Legislative Update

Retailer liability for sexually explicit material

Legislation intended to protect victims of pornography, will provide a cause of action for relief from sexual abuse or murder against producers and distributors of sexually explicit material. This bill, as currently drafted, would cover R-rated or PG-13 rated movies typically rented or sold in grocery stores, and books or magazines. Under the bill, victims or family members could sue a grocer or other distributor or seller if they allege the material was sexually explicit and the retailer was or should have been aware of the content. This legislation, S. 983, introduced by Sen. Mitch McConnell (D-KY) could be attached as an amendment to the crime bill, which is moving through Congress.

Retail price maintenance bill approved by house committee

Legislation (H.R. 1470) that would make it easier for discount stores to bring price-fixing lawsuits against manufacturers and other retailers won the approval last week of the House Judiciary Committee. The panel approved the bill by a voice vote. In subcommittee the vote was 10-6, with Republicans arguing that the bill is anti-competitive and unnecessary. The Bush administration has threatened to veto the measure, arguing that “jures could misinterpret lawful business decisions as price-fixing conspiracies.” The retail price maintenance bill would ease the burden of proof a discount retailer would have to satisfy in order to bring a suit claiming a price-fixing conspiracy between the manufacturer of a product and other retailers. The Senate passed similar legislation (S. 429) on May 9.

Shift in dairy policy would mean higher prices

In an effort to increase income for dairy producers, the House Agriculture Subcommittee on

Amandated family and medical leave:

• Mandated benefits undermine the successful voluntary, comprehensive benefit system developed by the private sector.
• Mandated leave threatens an employer’s flexibility.

See Washington, page 14

AFD’s voice heard in Washington

As another example of the work AFD does for its members, AFD last month took members’ concerns straight to the government leaders in Washington, D.C. AFD First Vice-Chairman Frank Arcori and Executive Director Joe Sarafa traveled to the capitol to make AFD’s position on several issues known to Sens. Carl Levin and Donald Riegle and a representative for Cong. Dennis Hertel. The group discussed several topics including anti-striker replacement, civil rights, BATF Special Occupational Tax, and mandated family and medical leave. Arcori and Sarafa presented the following positions on those issues on behalf of the membership of the Associated Food Dealers of Michigan.

Anti-Striker Replacement:

• H.R. 5 and S. 55 are an unfair government intrusion into labor-management disputes in favor of union employees and their powers.
• H.R. 5 and S. 55 would deprive management of a major bargaining chip in negotiations and destroy what is now a balanced framework for labor-management relations and would lead to increased strikes and labor disputes.
• The bills would also restrict the rights of individual employers and employees by prohibiting employers from granting any employment preference to a worker who crosses the picket line and returns to work.

Mandated family and medical leave:

• Mandated benefits undermine the successful voluntary, comprehensive benefit system developed by the private sector.
• Mandated leave threatens an employer’s flexibility.

The days of lunch boxes and thermoses are steadily approaching, and new products for back-to-school are hitting the shelves. For news about what’s hot in back-to-school lunch items, turn to page 18.

Average Cost of Store Remodelings per Square Foot

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See UPDATE, page 17
YOUR STATE-WIDE FOOD BROKER
BRINGING YOU INNOVATIONS
IN CONSUMER EVENTS!

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SUPERSAVER
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COMING IN SEPTEMBER 1991 ...

- Over 55 national brand coupons
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  - Detroit
  - Grand Rapids
  - Toledo
  - Saginaw/Bay City/Flint
  - Fort Wayne
- 81 newspapers ... over 3 million circulation
- 1,200 60-second radio spot advertisements

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FOOD BROKERS

BRANCH OFFICES
Grand Rapids, Saginaw, Toledo,
Fort Wayne, Indianapolis
EDUCATION CHAIRMAN'S REPORT

On the importance of education

By Amir Al-Naimi
AFD Chairman

It is hard to believe, but we are already in our last month of summer. This year as store owners and wholesalers prepare for the back-to-school rush and AFD is busy awarding scholarships at the Annual AFD Scholarship/Golf Outing, let us remember the importance of education—in our business and our lives.

Not only does education help us manage the dollars and cents of our stores and companies, it serves many other purposes. It helps us communicate, it teaches us to trust our instincts and make informed decisions, and it makes us more well-rounded.

Most importantly, education is, in a sense, the training of tomorrow's leaders—not only of our industry, but of our country. As we award financial grants at this month's golf outing to nearly 20 deserving young students, let us pause to remember that the scholarships are about more than money. The scholarships are a way of telling students that their hard work has paid off, we recognize them as responsible citizens and future leaders, and we wish them the best of luck in their lives and careers.

