FDA sets new labeling guidelines

Just as generations of advice-givers relayed the old adage of judging a book by its cover, the FDA is now saying, “Don’t judge a food by its label—at least until May 1993.”

In fact, charging that for some time many food labels’ claims have been misleading the public, the FDA last month issued a new set of regulations aiming to set strict definitions to ambiguous terms and inflammatory claims.

FDA Consumer Affairs Officer Evelyn DeNike says most labels offering nutritional information are not deliberately deceitful, just confusing to customers.

“Pure fruit juice” containing “dehydrated cane juice” (sugar), and products’ boasting “no cholesterol” when they contain significant quantities of fat or never had cholesterol at all are a few examples of claims DeNike cites which perpetuate confusion in the supermarket aisles.

“One company’s ‘lite’ might have more calories, fat or sodium than another company’s regular product,” she adds.

Under the new regulations, products’ claims will have uniform standards. The FDA has proposed new definitions for nine core terms as listed in popular use: manufacturers will need to follow if they want to put the terms on their labels. The terms defined are: free, low, high, source of, reduced, light (or lite), less, more and fresh.

For example, “fresh” can only be linked to raw food, food that has not been frozen, processed or preserved. “Cholesterol free” must contain less than 2 milligrams of cholesterol per serving and 2 grams or less saturated fat per serving. And “light” may be used to describe foods containing one-third fewer calories than a comparable product, or qualify itself if it refers to taste, smell or color.

“We’re going to give these thing legal definitions,” DeNike says.

In addition, if a food is labeled with a claim of a certain nutrient but that food contains other nutrients at levels known to be less healthy, the label would have to bring that to consumers’ attention. For instance, if a food making a low-sodium claim is also high in fat, the label must say, “see back panel for information about fat and other nutrients.”

See LABELING, page 12

Dairy price support/milk solids rammed through committee

The Senate Agriculture Committee recently approved a measure (H.R. 2893) to increase federal dairy price supports by voice vote. The bill would raise the price the government pays farmers for excess milk production from $10.10 to $11.10 per hundred pounds. The administration objects to any price support increase, saying it would hurt consumers and squeeze nutrition assistance programs for the needy, such as the WIC program. It also increases the amount of non-fat solids in milk, which many believe will increase ingredient costs, and add more sodium and calories.

Sen. Thad Cochran (R-Miss.) planned to remove the milk solids provision, but did not, due to an agreement to withhold amendments until the bill goes to the floor. Sen. Richard Lugar (R-Ind.), the ranking GOP member, said the bill in its present form has no chance of becoming law. He said GOP members would not oppose the bill as reported, but added that “this legislation bears no resemblance to what is going to occur.” In an effort to avoid a threatened presidential veto, Senate proponents approved the dairy provisions as part of a House-passed disaster relief bill.

Immigration reform bills would repeal I-9 verification

Legislation, H.R. 3366 and S. 1734, to repeal provisions of the immigration law requiring employers to verify the work eligibility of new hires was introduced recently by Rep. Edward Roybal (D-Calif.) and Sen. Orrin Hatch (R-Utah). In 1986, Congress passed the Immigration Reform and Control Act (IRCA), which contains a two-fold strategy to curtail the perceived accelerated flow of illegal aliens in search of U.S. jobs. Backed by fines and criminal penalties, the law prohibits employers from hiring it's beginning to look a lot like Christmas...

Santa Claus came early to Vineyard's Wine Cellar in Farmington Hills, bringing baskets galore stuffed with holiday goodies. Made on site, Vineyard's owner Ron Asmar says he sells about 1,000 of the beautiful baskets every holiday season.
Bottle law moves to "garbage collection" proposals

By John Dagenais
SDD-SDM Consultant for AFD

It was just a few weeks ago that Attorney General Frank Kelley warned a number of beverage firms, including eight Michigan companies, that many non-alcoholic wines and sparkling fruit juices have been violating Michigan's returnable bottle bill by selling beverages in non-returnable containers.

The beverage firms have been told to put a deposit return label on their bottles and cans or face state lawsuits that could mean a halt on certain beverage firms selling their products in Michigan.

It is the first time to our knowledge that the state has cracked down on several Michigan companies for violating the 13-year-old returnable container law which stipulates that beer, wine coolers, mixed spirits drinks and all non-alcoholic carbonated drinks offered in Michigan must be sold in returnable containers.

If it reaches that dangerous level, we fear that all retailers will become a dumping ground for everything including pickle jars and ketchup bottles.

At present, the beverage returnable law does not apply to wine or liquor, but does apply to sparkling juices because they are carbonated.

The containment of non-carbonated beverages in non-returnable bottles has caused a number of lawmakers and some consumer groups to start demanding a returnable deposit on non-carbonated products.

It is interesting to note that only a few years ago, when legislation was introduced to add wine coolers to the bottle bill's deposit requirements, an amendment in the Michigan House of Representatives to include liquor and wine bottles failed by a few votes.

The Michigan Attorney General's office seems to be extra concerned that the carbonated beverages were bottled and packaged to look like wine or champagne and being placed alongside wine and spirits.

