood, stainless steel, fiberglass, Corian® and others.

For more information, please contact: Wolfe Frostop Company, Inc., P.O. Box 497, Savannah, TN 38372, or call toll-free 1-800-637-2523. In Tennessee: (901) 925-9082; Fax (901) 925-6228.

### London's Dairy Products to debut in new K Mart Super Center Store

London's Farm Dairy of Port Huron has been awarded the rights as exclusive, full-line supplier for the new prototype K Mart Super Center Store which had its grand opening in Medina, Ohio, on July 22, 1991.

As the only full-service dairy supplier for the new pilot store, London's features its complete line of fluid milk; culture products such as sour cream, cottage cheese; yogurt; juice drinks; ice creams; ice milks

and ice cream novelties.

The new K Mart Super Center Store operates with approximately 153,000 square feet of marketing space. It is the first store concept of its kind and is predicted to be one of a number of those planned for the future by the K Mart Corporation.

London's Farm Dairy is one of Michigan's largest dairies. London's has introduced many technological advances and was subsequently 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 2,000 retail outlets throughout Michigan.



### Filmco's Crustpak wicketed bakery bags now in custom sizes

Crustpak perforated, wicketed bakery bags are now available in custom sizes for special packaging applications. The new custom size bags can be made with various perforation patterns. The bags are made of durable, 80 gauge polypropylene which forms a strong seal for fast packaging without the worry of splitting.

Crustpak bags are used for creating pre-packaged, self-serve merchandising displays for crusty breads such as French, Italian and Vienna bread, oval Italian bread, rye bread, rolls and croissants. The microperforated bags allow oxygen to enter the package and moisture to escape at a slower rate, helping crusty bread products to keep their crisp texture longer.

In addition to the custom sizes, eight standard sizes are available.

For more information, please 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.

### New modular ice cream cone dispenser to be shown at NAFEM

Modular Dispensing Systems, a division of Tomlinson Industries, will



have a new model ice cream cone dispenser at NAFEM '91 Exhibition & Seminar in Atlanta, Geo., Oct. 12-15. The modular space saving designer series ice cream cone dispenser has a unique baffle system that dispenses flat-bottom cones in standard boxes or free stacked and keeps them fresh longer. The dispenser eliminates clutter and is handsomely mounted on a wall, freezer or soft serve machine. It has a hinged door for easy loading.

The modular unit controls stock, reduces waste and breakage and preserves flavor and freshness. The baffle completely disassembles for easy cleaning and is dishwasher safe.



### Pressware trays now available in a variety of color options

Pressware allows foodservice and supermarket bakery/deli operators to have the best of both worlds for their take-out packaging by combining the market's most modern dual-ovenable trays along with a beautiful variety of color and graphics options.

Pressware trays are now available in three different designs: versatile "Classic Stoneware," "Country Cookin'" for that home-cooked look, and "Ebony Premier" upscale solid black trays. These color options allow operators to select graphic schemes which will enhance and complement their food presentations.

Based on technology developed for the world's top frozen food manufacturers, Pressware trays can be used in either the microwave or conventional oven at temperatures up to 400° F for 60 minutes. Pressware trays retain their shape, resist denting and will not crack at low temperatures. Best of all, Pressware trays are made primarily from paperboard, a renewable source.

# Foodland Distributors hosts visit by Soviet economist

At the personal request of Mikhail Gorbachev, Dr. Abel Aganbegyan, chairman of the Soviet Union's Economic Council of Ministers and principle architect of perestroika, toured Foodland Distributors' one million square foot wholesale food distribution facility last month to study and evaluate efficient food distribution systems. Foodland Distributors was chosen because Dr. Aganbegyan believes that "Foodland Distributors is a singularly outstanding firm." Foodland

Distributors is Michigan's largest voluntary wholesale food distributor, serving 160 supermarkets.

Aganbegyan's visit was part of a two-week tour of the United States. It was his hope that studying Western distribution methods will help his government implement a more efficient market economy. Even though the Soviet Union has an abundant food supply, the commodities rarely reach the consumer because of distribution problems. Often crops lie rotting in the fields while people

stand in line for the few products that reach store shelves. Aganbegyan said.

Aganbegyan said his new knowledge of Western food distribution would be helpful when he returned to his homeland. While touring Foodland Distributors' warehouse and 83,000 square foot freezer (the largest in Michigan), he was impressed with the huge inventory of food products. While riding on a golf cart through the facility with Foodland Distributors' president and chairman of the board, Gregory F. Gallus, he

remarked that it was the biggest he's ever seen. Gallus explained each step of the food processing system—from the purchasing process through the loading and transport—of all the products Foodland Distributors supplies their customers. Store support services such as advertising and store merchandising consultation were also explained.