But education is not only for the young. As retailers and wholesalers protecting the interest of our businesses, we need to participate in continuing education. This means that we should encourage and pay for our employees to seek further knowledge, as well as ourselves, whether it be by attending an AFD T.I.P.S. seminar or national association seminar in Washington, D.C. In the long run, you, your employees and your business will benefit.

Another way to promote education in your business is by setting up scholarships programs of your own. AFD is happy to help any retailers or wholesalers interested in learning how to set up such a program.

I look forward to seeing many of you at the golf outing Aug. 5. It will be a great time to not only pay tribute to an excellent cause, but to celebrate the associations we make as members of Associated Food Dealers.

Sincerely,
Katherine A. Stoops
Start now for holiday selling plans

By John Dagenais

In the busy summer days and nights of selling food and beverage products, it’s not too difficult for retailers to put aside early planning for the September-through-December holiday selling period.

It never fails that some beverage retailers conclude that the majority of customers won’t really think of their holiday planning until about Thanksgiving week, but there is a flaw in that assumption.

For one thing, the Liquor Control Commission can’t fill an order if it doesn’t have an ample stock to take care of items in sudden demand—and it seems to happen every year. A brand backed by a solid national advertising campaign or a new drink is unveiled calling for a specific alcohol beverage—and the rush is on!

Holiday packaging and colorful wraps are somewhat limited compared to a decade ago, and one has to take that into consideration when planning for holiday sales. No sense in losing a sale because the customer wants a gift-wrapped bottle—unless, of course, you have taken the expense of your own store gift carton or fancy wrap.

But early ordering—and we’re talking about starting in September—is just one phase of getting ready for the best selling period in the year. Let’s look at other things to think about.

Naturally, all party store retailers should be ready to display some of the better wines and champagnes, and don’t overlook some of the fine domestic and imported beers.

Even if your business establishment is not in the category of a full-line food and beverage store, you can do a lot with the addition of some special items to accompany the beverage selections made by holiday shoppers. Try some popular gourmet food selections, but remember to take into consideration the type of product and whether you’ll be able to provide good storage and refrigeration, counter space, wrappings, etc. You can try cheese, shrimp, baked goods, special sauces—the list is endless—and a good food broker can help get you started. You can carry a limited supply of gourmet snack items like processed cheeses and sausages having a shelf life of about two months.

So much for the beverage and food items—especially the specialty foods, but let’s turn to the store itself. What can we do to make both the store front and the interior of the business take on a real holiday atmosphere?

First things first! Make sure the entrance and front are clean—no litter and no accumulation of returnables at the front. For a period of two months, how about trying some uniform jackets for you and your employees. A name tag with just the first name will make the customer feel that your store wants to reach out and help.

Do a nice job on decorating the store’s interior and have some holiday mood music played through a couple of speakers within the shopping area. Even if business is down a bit and you feel that the economy this past year doesn’t justify this kind of preparation or spending, be different and surprise the customers with a fresh attitude. This positive attitude encourages the customer to be on your side and support your business.

Some ideas and planning take a long time to put into effect, and so we’re not addressing this subject matter too early, but you almost have to start immediately following Labor Day or early September. Your own advertising should start in the store by telling customers to get big orders in early, as well as taking orders for items that are a bit scarce during the Thanksgiving to New Year’s Eve period.

If you have been thinking of a store modernization project for next year, try to get it started, or part of it started, in time for the coming holiday selling period. That modernization project could be a simple thing like a rustic wine rack with “old-world” effect to house your very best wines.

Finally, don’t forget the true spirit of the holidays like carryouts to the customer parking lot or some other small services. Select one or two needy families in the community and collect food items from friends and relatives to take to those in need. A couple of wooden barrels in the store with an appeal for help in the form of can goods will be remembered by your supporters.

Remember, we are merely offering suggestions on preparing for the holiday selling period—the biggest advice being ORDER EARLY and make plans now. We acknowledge that your customer base, type of clientele you serve and your local competition are all factors to be considered.

Good luck and have a great holiday selling period!
FOR INSURANCE WE ARE THE ONE

One qualified agency to serve all your insurance needs.

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

For more information call: 1-800-688-9772
Gil DiNello speaks his piece

If there is such a thing as a voice crying out in the wilderness of state government, the voice belongs to Senator Gil DiNello. And there’s little likelihood it will be stilled soon.