Just about three years ago, the state of Maine passed a law that required almost all beverages to carry a returnable deposit on their bottles and cans. Tomato juice and many other juices or beverages now carry deposits.

What all this boils down to is a very negative outlook by state government and some consumer groups that is directed at retailers to force unwanted bottles and cans into their food-and-beverage stores. In short, it is the opinion of this column writer that there are strong forces moving towards making the grocery and beverage shop the very first stop for recycling. It if reaches that dangerous level, we of this food and beverage industry fear that all retailers will become a dumping ground for everything including pickle jars and ketchup bottles.

More than ever before, if we were a food-and-beverage retailer selling in Michigan under these unfavorable conditions described above, I would want to be strongly organized in a group that will take a stand on these issues—and the only one I see is Associated Food Dealers of Michigan and their subsidiary trade group—Package Liquor Dealers Association. They are your only hope and you can't afford not to be a part of them.

Just think for one moment. Here we are just getting ready to enter the year 1992—a big political election year, not to mention that the country is still suffering the ills of an unstable economy, and taxation and government regulation seem to be growing by leaps and bounds.

For these very reasons, and about a dozen more, Michigan's food stores and beverage outlets must be ready to fight back. We must not accept more expansion of the original bottle law. AFD has entered a new legal phase by appealing Michigan court action overturning state legislation offering retailers a handling fee for returnables. No other forces except AFD have moved ahead to solve this big problem.

Our aim is really two-fold. We need to allow retailers a handling fee for all returnable containers and keep the original bottle law in the framework approved by the voters. We cannot allow our stores and members to become recycling centers.

Your membership is needed more than ever before. Moving together—and that means moving as one united group—is the only way we will win this newest battle.

Join the industry leaders that exhibit in the AFD Food and Beverage Trade Show. Well over 120 companies participate and over 1,500 retailers attend the 1-day show.

Booths are going fast. Call today to reserve your space!

Call 1-800-66-66-AFD.

FOR MORE INFORMATION
or to obtain a contract and exhibitor's manual call
(313) 557-9500 or 1-800-66-66-AFD.
Watch for shoplifters during holiday season

By Amir Al-Naimi

Several years ago, some stores in Dallas stepped up security by putting uniformed police officers on the job 24 hours a day. It would have been an expensive measure, except that the officers were actually six-foot high stand-up photos of local police, designed to play on the customers' consciences and remind them that shoplifting is a crime.

Unfortunately, though December is the time for holiday cheer and goodwill toward men, it is also the time shoplifters, amid the hustle and bustle of crowds, might try to treat themselves to a few items in your stores.

Let's just remind ourselves and our employees of a few points to help us spot shoplifting:

- Scruffles and disturbances are often staged in one part of the store to divert attention from shoplifting in another aisle. Keep a close lookout through the entire store when such disturbances occur.
- In another version of the decoy ploy, an obvious shoplifter will try to divert employees' attention while unnoticed cohorts are stealing successfully on the sly. Then the shoplifter will go to the register and replace any out-of-place merchandise immediately.
- If you are suspicious, go up to the person and ask if you can help him or her to find anything. That way the person knows you are aware of him or her without offending anyone.

Handling suspected shoplifters with care is just as important as deterring the crime. If you suspect a shoplifter is stealing in your store:

- Don't attack the suspect: be polite but firm. Recover the merchandise, escort the person to a private office and call the police. But let a violent person go.
- Throughout the busy season, let's all be our own round-the-clock officers on duty and not forget or let slide the serious crime of shoplifting.
- On another note, as my final year as chairman of AFD comes to a close, I want to thank the board, staff and members for their support. I wish all of you a very happy holiday and a prosperous 1992.

25519

ASK AFD

Q. I will not sell non-alcoholic beer to minors because it was delivered by a beer truck and I don't think I should. Am I correct? —S.D., North Branch

A. Any kind of non-alcoholic beverage can be sold to minors because the impression that it is beer or liquor can only be bought by those 18 years or older.

Incidentally, a retailer can sell that type of non-alcoholic beverage on Sunday before noon. It is regarded as a food-product, which makes it exempt from sales tax.

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

Dec. 4: FMI How To Open an In-Store Pharmacy Rosemont, IL. For information call 202-452-8444

Jan. 31-Feb. 2: NFDA Mid-Winter Table-Top Show Phoenix, Ariz. For information phone 312-644-6610

Feb. 2-5: N.G.A Convention & Buying/Merchandising Expo. Orlando, Fla. For information call 703-437-5300

Feb. 9-12: FMI/NGA Environmental Affairs Conference. Washington, D.C. For information call 202-452-8444

Feb. 9-12: FMI EFT Conference. San Antonio, Texas. For information call 202-429-4542

Feb. 14: AFD Trade Dinner Penna's, Sterling Heights. For information call 313-557-9600

March 7-10: FMI/PMA/NAWGA/UFFVA Annual Produce Conference. Fort Myers, Fla. For information call 202-452-8444

LETTERS

I would like to take this opportunity to thank you for choosing me as a recipient for the AFD scholarship. It means a great deal to me as it assists in furthering my education. My education is very important in helping me grow to understand myself and the world around me.