After the tour of the Foodland facility, Dr. Aganbegyan was taken to two of the stores that Foodland Distributors services—Kroger in Garden City and Ferndale Foodland in Ferndale. Again, Aganbegyan was impressed with their size as the average supermarket in the Soviet Union is the size of an American convenience store. He commented on the wide variety of meat, produce and dairy products. Also, the efficiency of customer services such as computerized cash register scanners.

Gallus was very pleased and honored that Dr. Aganbegyan wanted to take a closer look at Foodland Distributors' operation. Gallus welcomes a continuing relationship. "If we can share ideas (with Soviet economists) about what we do efficiently, we welcome the opportunity."



Abel Aganbegyan (center), chairman of the Economic Council of Ministers, explains the situation of the USSR's food industry to a group last month when he was here to tour Foodland's facilities. He is flanked by George Luft, his interpreter, and Gregory Gallus, president and chairman of Foodland Distributors.

## UPDATE

from page 1

The information will enable FNS to ferret out more easily those engaged in food stamp fraud and abuse. The FNS issued a proposed rule Aug. 15 to implement the new law, which would require social security numbers of owners of sole proprietorships, the general partners of partnerships, and up to five of the largest shareholders of privately owned corporations. No social security numbers would be required of individuals of publicly held corporations.

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## SAFETY

from page 17

dollar lawsuits against both CBS and the NRDC, but the trial date is years away.

The Chilean grape scare occurred when inspectors found two grapes among the thousands of bushels of Chilean grapes imported into this country had been contaminated with cyanide. Following the turmoil of the Alar situation, the Food and Drug Administration immediately embargoed 336,000 cases of Chilean grapes, and a new panic was created.

The source, some agree, even the fact of the tampering has never been confirmed, and there is some evidence that it did not occur in Chile, but rather after it reached this country. Inspectors found no other evidence of tampering in the grapes which were embargoed. The FDA was accused by some as over-reacting in embargoing all Chilean grapes, rather than those only in the area where the contaminated grapes were found.

Be that as it may, the safety of our food supply was a major story, resulting in one daily newspaper running a front-page headline, "Is Anything Safe to Eat?"

The problem with the Alar incident, which compounded the Chilean grape incident, is that only one part of a story was initially told, that designed to create the most public attention and get the most public reaction. On most such controversial issues, there are different interpretations of the same facts. Hardly a day goes by when some scientific group is not challenging another on the relative importance of cholesterol in the diet, the danger or lack of danger in drinking coffee—or a hundred other food-related questions. There is seldom a clear-cut answer, at least immediately, and the panic peddlers usually get the most attention.

Dr. Rosen says, "Until we have some better way to weigh the risks of these things there is always going to be another Alar scare."

The retail food industry can only continue to do what it has done in the past—attempt to get the most reliable and accurate information out to shoppers as rapidly and efficiently as possible when questions of food safety arise. FMI provides "backgrounders" to the industry and to the media, which attempt to provide all the known, accurate information on highly charged issues affecting food retailers, and without taking sides on the matter. It develops these as rapidly as possible so retailers can respond to the public concerns.

That the majority of the public believes that our industry intends only to sell safe products is borne out by the vote of confidence our industry receives.

## INEQUITIES

from page 6

be no problem to allowing properly approved SDD retailers from offering a tasting of a particular alcohol beverage within the store...especially new products!

Currently, on-premise licensees and other classifications of beverage licenses are allowed to conduct sampling offerings or tastings. They include a vendor of spirits, brewer, wine maker, mixed spirit beverage manufacturer, small wine maker, outstate seller of beer, outstate seller of wine, outstate seller of mixed spirit beverage, or a market research

organization retained by one of the license holders just listed—everyone but the SDD-SDM licensee! Again, it just doesn't seem right and it should be changed.

The majority of these problems could be approached without introduction of legislation through amending LCC's Administrative Rules or requesting a Commission Declaratory Ruling.

Finally, and because this beverage alcohol industry is so complicated and difficult to change, our beverage industry should have a representative sitting on the Board of commissioners of the LCC. Practically all of the boards and commissions

serving Michigan have at least one person representing the industry they oversee and regulate. In the alternative, LCC should establish an advisory committee made up of industry representatives so that all viewpoints can be considered before decisions are made.