"What irritates me most about legislators is that they don’t get up and speak their piece," the four-term democrat from Macomb County says. DiNello frequently voices his opinion, sometimes—he admits—a little more vociferously than necessary. Recognized as both a loyal ally and feisty adversary, DiNello knows little middle ground when it comes to matters of the heart—both his and his constituents’.

As Chairman of the influential Senate Committee on State Affairs & Military/Veterans Affairs, DiNello presides over legislation impacting the liquor industry. That vantage point recently enabled him to launch legislation from the Senate to the House that brings a sorely needed note of sanity to those laws involving sale of alcohol to minors.

"I don’t like party labels," the Senator says. "I’d like to define politicians as either conservative or liberal, and throw out the Democrat and Republican monikers."

His first shot at high office came in 1972 when DiNello decided to take on incumbent Harold Clark. It was a hard fought battle—DiNello even had to fight the sweet tooths of the voters who got free Clark Bars from the incumbent. In the end, the upstart politician's campaign emerged victorious by a sliver, and the Italian American native of Detroit headed for Lansing. The nightmare which can come from partisan politics didn't take long to disturb his dreams.

"When I first came to Lansing, I was a neophyte and voted the way I was 'supposed' to," DiNello continued. "I supported the same groups that had supported me in my first campaigns." That didn't sit too well for very long. DiNello spent many of his first years—often well into the night in his Lansing office—thinking about the pressure he was receiving from special interest groups who demanded blind obedience. And his conscience started to get to him.

"I’d have people say to me, ‘Why don’t you vote for this issue even though you may not agree with it? After all, you’ve still got a few years before reelection.' I don’t think that way."

The reputation as a maverick is well deserved, the result of a simple but profound philosophy that no group or individual shall come between Gil DiNello and his constituents. This belief has seen the feisty lawmaker do pitched battle with members of his own party, labor unions, and those in Lansing who would bypass his district in the allocation of state funds and resources. Further evidence of the Democrat’s stubborn independence can be found in his support of the candidacies of Ronald Reagan, George Bush and John Engler.

Yet for the past 19 years (six years as state representative and senator since 1982) DiNello has made plenty of friends. His constituency has actively supported him since that first narrow margin of victory, sweeping him into another term each time he chooses to run. The secret of his success should already be obvious.

"The people of my district may traditionally vote Democratic, but..."
America's Good Time Spirit for Less!

Seagram's 7 Crown, the most popular whiskey in America, is now available at a new low price.

Stock up today on America's good time spirit & enjoy spirited savings.

New Low Price $7.99

Price is applicable as of July 28, 1991
Art goes into every bottle of Martell XO Supreme

It is handed to the hostess from her snowy doorstep, the ultimate house gift brought by holiday guests. It is taken gingerly from the liquor cabinet, poured slowly, and served grandly, to celebrate the promotion, the engagement, or the anniversary. It is swirled in snifters by two romantics, its hue reflecting the glow of the firelight.

It is not just cognac. It is Martell XO Supreme. And it has found its place in the center of special moments because it is a work of art.

So said Denis M. Guillaumin, Martell's international brand manager, on a recent stop in the U.S. Martell XO Supreme, he said, is the result of a marriage of ingredients so precise it took years to discover and takes 35 to 40 years to perfect.

Martell, owned in North America by House of Seagram, makes a variety of cognacs. (The word cognac refers to the province in France where the brandy is produced. Only brandies from Cognac may be given the name.) Each one is the product of a different caux-de-vie mix and aging process.

Martell Cognacs are produced by the chief blender, currently a man in the business 40 years. He is the direct descendent of the original chief blender five generations before him. A nephew has been trained in the intricacies of cognac tasting and blending to take over when he retires. Maintaining taste and traditions established in 1715 is of utmost importance to Martell.

"We don’t care if it’s a good taste or a bad taste," Guillaumin explained, "we want it to be consistent."

But there’s no doubt that Martell XO Supreme has a good taste. To create XO Supreme, the chief blender selects the best vintages from the finest eaux-de-vie originating from the Grand and Petites Champagnes, the Borderies and the Fin Bois growing regions.

"We have 2,500 farms of wine growers working under contract with Martell," Guillaumin said. "The same people have supplied Martell for many generations."

The eaux-de-vie are then matured in oak barrels crafted exclusively for Martell. It is the tanin in the oak which gives the cognac its woody flavor and exquisite amber color. The color is accentuated in Martell XO Supreme’s gracefully designed bottles. Special packaging and accessories available make it the ultimate in sophisticated gifts, and a must in the well stocked liquor cabinet.