Once again, I appreciate your thoughtfulness, and hope you will continue to help other students like myself in furthering their education.

Sincerely

Jan Irla
Jays/Cain’s potato chips seeing eye to eye, running smoothly

Jays/Cain’s Snack Foods is one company in Michigan that has success and good taste in the bag. Borden, Inc., purchased Jays in 1986 and Cain’s in 1987. Through many acquisitions such as these, Borden became the number two salty snack company in the country. Now its goal is to become the most efficiently run.

That’s where Jays/Cain’s Division Sales Manager Mike Rolfe comes in. Rolfe joined Jays/Cain’s last spring to integrate operations of the two potato chip companies.

“Jays/Cain’s integration is the first phase in a long-term type of strategy,” Rolfe says.

One of the company’s ailments has been that two trucks will visit the same store in the same day, one delivering Jays chips and one delivering Cain’s. Rolfe says that problem has been remedied in the Detroit area, but reaching the goal of one truck per day is an ongoing effort in the rest of the country.

If two trucks are delivering two different chips from the same company, why even have two different brands of chips? “You can’t throw away brand loyalty,” says Rolfe, explaining that in the western part of the state, closer to Chicago where Jays is the number one brand, customers go for Jays. In the Detroit area, customers prefer Cain’s. Because both chips are popular throughout the state, Rolfe assures, Borden will continue to carry both.

But Jays and Cain’s snacks are not the only ones of Borden that customers enjoy. Borden also runs several other brands including Kruncher’s Chips, La Famous Tortilla Chips, O-Ke-Dok Popcorn, and its new Snack Time single-serve items.

“Snack Time is Borden’s first attempt at a national brand with Borden’s name in the graphics,” Rolfe says. Rolfe adds, that its cookies, crackers, peanuts, meat snacks and brownies are available in 90 percent of the United States.

That doesn’t mean Borden Snacks aren’t already nationwide, Rolfe says, quoting figures that the company has exposure to 96 percent of the U.S. population and 70 percent of Canada’s population. Borden Snacks also has geographical penetration of 96 percent of the U.S. and 60 percent of the Canadian provinces, where 17 manufacturing facilities are located.

Rolfe insists it is not only Borden’s high-quality products which will keep it strong in the marketplace.

“What will influence and be the driving force for Borden in the future is getting qualified people on board,” he says, explaining the company is very family-oriented. “Borden puts a lot of emphasis on its people.”

It’s no surprise, says Rolfe, insisting Borden’s motto applies not only to the quality of its products, but the way it does business. The well-known phrase is, “If it’s Borden, it’s got to be good.”

Engler announces food stamp fraud crackdown

Ongoing food stamp fraud investigations aimed at grocery stores and middlemen resulted last month in what Gov. John Engler called the largest food stamp bust in state history.

Investigations began in February with the creation of the Michigan Food Stamp Fraud Task Force. The task force’s creation was spurred by the belief that in some cases the stamps designed to help feed the needy wind up buying drugs.

Most of those who face charges as a result of last month’s bust are store owners and middlemen rather than the recipients of the food stamps. Under the food stamp scam, a recipient might sell food stamps for 70 cents on the dollar to a middleman or store owner. The store owner can then turn around and collect $1 from each food stamp from the federal government and pocket 30 cents on each $1 stamp.

A speaker for Engler said this illegal activity will not be tolerated and investigations will continue.

Juice Tree, the world’s largest producer of fresh juice extractors offers four ways to higher profits and sales. Juice Tree machines are dependable, easy to operate and maintain. You are assured of outstanding service through our world wide network of trained distributors and service agents.
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Michigan Lottery kicks off 20th anniversary with new logo

By Michigan Lottery Commissioner

Jerry Crandall

The Michigan Lottery, one of the nation's oldest state lotteries, is getting a face lift.

In November, the Michigan Lottery kicked off a year-long celebration to commemorate its 20th anniversary with the unveiling of a new logo and universal signage program.

The new 'Michigan Money Tree' logo updates the Lottery's image as we look toward 1992 and the celebration of our 20th anniversary. The first lottery game went on sale in November of 1972—we've planned an entire year of exciting activities and special promotions to highlight the milestone.

We are striving to create a more dynamic and visible lottery. It's important that lottery players be able to more easily identify lottery retailers. In order to better serve our players and retailers, we have developed a universal signage program highlighting a new logo for the new Michigan Lottery.

The permanent retailer signs will display the new Michigan Lottery logo and are scheduled to be installed at 4,200 retailers statewide by mid-January 1992. All signs will be installed by Michigan sign installers around the state and will be provided to retailers at no cost. The new logo and signage program is part of the Lottery's 1991/92 marketing budget.

The universal signage program is designed to make it more convenient for players to buy lottery tickets. We want to make sure we are reaching all lottery players and potential players. Every lottery customer is important because ultimately, his or her purchase is a contribution to Michigan's public education system.