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Ackroyd's Scotch Bakery & Sausage	332-1181
Archway Cookies	(616) 362-6205
Aurey Bakeries, Inc.	322-1100
Kaeppinger Bakeries, Inc.	367-2020
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:

Abnogue Water Company	358-1460
Ambeuer-Rusch, Inc.	354-1860
Balino 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
Covers Brewing Company	451-1499
Don Lee Distributors, Inc.	584-7100
Eastown Distributors	887-6900
Everfresh Juice Company	755-9500
F & M Coffee	851-5774
Paygo 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
Biram Walker, Inc.	636-0575
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
Mistle Beverages	489-9349
Oak Distributing Company	674-3171
Puddington 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	328-0694
Seven-Up of Detroit	937-3500
Spirits of Michigan	321-8847
St. Julian Wine Co., Inc.	(616) 657-5568
Stroh Brewery Company	446-2006
Viciano Wine Importers, Inc.	883-1600

## BROKERS REPRESENTATIVES:

Arme Food Brokerage	966-0300
Amari-Con, Inc.	478-6840
Balsbrooks Marketing	(517) 548-3750
J. B. Novak & Associates	752-4453
James K. Tamakian Company	424-8500
John Hurlteman Co.	296-3000
Marks & Georgens, Inc.	354-1600
McMahon & McDonald, Inc.	477-7182
Northland Marketing	353-0222
Paul Iman Associates	636-8300
Plester Company	581-1900
Blark & Company	851-5700
VIP Food Brokers International	885-2335

## CANDY & TOBACCO:

Gandy Chocolate Co.	882-8824
M & M M&M	383-8221
Shorn's Candies	(517) 756-3881
Wolverine Cigar Company	554-2833

## CATERING HALLS:

Emerald Kitchens	546-2700
Gourmet House, Inc.	771-0300
Harvey's Cafe at North Valley	866-4777
Panna's of Sterling	978-3880
Phil's Catering	751-4751
Roughfield Manor	353-9038
Tasty Buds	(517) 546-8323
Thomas Manor Catering	771-3338
Time's Catering	940-2286
Vanni's Banquet Hall & Catering	354-4131

## DAIRY PRODUCTS:

Amersley Dairy Assoc.	(517) 340-0823
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:

The Crosse Company	429-7078
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
Gadaletto, Ramsby & Assoc.	(517) 351-7375
Jardine Insurance Agency	641-0900
K. A. Tappan & Assoc. Ltd.	344-2500
Lloyd's Assoc.	356-0472
Miko & Assoc.	776-0851
Mitzel Agency	773-8600
North Pointe Insurance	358-1171
Rocky Husayni & Associates	557-6259
Sullivan-Gregory, Inc.	332-3060
Traverse Bay Insurance	(616) 347-6695

## MANUFACTURERS:

Carnation Company	851-8480
Don's Chuck Wagon Products	771-9410
Fimco	253-1530
Groeb Farms	(517) 467-7609
Hamilton Meal Pie Co.	582-2028
Home Style Foods, Inc.	874-3250
Kalid Enterprises, Inc.	527-7340
Kraft Foods	361-2800
Michigan Pioneer Sugar	(517) 799-7300
Monitor Big Chief Sugar	(517) 686-0161
Nabuco, Inc.	478-1400
Philip Morris U.S.A.	489-9494
Prince Macaroni of Michigan	772-4900
Red Pelican Food Products	921-2500
Tony's Pizza Service	634-0608

## MEAT PRODUCERS/PACKERS:

Giuseppe Wholesale Meats	833-3555
Hartig Meats	832-2080
Hillshire Farms & Kahn's	778-3276
Hygrade Food Products	484-2400
Kowabiki Sausage Company	873-8389
LKL Packing, Inc.	833-1588
Oscar Mayer & Company	464-9400
Oster Meats	883-9666
Pelkie Meat Processing	(906) 353-7479
Ray Weeks & Sons Company	727-3538
Smith Meat Packing, Inc.	658-8630
Swift-Eckrich	658-8630
Thorn Apple Valley	553-6700
Winter Sausage Mfg. Inc.	777-9088
Wolverine Packing Company	588-1900