After all, every home should have tasteful art—and the smooth, distinctive flavor of Martell XO Supreme is among the most "tasteful" art recognized throughout the world.
GO FOR THE GOLD.

Seagram's V.O., the gold standard of fine whisky, is now available at a new low price.

Seagram's V.O.
New Low Shelf Price

1 Liter
Code# 1490-1 ........... $14.99

200 ML
Code# 1490-2 ........... $3.31

375 ML
Code# 1490-3 ........... $5.57

750 ML
Code# 1490-7 ........... $10.95

1.75L
Code# 1490-8 ........... $23.97

Prices are applicable as of July 28, 1991.

Take advantage of the savings and stock up on Seagram's V.O., now!
AFD ON THE SCENE

AFD visits Martell XO Supreme party
House of Seagram was host to a lavish party promoting its premium blend, Martell XO Supreme cognac. Two AFD members went home with a delicious door prize. From left to right are John White, House of Seagram; Jimmy Rabban; Joe Sarafa; Denis Guillaumin, Martell; and Randy Bahoura.

Deals talked at Foodland’s “Radio Days” show
These exhibitors “chilled out” between sales at Foodland’s trade show last month. Radio personalities were on hand to set the tone.

AFD holds T.I.P.S. seminar
Southfield Director of Public Safety Jerry Tobin narrated an informative T.I.P.S. training class, which explained to AFD members how to sell liquor with caution.

AFD meets with LCC
Several AFD board members met with LCC commissioners over lunch last month. Hot topics to AFD members, including pricing, were debated in a round-table discussion.

Local beer gets commendation
Frankenmuth Brewery recently received a letter from German Chancellor Helmut Kohl congratulating the brewery on the excellence of its product. Ferdinand M. Schumacher, president and chief operating officer of the brewery, said the letter will be displayed in its Hospitality Center. “A lot of people think the only good beer is imported,” Schumacher said. “You don’t have to import it. You can have it right here. It’s made in your own neighborhood.”

ASK AFD
Q. Can I sell single cigarettes in my store? —P.C., Lexington
A. A BATF regulation reads: “All tobacco products purchased, received possessed, offered for sale, sold or otherwise disposed of, by any dealer must be in proper packages which bear the mark and notice prescribed (by other BATF regulations).”

“Tobacco products may be sold, or offered for sale, at retail from such packages, provided the products remain in the packages until removed by the customer or in the possession of the customer.”

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.

COMING EVENTS

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Compaq—Deskpro 286e—Model 20—30mbdisk, 640k memory, BW Monitor (Amdek/432)—Best offer 313-557-9600

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- $3.00 prescription co-pay
- Maternity coverage with no waiting period *
- No pre-existing condition clause *
- No health questions
- 100% hospitalization
- 100% coverage for outpatient surgery
- Emergency room care
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* For groups of 2 or more

Rocky H. Husaynu,
An authorized agent of
Blue Cross Blue Shield of Michigan

For more information, call (313) 557-6259 or
Fax inquiries (313) 557-9610

10—FOOD AND BEVERAGE REPORT, AUGUST 1991
AFD announces 1991 scholarship winners

Jan M. Erla, a 1990 Cass City High School graduate, has been selected to receive a scholarship for the second year in a row. Erla was a valedictorian of her high school class and is currently a business major at Oakland University. Her entry was submitted by Erla’s Food Center. Her corporate sponsor is Scot Laid Foods.

Dominic R. Ronzello plans to study engineering at Michigan Technological University with his scholarship. Ronzello is a 1991 Grand Ledge High School graduate from Lansing. He was in National Honor Society and the Summer Institute Program, as well as on the cross country and track teams. He was nominated by the Kroger Company. His corporate sponsor is Central Distributing (Amheuser-Busch Distributor).

Meredith A. Stine, a 1990 Superior Central High School graduate, will use her scholarship to continue her education major at Northern Michigan University. She was a high-school cheerleader and held office in the student council. Her entry was submitted by Lammi’s General Store. Her corporate sponsor is Krammer Foods Co.

Jaime J. Grayson, a University of Michigan Dearborn student, receives a scholarship for the second year in a row. While at Redford Thurston High School, she received a Phi Beta Kappa Award and the Society of Women Engineers’ Madame Curie Award. She was also a member of the National Honor Society, the varsity tennis team, and SADD. She is a pre-business major. Her entry was submitted by Foodland Co.