In May of 1972, voters approved a constitutional amendment by a 2 to 1 margin, which permitted the establishment of a state lottery. Public Act 239 was signed into law by Gov. Milliken and the first lottery commissioner, Gus Harrison, was appointed by the governor on Aug. 1 of that year. The first lottery game, the 50-cent green ticket, went on sale Nov. 13, 1972.

A WINNER EVERY SECOND

In the time it takes to say "Michigan Lottery," someone wins a prize playing lottery games—that's a winner every second!

As part of a winner awareness campaign, the Michigan Lottery has produced television ads that focus on the number of Lottery winners.

We want people to know that according to last year's figures, on the average 85,000 lottery players win prizes every day, approximately 30 million players every year—now that's impressive.

The Michigan Lottery is prohibited from disclosing information about top prize winners unless permission is granted by the winner under Public Act 243 of 1988. Our goal in this campaign is to inform the public that players are winning every day and in fact, every second of the day.

HOLIDAY SEASON FESTIVITIES

The holiday season is upon us! Lottery retailers have a real opportunity to sell, sell, sell with the "Great Lottery Holiday Gifts" promotion. Colorful door decals and clerk badges will get players' attention as they shop for holiday items in your stores. Remind them that lottery tickets make great holiday gifts. The promotion will receive television support beginning Dec. 9. And this season we've got a great holiday instant game lineup, which includes November's "Winner Wonderland" and December's "Win for Life" game that offers players a chance to win $1,000 per month for life.

While we are drawing a close to 1991, we are just beginning our 20th anniversary year. I look forward to working with you throughout this exciting and important period in Michigan Lottery history. May this holiday season be one of joy and success for you and your family!

Lottery agents alert

You may be a winner of 25 instant game tickets, courtesy of the Michigan Lottery! December's five winning lottery agent numbers are hidden throughout this edition of the Food & Beverage Report. Spot yours, and you're a winner!

If your number is listed, contact Sarah Humphreys at AFD (1-800-66-66-AFD) by Dec. 26 to claim your prize!
Can't Beat The Real Thing.
Lew Dodak: the Speaker speaks

If you were to make a mold for the perfect politician, you'd feature a variety of strong personal traits and beliefs. Ideally, you'd like to see that your candidate came from a family deeply rooted in the love of freedom and democracy handed down by immigrant ancestors. It would be a bonus if this person knew the value of hard work—hands calloused from sunrise to sunset on the family farm. And he would need a love of country so unsurpassed that he'd sacrifice everything unquestionably to defend the principles it represents. Throw in the driving ambition to serve the public good, and you have a campaign manager's dream—and a formidable opponent.

Meet Michigan’s Speaker of the House, State Representative Lewis Dodak. The description above fits him like a finely tailored suit—a power suit, if you will—because in just 15 years, Lew Dodak has used all of these qualities to capture the second most powerful position in state politics.

Dodak was born to a Saginaw County farm family 45 years ago. Both sets of his grandparents came from Czechoslovakia around the turn of the century, and instilled in their children and grandchildren an enduring love and respect for America and its democratic ideals. It was these principles that Dodak's father took to heart when he participated in the 1937 sit-down strike that helped launch the United Auto Workers.

"My father worked at a General Motors plant near Flint for a number of years," the Democratic representative from the state’s 86th District remembers. "Though he was politically conservative, he saw the hardships that working men and women had to endure in the factory, and he knew he had to participate in the strike."

The political leanings of the family stemmed from the senior Dodak’s activism, planting the seed for young Lew’s driving desire for public office.

Yet a father’s influence alone is rarely enough to spur one to action. It frequently takes a personal experience of incredible proportions to galvanize philosophical drive and ambition. Dodak’s influence impacted him and the entire nation—he dutifully responded when Uncle Sam invited him to Vietnam.

Dodak served in the 25th Infantry Division of the U.S. Army in 1966 and '67. The Division—which was portrayed in the movie “Platoon”—set a record for enduring 234 consecutive days in combat. The experience changed Dodak's life forever. "The war had the biggest impact on me running for public office," Dodak remembers. "I never dreamed I'd get involved in politics, but when I came home in April of 1967, I wasn't very happy with the foreign policy decisions my government was making."

I made up my mind early on that if I was ever to make a difference in government, I'd need to be involved in the decision making process instead of demonstrating against it." So the 22-year old Vietnam vet set out to gain experience and expertise in any way he could. While he worked full-time at GM and part-time on the family farm, he also got in…

See DODAK, page 18
Happy Holidays
Season Greetings

FROM
7UP
OF DETROIT

Canada Dry & Parker Brothers - Perfect Partners

Save Up To $7.00 on Parker Brothers' Games
Academic Scholarship Program gears up for '92

The Associated Food Dealers Scholarship Program has been an ongoing program since 1972 and continues each year to award college scholarships to those students exemplifying academic excellence. Those eligible to apply are high-school seniors, college freshmen, sophomores and juniors whose parents work for AFD member companies and those students who are employed by AFD member companies. This program is funded by the proceeds from the annual golf outing. At the 1991 outing, AFD awarded 18 students with $1,000 and $500 scholarships totaling $10,000 for the 1991-1992 academic year.