## 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
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	351-2547
Belanca Beattie DeLisle	964-4200
Central Alarm Signal, Inc.	864-8900
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) 482-6006
Marketplace Services	317-4500
Menczer & Urcheck P.C., CPA	561-6030
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
Rosaman Martin Communications	(517) 487-8330
Sarala Realty	851-5704
Southfield Funeral Home	569-8080
Supermarket Development Inv.	573-8280
Telecheck Michigan, Inc.	354-5000
Travelers Express Co.	(800) 328-5678
Vend-A-Matic	346-7700
Whitely's Concessions	278-5307

## SPICES & EXTRACTS:

Rafal Spice Company	250-6373
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## STORE SUPPLIES/EQUIPMENT:

All American Cash Reg.	541-4141
Belmont Paper & Bag Company	491-6550
Brehm Broaster Sales	(517) 427-3858
DCT Food Equipment	388-1466
Hobart Corporation	687-7080
MMI Distributing	583-4400
Market Mechanical Services	686-5588
Midwest Butcher & Deli Supply	332-5860

Refrigeration Engineering, Inc.	(616) 453-2441
Sales Control System	356-0700
Statewide Food Equipment Dist.	393-8144
Ultra Lite Supply Co.	751-1940

## WHOLESALE FOOD DISTRIBUTORS:

Bremer Sugar	(616) 772-9100
Capistar, Inc.	(517) 699-3605
Central Foods	933-2600
Detroit Warehouse Co.	491-1500
Epeo 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	365-0830
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
Lauren Kachigian Distributing	843-2898
M & B Distributing Company	787-5460
Maxwell Foods, Inc.	923-9000
Melnerney-Miller Bros.	833-8660
Metro Packing Company	259-8872
Miesel/Sysco Food Service	397-7990
Mucky Duck Mustard Co.	683-5750
National Wholesale Foods	841-7730
Northern Michigan Food Service	478-6200
Northwest Food Co. of Michigan	368-2500
Rainbow Ethnic & Specialty Foods	646-0611
Rich Plan of Michigan	293-0900
Sackett Ranch	(517) 762-5049
Scot Lad Foods, Inc.	(419) 228-3141
Sherwood Food Distributors	366-3100
State Wholesale Grocers	567-7654
Spartan Stores, Inc.	(616) 453-1400
Super Food Services	(517) 777-1891
Superior Fast Foods, Inc.	296-7118
Tony's Pizza Service	(800) 247-1533
Treppco Ltd.	546-3661
Value Wholesale	862-6900
Warehouse Club	532-3399
Wholesale House, Inc.	846-6209
Ypsilanti Food Co-op	483-1520

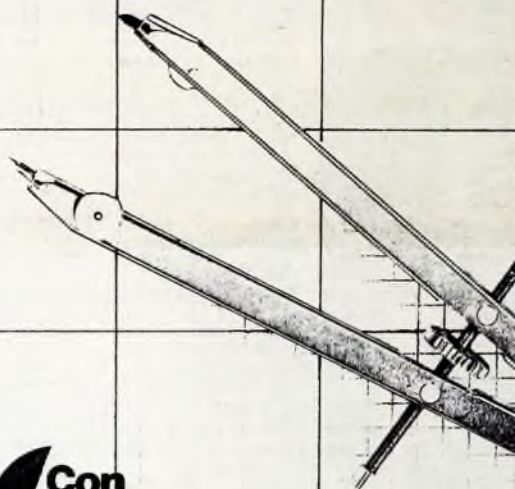
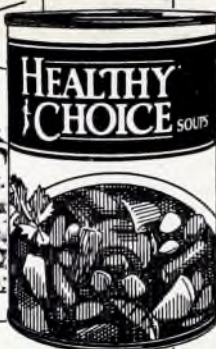
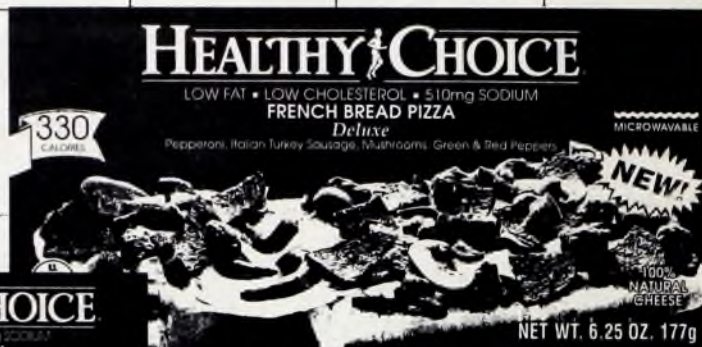
## ASSOCIATES:

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
Lavornus 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
Housana Cards	(301) 945-6700
Wileden & Assoc.	588-2358

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