Ryon T. Boeckel has been selected to receive a scholarship, which he will use to attend the University of Michigan in the fall in the L&A school. A graduate of East Kentwood High School, Boeckel received numerous awards for broadcasting, debate and forensics. Three years of distinctive achievement earned him a Scholastic Honors Award, and he earned an academic pin and letter. He also participated in choral groups, school publications, the pep club and school musicals, and was a member of the Young Republicans and the tennis team. His entry was submitted by Spartan Stores. His corporate sponsor is Creative Risk Management Corporation.

Christopher P. Cahill will continue his accounting studies at Western Michigan University with his scholarship. A 1988 graduate of Farmington High School, Cahill received the Time Magazine Writing Award and Farmington Area Volunteer Award. In other activities, he was captain of the varsity tennis and basketball team, president of the National Honor Society, and editor of the school newspaper. At college, he is treasurer of Pi Kappa Alpha fraternity and a member of the National Greek Honor Society, Order of the Omega. He was a scholarship recipient in 1989, as well. His entry was submitted by Discount Pop & Beer. His corporate sponsor is the Pleinter Co.

Christopher M. Davis of Mt. Clemens has been selected to receive a scholarship to pursue a degree in communications at Western Michigan University. A 1991 graduate of Lutheran High School North, he received the Phil Burt Kappa Award and participated in cross country, track, youth basketball and band, and coached baseball. At college, he enjoys intramural sports. His entry was submitted by Klemm’s Party Store. His corporate sponsor is House of Scagman.

Jeffrey M. Davis will continue his art major at Central Michigan College with his scholarship. He is a Mt. Clemens resident and 1989 graduate of Lutheran High School North, where he received the Presidential Award, participated in track, basketball and band, and coached baseball. At college, he enjoys intramural sports. His entry was submitted by Klemm’s Party Store. His corporate sponsor is General Wine Co.

Carly M. Lyon will receive a scholarship to attend Grand Valley State University with a major in physical therapy. A 1991 graduate of Waterford Mott High School, Lyon received the Presidential Academic Fitness and Excellence in Effort awards, and participated in varsity tennis, the student council and the National Honor Society. Lyon’s entry was submitted by Felice Family Food Center. Her corporate sponsor is Hubert Distributors.

Dawn M. Rivard, a 1991 Chippewa Valley High School graduate from Mt. Clemens, has been selected to receive a scholarship to pursue a business major at Eastern Michigan University. In high school, she received academic achievement awards, as well as joined Mat Madis, Key Club, International Club, and Business Professionals of America. Her entry was submitted by Ada’s Party Market. Rivard’s corporate sponsor is Seven-Up of Detroit.

Vicki L. Socal, a senior at Central Michigan University, plans to use her scholarship to finish up her mathematics major. She also received scholarships in 1989 and 1990. At Lake City High School, she was a recipient of the Ben Jeff’s Award and a member of the National Honor Society and the pep club. In college, she is involved in the National Council of Teachers of Math and Students Making Math Matter. Socall’s entry was submitted by Whipple & Co., and her corporate sponsor is Royal Canadian.

Katherine A. Stoops plans to continue her business major at Miami (Ohio) University with the scholarship she will receive. She is a graduate of Divine Child High School in Dearborn, where she received the Presidental Academic Fitness Award and was listed in Who’s Who Among American High School Students. She was also involved in dancing and drama, the Spanish, math and ski clubs, and community softball. Currently, she is a member of Alpha Delta Pi Sorority and the Alpha Lambda Delta/Phi Eta Sigma Honorary Society. The Pleinter Co. submitted her entry. Golden Dental Plan is her sponsor.

Luma M. Makhay, plans a pre-medicine major at Wayne State University with her scholarship. She is a Southfield resident and 1991 graduate of Marian High School in Birmingham, where she received the Presidential Academic Fitness Award and was listed in Who’s Who Among American High School Students. She was also a member of the National Honor Society, the French Honor Society and the Math Club. Her entry was submitted by Southwestern Drugs. Her corporate sponsor is J. Lewis Cooper.

William (Chris) Landrem is a 1991 graduate of Pontiac High School, where he played for the golf team all four years. He plans to use his scholarship to pursue a biology major at Oakland University. His entry was submitted by Ideal Pharmacy in Fenton. Landrem’s corporate sponsor is Pepsi-Cola Co.