UPDATE
from page 1

undocumented aliens. Permanent residence was offered to those who could prove they had arrived in the U.S. prior to Jan. 1, 1982, or for those undocumented workers who had worked previously in agriculture. The new legislation would remove the requirement for new hires and employers to fill out the Immigration and Naturalization Service's I-9 form, as well as void the law's penalties. H.R. 3366 is currently pending in three House Committees: Judiciary, Foreign Affairs and Education and Labor; S. 1734 is in the Senate Judiciary Committee. Supporters cite that discrimination has occurred by those trying to document the work authorization of their entire workforce and that the law has created substantial paperwork costs and administrative burdens taxing to employers.

Retailer licensure for tobacco products proposed in Michigan

A bill in Michigan, H.B. 4341, proposes retailer licensure for tobacco sales in an effort to punish retailers who sell to minors, defined in Michigan as anyone under 18. H.B. 4341 calls for a $300 annual license for each store; the license application would have to be accompanied by a diagram of the store, corporation papers and other “relevant” information. The bill calls for penalties ranging from a fine of $100 for the first violation up to a fine of $1,000 and a one-year license suspension for a fourth violation. There are no penalties in the bill for minors who purchase tobacco products. —FMI

This month, AFD asks members to hang scholarship promotional posters in their stores. These posters will be mailed out to you, our member companies in hopes that they will be placed where they will reach your employees. The posters have response cards for prospective scholarship recipients to tear off and mail to AFD. The posters should be displayed from January 1992 through April 1992. With your support and participation, AFD will continue to help educating our youth.

ANNUAL MEETING NOTICE

AFD’s annual meeting, including election results, will be held on Monday, Dec. 16, 1991. The Meeting will start at 6:30 p.m. and dinner will be provided. The meeting will be held at the offices of the Associated Food Dealers of Michigan at 18470 W. 10 Mile Road, Southfield, Michigan. All members are invited.

It is important to have an accurate count. Please R.S.V.P. to Sue at 557-9600 as soon as possible if you plan to attend.
Meet the AFD staff:

Vicky Zuschmitt is AFD's special events director and has been on staff for two years. She plans the trade dinner, trade show, golf outing and numerous meetings and training seminars. Vicky is a Michigan State University graduate.

Judy Mansur, service manager, has been with AFD since early 1985. Always just a phone call away to help members with their needs, she's as busy as ever handling all of AFD's many membership benefits and insurances.

Sue Knapp wears many hats at the AFD office. In addition to holding down office administration, she recently took over membership responsibilities and conducted regional meetings for members throughout the state. Sue joined the staff in the summer of 1990.

Jim Larges holds a degree from Oakland University and has extensive experience as a computer programmer/analyst. Jim brought his knowledge to AFD in the summer of 1989 to take charge of membership records and keep the AFD office computer system—the backbone of operations—running smoothly.

Sarah Humphreys has been communications manager for AFD and editor of the Food & Beverage Report for one year. Sarah is always looking for story tips, and is often seen behind a camera at AFD's many events and meetings. She is a graduate of Eastern Michigan University.

Joe Sarafa, AFD's executive director since 1986, is at the forefront of crusades to aid the food industry, but never too busy for a chat with a member who has a concern. Joe has a law degree from University of Detroit Law School and is a former retailer himself.

Phil Haddock is AFD's personable outstate membership director, calling on businesses to enlist them in AFD's winning team. When Phil joined the staff last summer, he brought to AFD an extensive background of sales experience and knowledge.

Ray Amyot had more than 30 years of advertising sales experience for the Detroit Free Press when he took his post as advertising manager for the Food & Beverage Report in early 1990. Ray and his wife, Stephanie Bell Amyot, also from the Free Press, work as a team, and their rapport with advertisers keeps the magazine on the road to success.

Harley Davis has been AFD's coupon consultant and authority since December 1987. Harley monitors and manages AFD's coupon redemption program, and acts as the liaison between grocers and the manufacturers to be sure money goes where it is supposed to go.

THE ENTIRE STAFF WISHES YOU A JOYOUS HOLIDAY AND A HAPPY NEW YEAR!
LABELING
from page 1

Miniscule serving sizes intending to downplay gram-per-gram contents are another bone of contention with the FDA. New regulations will make serving sizes consistent for like products so consumers can make accurate and informed comparisons.

Currently, nutritional-content labeling is voluntary, except for fortified foods and those for which nutritional claims are made. About 60 percent of processed foods provide such information on their labels. Under the new regulations, all processed foods, as well as seafood and fresh produce, will be required to list nutritional value. In the case of produce and seafood, the information will most likely be provided on small placards next to the items, DeNike says.

Focus of the nutritional labels will change, as well. Information about the B vitamins, which is only useful in fighting diseases the country no longer reckons with, will be replaced with information concerning today's consumer, such as dietary fat content.