Craig Vissers, a 1991 Allendale Public High School graduate, will attend Grand Valley State College this fall with his scholarship. In high school, he was a member of the National Honor Society and the baseball and basketball teams. Spartan Stores submitted his entry and it is his corporate sponsor.

ALEX BELL MEMORIAL SCHOLARSHIP WINNER:

The Alex Bell Memorial Scholarship is being awarded this year for the first time. It was established to honor the memory of a friend to many in the industry, who passed away in February. Receiving this scholarship is James Campbell, Jr., a graduate of Berkley High School. A senior at Central Michigan University, he plays intramural sports and is a member of Phi Eta Sigma honor society. His entry was submitted by Pepsi-Cola Bottling in Troy.

Monday, August 5, 1991

Shenandoah Golf & Country Club
5600 WALNUT LAKE RD. • WEST BLOOMFIELD, MI

GOLF SCRABBLE
A DAY OF GOLF PACKAGE
$500 per foursome/$125 per person

HOLE-IN-ONE CONTEST: $10,000 Cash Prize!
PLUS CLOSEST-TO-THE-PIN AND STRAIGHTGEST DRIVE

DINNER ONLY
$60 per person

12—FOOD AND BEVERAGE REPORT, AUGUST 1991
Selling a mature lottery to Michigan players

By Michigan Lottery Commissioner Jerry Crandall

The Michigan Lottery, unlike any other state agency in Michigan, is retail and market oriented due to the nature of its legislative mandate to raise revenues for K-12 education. And as a revenue producer, we must compete in the marketplace for our sales along with everybody else. We are competing for consumers' discretionary dollars by asking them to purchase a lottery ticket over a movie, dinner, a new tie or even a pair of new shoes. Therefore, we must keep the Lottery exciting and fun to play, so everyone will want a part of the action.

But because Michigan is one of the oldest lotteries in the country—we'll celebrate our 20th anniversary in November—one of our greatest challenges will be to continue developing our areas of potential sales growth. New lotteries can generate player interest by introducing new games, whereas mature lotteries, such as Michigan, must use other strategies and continue to be creative in the ways we market our products.

We are currently in the process of evaluating our existing games and promotions, while exploring new means of strategically marketing our products to sell. We've got big plans for ways to increase our sales and rejuvenate interest in Michigan's lottery as part of our 20th year anniversary celebration. To highlight this milestone, we will launch several promotions, special offerings and public relations activities throughout the anniversary year. We look forward to sharing these ideas with you in the coming months.

But right now, we find the area of greatest sales growth potential to be in the marketing of our instant games. We are looking at ways to market our instant tickets as effectively as we currently market our online games—Lotto 47, Zinger, KENO!, and the Daily 3 and 4 games. In Michigan, we generate about 87 percent of our sales on online games and only 13 percent on instant games; whereas most other states have about a 50/50 sales ratio. When you consider that retailers can make the same amount of profit from commissions, 6 percent in sales and 2 percent in redemptions, on instant tickets as on online games, you can see the potential for revenue growth.

There also is an action the Legislature could take to help the Lottery increase sales of both instant tickets and online games. By increasing the overall prize payout level from the current 45 percent to 55 percent, more people would probably play Michigan's Lottery.

Another means of increasing sales is through carefully planned special promotions. For instance, this summer the Michigan Lottery turned up the heat by offering an exciting "hot" new promotion—the "Lotto Sweet 16 Giveaway." Typically mid-summer sales are down because people are generally out of their normal routines and less likely to stop at a local retailer to buy a lottery ticket. So we've attempted to increase interest by offering a second chance sweepstakes. We're giving away 16 brand new automobiles in July and August, two each week for eight weeks.

We are always interested in ideas for promotions from our lottery retailers. So if you have any ideas you would like to share with us, please discuss them with your district manager, regional manager, our marketing division or me. At the Lottery, the door is always open to our retailers.

In short, we have many new things in the works at the Lottery. In addition, we are continually evaluating the success of current activities while looking for new means of building our sales. My deepest commitment is to ensure the Lottery continues to be a winner for everyone: a profitable venture for retailers, a fun and exciting experience for our players and a successful fund-raising arm for our children's education.
WASHINGTON
from page 1

Many retail and wholesale grocers already offer family and medical leave programs.