DeNike says food manufacturers have in general been receptive to the new labeling regulations, seeing it as a way to keep each other's claims in check.

"Basically, most manufacturers are for the regulations because they will give them a level playing field," she says.

However, when manufacturers did protest the new rules, they did so because of the cost. The FDA estimates the initiative will cost the country's food manufacturers $1.7 billion over the next 20 years in food labels and research. While DeNike could provide no estimate on immediate costs to Michigan food manufacturers, she concedes it will be a considerable expense. But, as the regulations would not be in place until May 8, 1993, she says manufacturers have plenty of time for research and preparation.

"While we acknowledge this will be a costly process," DeNike says, "it will be better for the health of the consumer.

"Consumers want to know what's in their food."
Foodland Distributors gives you the momentum your store needs to keep up with customer demands.

Salad bars are the rage. Deli departments are booming. Consumers are spending more on convenience foods and eating out more than ever before. To get your share of their business you need to offer convenient and appealing alternatives.

You need a distributor with the resources and know-how to make it happen.

At Foodland Distributors we make it our business to help you make the most of your opportunities.

We can provide not only expert counseling and training but also complete merchandising and promotion programs for everything from deli and bakery to floral and natural foods department.

As one of Michigan's largest wholesalers, Foodland can provide you with an extensive product line, in specialty areas as well as all other lines, from frozen foods to general merchandise.

So your customers will get the variety and services they're looking for at competitive prices. And you will have one source for all your product and retail support service needs.

Find out more about how Foodland can help you respond creatively and profitably to your customer's changing needs.

Contact...Larry Osiecki (313) 523-2960

Your success is our business

FRESH IDEAS.
Retailer says “bag it” to overloading returnables

Before you throw another can into a bin for returning to the distributor, stop. You may be throwing in a few too many.

That word of advice comes from Ken Searfoss, owner of Ken’s IGA in West Branch, who says retailers routinely cheat themselves out of thousands of dollars a year by overloading bags of returnables. He says he has a solution to the problem.

Currently, distributors provide store owners with plastic bags to put in tall cardboard boxes. Each bag has a fill line indicating it has reached 240, the number for which distributors reimburse retailers. According to Searfoss, however, store owners and workers continue to load cans in at least part of the 4 inches remaining in the bag, thereby overloading each by an average of 32 cans.

And Searfoss should know. In researching the can overloading situation, he counted the cans in hundreds of bags from “Copper Harbor all the way down to lower Michigan. Just three dented cans, he surmises, provide enough space to accommodate one extra can.

One solution to overloading cans is a can smasher, but at $9,500 for the smallest model, the cost can be prohibitive.

For a small-store owner it’s just about impossible to come up with that kind of capital.

Tiring quickly of “giving away $3 or $4 a bag” and tiring even faster of trying to count each can, Searfoss approached his cousin, Tim Searfoss, whom Ken and his wife, Gloria, describe as a genius at inventions.

Tim Searfoss came up with a device molded out of high-density polyethylene which sits on top of the cardboard box and plastic bag currently in use at most stores. Called the X-Act Count 240, the device works by each can or half-liter bottle’s passing through a flipper which activates a counter.

Its simple design is virtually foolproof—it never overcounts or undercounts. It has no parts to break or come apart, and the flipper is estimated to operate for 1 million cycles. A patent on the device is pending.

“I’ve had it in my store six months,” says Ken Searfoss. “It works real well.”

Searfoss says the device’s working well not only describes the way it functions, but how much money it saves him. At a price of $39.95, each X-Act Count 240 pays for itself in a matter of a few weeks.

In fact, by eliminating the $3.20 average loss in each of 20 to 25 bags he turned in each week, the X-Act Count 240 saves Searfoss more than $3,000 a year.

“I’m just a small convenience store meat market and that adds up to a lot of money,” he says.

Retailers may worry that the X-Act Count 240 is a hassle, but Searfoss insists it is not. He says with nine devices in his store, it takes him or a worker only an hour to separate and bag 2,000 cans.

Searfoss adds that retailers should be wary of distributors’ drivers who pick up bags and tell them they are too light, claiming they pick up hundreds of bags a day and they should know. Searfoss counters that retailers don’t let customers count their own change, so there is no reason they should rely on the drivers to figure the number of cans in each bag.

Despite his exhaustive research proving otherwise, he says the drivers still insist adequately filled bags are short. Searfoss questions their ability to judge the number of cans in the bags if they are always picking up bags that are filled too high.

“There’s really only one way you know how many are in there,” Searfoss says, “and that’s if you count them.”

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If you don’t think your food or beverage business can afford AT&T phones, we’ve got two words for you: “Let’s talk.”

Let’s talk straight about how easy it is to get AT&T quality for your small business. For one, AT&T may well cost less than you think. We also offer a wide range of financing options with payments to fit almost any budget. And our Customer Satisfaction Guarantee* means there’s never any risk. You’ll be totally satisfied with what you get. Or you’ll return it and pay nothing.

Then let’s talk about everything AT&T gives you for your money: Reliability. Features that make you more productive. The ability to grow. And support and service that are always there. Things you can’t afford not to have.

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

“You’re right.”

* If you are not completely satisfied with our products and service, notify us within 60 days of delivery and your money will be refunded when the product is returned in your possession.
We Don't Just Promise You The Moon.
We Deliver It.

NEW FAYGO® MOON MIST®

Something really interesting always happens when Faygo® introduces a new flavor. People buy it.

Take Moon Mist®, for example. The fresh, fruity taste on everyone's lips has already proven to be a hot seller.
The reason? Well, it doesn't hurt that Moon Mist® is priced considerably lower than its competitors; in a category that already has a loyal following.

So let the soft drink with a real kick give your business a real kick in the...cash register.
Stock up on Moon Mist® today and watch it - and your sales - take off.

You'll see that it pays to help your customers reach for the moon.
Available in 20 oz. and 2 liter sizes.
Operation Food Basket 1991

Please join the holiday efforts of the Detroit Association of Grocery Manufacturers Representatives (D.A.G.M.R.) in bringing a special measure of holiday cheer to Detroit-area needy families.

DAGMR depends on your generosity to gather food and household items to be distributed by the Salvation Army to needy families during the holiday season. DAGMR's "Operation Food Basket" is the largest single contribution of food and household products to the Salvation Army.

Our success depends on your generosity. We're asking for extra support from you for this holiday event. Please make your check payable to DAGMR "Operation Food Basket" or deliver your food contribution between 8 a.m. and 3:30 p.m., to: Detroit Warehouse Company, 12885 Eaton, Detroit, MI 48227, (313) 491-1500.

Area sugar beet farmers donate sugar to food bank drive

Great Lakes Sugar Beet Growers Association and Michigan Sugar Company recently announced a donation of 2,100 pounds of Pioneer brand sugar to the Michigan Harvest Gathering. The sugar, packed in 5-pound packages, is for use in the Michigan Harvest Gathering food drive sponsored by the Michigan Department of Agriculture's director Bill Schuette and the Food Bank Council of Michigan.

In addition to the normal contributions, the 2,100 pounds donated to the Michigan Food Bank Council will be added to the 4,000 pounds being donated to the Food For Families drive of the Saginaw area Salvation Army early in December. Michigan's farmers are acutely aware of the increased demands being put upon the area's food banks in today's economy.

The Great Lakes Sugar Beet Growers Association represents more than 1400 farmers who grow more than 100,000 acres of sugar beets in the Saginaw Valley and thumb region for Michigan Sugar Company.

Kowalski Sausage Company pledges '110 percent to Food Bank Council of Michigan

Kowalski Sausage Company, Inc. participated in the Food Bank Council of Michigan's Harvest Gathering. The Council gathered and distributed over 15,000,000 pounds of food to over 1.4 million hungry people throughout the state. The Food Bank Council of Michigan is a non-profit organization of 13 member food banks. Kowalski President Audrey Kowalski and many area food industry professionals serve under the leadership of Gov. and Mrs. John Engler on the bipartisan host committee for the Michigan Harvest Gathering. The Harvest reception was held Nov 13 at the Michigan State Fairgrounds.

In conjunction with Michigan Harvest Festival and in keeping with the "Give 110 percent for Michigan" theme of Michigan Harvest Gathering, the Kowalski Sausage Company, Inc., offered a 10 percent discount on purchases at any of the 15 Kowalski stores in the metropolitan Detroit area with a donation of at least three canned good items. The canned goods were given to the Food Bank Council of Michigan.

The Kowalski Sausage Company, Inc., is a manufacturer of specialty meat products, including sausage, kielbasa, hot dogs, bologna, and hams. Kowalski products are made in the Old World Michigan community of Hamtramck and distributed in Michigan, Ohio, Indiana, North and South Carolina and Florida.

RETURNABLES !**#**!

IS THIS HOW YOU FEEL ABOUT RETURNABLE CANS & PLASTIC BOTTLES?

Do you find returnables: TIME CONSUMING

AN INVENTORY PROBLEM

DIRTY

QUESTIONABLE RETURN ON YOUR MONEY

WE HAVE THE SOLUTION TO YOUR PROBLEM

The X-ACT COUNT 240 can & plastic bottle counter

- gives an accurate count
- sorting and counting done at the same time
- covers dirty cans and bottles to keep odors down

The X-ACT COUNT 240 sets on top of the cardboard sleeve and plastic bag currently in use by most stores

Here is what one X-ACT COUNT user has to say:

Dear Sirs,

I was recently introduced to your new product the X-Act Count 240. I feel the X-Act Count would be very beneficial to our business, and purchased several. We are happy to report that your product has saved us, on an average of 12-13% of time we can use. We feel your product has proven to be very effective, and will be beneficial for the success of our business in the future.

Sincerely,

Harry J. Wright Manager

Prime Lanes Store

ONLY

$39.95

X-Act Count 240

MANUFACTURED BY

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Phone (517)-345-3434
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
DODAK

from page 8

volved in local government on various boards and commissions. “Basically I wanted to get involved in the process to find out what I wanted to do,” Dodak recalls.