Civil rights:

- Any civil rights legislation must be crafted and equitably balanced as to thwart off new problems in labor-management relations.
- H.R. 1375 is superior to H.R. 1 because it places the burden of proof on the plaintiff to demonstrate causality between a particular employment practice and the unacceptable disparity.
- Only H.R. 1375 restores the Supreme Court tests of "business necessity" that were employed for almost two decades before the Wards Cove decisions.
- Only H.R. 1375 limits judgments for harassment allegations to $150,000 and expert fees to $300 per day.
- Civil rights should balance the employment process rights of employers and employees. Employees should be provided fair opportunity while employers are ensured the right to hire on merit, without reliance on gender and race quotas.

Bureau of Alcohol, Tobacco and Firearms (BATF) Special Occupational Tax:

- The special occupational tax (SOT) was raised, without any public input or Congressional hearings, from $24 and $54 for beer and wine retailers, respectively, to $250.
- The BATF SOT affects dozens of service industries and organizations.
- The current SOT rates are inequitable: a family-owned chain of five grocery stores is required to pay $1,250, while a major corporate brewer owes only $1,000.
- Although alcohol retailers account for 91 percent of the SOT revenue and comprise 95 percent of the business locations paying SOTs, they receive no benefits.
- Enforcement of the SOT involves the direct collection of small amounts from a relatively large number of taxpayers. That wastes administrative resources and prevents collection from alternative, more cost-beneficial revenue sources.
- Since 1977, the Government Accounting Office and Office of Management and Budget have recommended that the tax be repealed because inequities exist in the tax structure.

WIC:

- Proposed changes could potentially penalize WIC participants and prevent independent grocers from participating in the program at all.
- Regulations are unclear as to the application of competitive pricing criteria and could cause problems in the marketplace, leading to program rigidity with only a few authorized vendors.
- The issuance of an exclusive license would grant market control to selected retailers, denying WIC participants freedom of choice.
- The practice of limiting the number of authorized retail grocers by geographical distribution of participants would impose burdens of time and travel on participants, as well as exclude rural grocers from participation in the program.
- The voiding of the retail contract by moving penalizes the retailer for making improvements to serve the consuming public.
- The proposed WIC changes fail to differentiate between retailers who intentionally violate USDA rules and those with employers who may unintentionally commit a violation.
- The proposed changes may result in additional costs to the taxpayers.

Following the Washington visit, Arcori and Sarafa felt confident that they had made great strides in convincing the legislators to rethink their positions on certain concerns. Food & Beverage Report will continue to update members on new developments in the above issues.

Frank Arcori, Sen. Carl Levin and Joe Sarafa met in Washington to discuss pertinent issues to AFD members.

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14—FOOD AND BEVERAGE REPORT, AUGUST 1991
A New Idea For Back-To-School...

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### Foodland Distributors announces winner of Lyle Everingham Award

Foodland Distributors has announced the first recipient of their Lyle Everingham Scholarship Foundation. The winner is 17-year-old Christopher C. Compton. Chris is the son of Mr. and Mrs. Richard Hered of Holly. Mr. Hered is employed by Foodland Distributors.

Foodland Distributors Founder’s Scholarship Fund was established in 1990 in honor of Lyle Everingham, a co-founder of Foodland. The fund provides up to $4,000 toward the college expenses to the recipient and is intended for the children/legal wards of current regular Foodland Distributors employees.
DiNello's rugged political independence coupled with a strong belief in the free market system. During the Legislature's recent battle over the state's Capital Acquisition Deduction (CAD), he vehemently fought a House proposal that would have eliminated the deduction and raise business taxes by 25 percent. A favorable compromise was reached between the House, Senate and Engler Administration.

"The house proposal would have crippled small business and business expansion, and only put more people on the welfare roles," DiNello claimed.

It takes a strong person to deal with political life; an even stronger persona is needed to avoid conforming to the pressures of living in the limelight and speaking as the voice of thousands.

"When people look for a leader, they look for two types: a strong one or a weak one," the outspoken Senator concluded. "The strong ones lead, and the weak ones get pushed where someone else wants them to go."

Push all you like, special interest groups and partisan politicians. Gil DiNello isn't about to budge.

UPDATE from page 1

Livestock. Dairy and Poultry last week approved legislation to increase the milk support price from $10.10 per hundredweight to $12.60 by 1993. In order to meet budgetary guidelines, the support price would be lowered in 1994 to $12.10 and to $11.60 in 1995. The bill, the "Milk Inventory Management Act of 1991," would also establish production controls, thereby shifting dairy policy to a less market-driven program. If government purchases exceed 5 billion pounds, a seven-member producer inventory management board would be responsible for funding, managing and marketing surplus dairy products. If government purchases exceed 7 billion pounds, a two-tier dairy price program would be implemented. The full House Agriculture Committee expects to take up dairy legislation after the July 4 recess. Senate Agriculture Committee action also is expected in July.

Wide-ranging FDA enforcement bill is proposed

Rep. Henry Waxman (D-CA) and House Energy and Commerce Committee Chairman John Dingell (D-MI) have introduced legislation giving the Food and Drug Administration (FDA) further enforcement powers. H.R. 2597, the "Food, Drug, Cosmetic and Device Enforcement Amendments of 1991," would extend certain authorities that FDA currently has only over medical devices to other areas of FDA jurisdiction. The expansion would include administrative recall authority, subpoena power, and the ability to levy civil penalties. Food companies would be subject to the type of inspections currently experienced by drug and device facilities, and import controls would be broadened to allow the destruction of products deemed hazardous to health. FDA's interstate commerce provision would be broadened, allowing the agency to bring enforcement actions after proving only that the product affected interstate commerce. Inspectors would be authorized to carry firearms, and access to certain corporate financial records and research data would be allowed. H.R. 2597 is one of several bills dealing with FDA that the committee is considering. Other proposals include imposing fees to increase agency resources and restructuring FDA within the Department of Health and Human Services.
Back to school with Kid Cuisine!

ConAgra will be introducing Kid Cuisine Mega Meals and breakfast items this fall. The New Mega Meals will be geared towards older kids ages 8-12. Research has shown that this age group enjoys the selections of Kid Cuisine, but they need more of it. Kid Cuisine Mega Meals will feature six "All-Time Favorite" entries including Chicken Nuggets, Fried Chicken, Double Cheeseburger, Cheese Pizza, Hot Dog and Macaroni and Cheese containing no artificial colors or flavors. These items will offer approximately 30 percent more food than the original Kid Cuisine meals for kids with bigger appetites!

For children's frozen meals being the fastest growing segment in the freezer case, Kid Cuisine has hit the ground running. As there has been no complete frozen breakfast meal directly targeted at kids, ConAgra has decided to introduce a complete new line of Kid Cuisine Frozen Breakfast items. Because breakfast is considered to be the most important meal of the day to mothers, this new complete line of breakfast items will surely make a big hit with moms and kids!

Kid Cuisine Mega Meals and Breakfast Items will be available in stores the second or third week in August. High value coupons will follow in September through December along with in-pack coupons to encourage repeat purchases. Also, an intense television schedule has been set to run during the Saturday morning cartoons!

Campbell's introduces new items for back to school

Dinosaur Vegetable

• Dinosaur Vegetable Soup is the first vegetable soup made just for kids. In corn, carrots and celery are mixed with 25 percent more pasta than chicken noodle soup, and it contains no MSG.

Dinosaur Vegetable Soup capitalizes on the popularity of dinosaurs with young children. It will be heavily promoted on Saturday morning television, as well as in print. Coupons will be out in October.

Broccoli Cheese Soup

• Broccoli Cheddar Cheese Soup brings together two of today's most popular foods, tender pieces of broccoli and natural cheddar cheese in a delicious cream soup.

Building on the increasing success of cream soups, Broccoli Cheddar Cheese Soup promotions will focus on multi-usage and be backed up with dozens of delicious recipes.

Hungry students on the go will enjoy Campbell's two new varieties of microwave soups, Clam Chowder and Vegetable. They join Chicken Noodle, Chicken with Rice, Vegetable Beef, Bean with Bacon 'n Ham, and Chili Beef already on the shelf.

More good stuff from Campbell's—the brand name kids recognize and mothers trust.

New Italian Sausage Sub Sandwich from Pierre Frozen Foods

Pierre Frozen Foods introduces its Italian Sausage Sub, the newest member of the wrapped Pizza Parlor Sandwich® line. Pierre's Italian Sausage Sub offers convenience stores, vending, mobile catering, school a la carte and other foodservice operators a convenient, great tasting way to serve authentic Italian hoagies.

P&G studies on reduced calorie fat published

Three Procter & Gamble studies on the digestion and absorption of "new, reduced-calorie fat—caprocaprylohebin—have been published in the June issue of the Journal of the American College of Toxicology.

P&G developed caprocaprylohebin, or caprenin, which has the functional characteristics of cocoa butter, but with five calories per gram instead of nine for other common fats. Caprenin is suitable for use as an ingredient in soft candy, such as candy bars, and in confectionary coatings.

AFD 1992 Trade Dinner “Sweetheart Ball”

Formal Dinner Dance on Valentine's Day
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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.
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