In 1974, Lew Dodak got his shot at the big time—Taymouth Township supervisor. He was elected, and plunged headfirst into what he describes as “probably the toughest job I had.”

Dodak served an agricultural area made up of 5,000 farm folk. Within two years, Dodak had overseen the transformation of several antiquated community services: building a new community center and fire hall—complete with new fire equipment. And all this without raising taxes—an incredible feat in a constituency made up largely of farm families.

The Speaker remembers those two years fondly. “What I liked most about my time there was being able to see where your energy and capital investment went,” he said of the improvements made during his tenure. “Even though we made a number of improvements, I left the township with a surplus of $25,000 and felt real good about it.”

So why did this veteran abandon his new post after such a short time in office? Most people would, if it meant the possibility of promotion. When the 86th District seat opened up in 1976, Dodak jumped at the chance—and a few months later, he was on his way to Lansing.

From the moment he first entered the House, he was awestruck—and determined to make it to the top.

“I remember sitting in the back of the chamber on my first day watching the legislative process,” Dodak said. “I distinctly remember thinking to myself that if I could ever learn this process it would be really something. Now that I’ve worked my way up to Speaker, I can honestly say I’ve learned it.”

You’d be hard pressed to find someone who would disagree with that assessment. Throughout his tenure in the House, Dodak has been showered with accolades from both sides of the political fence. He was named the most effective state legislator by the Detroit News survey and the Detroit Free Press quoted colleagues who described Dodak as “affable, hardworking, ideologically moderate, a competent lawmaker and skillful negotiator.”

It hasn’t hurt Dodak’s position with friends and foes that he’s never lost sight of how he got to where he is. As he puts it, he’s a member first, and a leader second. “If we as leaders forget that, we lose a lot.”

And he’s never forgotten his image. The day Lew Dodak first told his father he was running for office, the elder Dodak didn’t try to talk him out of it, nor did he question his son’s state of mind. Instead, Lew Dodak’s father wanted to make sure his son did what was right for the people of Michigan.

“My father had inherited a deep love of the freedom and opportunity this country offered everyone,” Dodak said. “So when I ran for public office, he asked me to do two things—read the U.S. and Michigan Constitutions. I probably wouldn’t have done it had he not asked me.”

Dodak’s dad illuminated the foundation of our government—a foundation of which Dodak had been aware, but never really explored. He saw how the framers of the Constitutions had envisioned a truly representative form of government—one made up of black and white, rich and poor, conservatives and liberals, professionals and laborers.

“The idea was that if you put all these different people into this environment, they would debate what is good for society, and hopefully come up with the best solution for everyone.”

The job of Speaker of the House has taken its toll on all that have held it. Dodak is currently in his third year. The longest the position has ever been held in Michigan is eight years.

But don’t try to force him out of his job with talk of term limits. While he may be “on my way out because after you reach the Speaker’s position there’s really no where else to go,” he feels he worked hard to gain the respect and support of his colleagues, and that propelled him to the top. If term limits are put into place, the leadership could be filled with—as Dodak puts it—“people who win a beauty contest or come from a region with the most votes. It will no longer be a matter of who can handle the job or who will best protect the constitution.”

Protecting the constitution: his immigrant grandparents held dear is paramount to Lew Dodak. Those of us who take freedom for granted could learn the same lesson Michigan’s Speaker of the House learned from his father years ago.

Michigan Liquor Control Commission to hold public hearing

The Michigan Liquor Control Commission will hold a public hearing at 10:00 a.m., Tuesday, Dec. 3, 1991, at the Lansing Office of the Commission, 7150 Harris Drive.

All AFD members, government and enforcement officials, licensees, and any other persons interested in the operation of the Liquor Control Commission are welcome to attend.

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

AFD on the scene

AFD’s educational seminars informed retailers throughout state

AFD staffers took to the road in October and November to hold educational regional meetings for retailers all over Michigan.

The day-long seminars included TIPS training by Scott Forbes, and lively interaction with several interesting speakers from agencies including Department of Agriculture, Liquor Control Commission and Bureau of State Lottery.

Dave Mazurek, LCC, and Harold Zorlon, Department of Agriculture, center, enlightened and informed several retailers through round-table discussions at the Port Huron regional meeting.

Loteray Sales Manager Charlie Korpal takes a question from a concerned retailer at the Lansing seminar.

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National Soup Month '92

Campbell's Soups

When It Comes To Filling Shopping Carts...

Campbell's
Will Heat Up Your January Soup Sales!

$20 Million in Consumer Support for January!

- OVER 1,500 GRP's
- OVER 1 BILLION GROSS IMPRESSIONS
- OVER 340 MILLION TRIAL COUPONS
- Reaching 95% of U.S. Households over 15 times

CAMPBELL SALES CO.
Virginia Jones retires

The Detroit Association of Grocery Manufacturer's Representatives (D.A.G.M.R.) announces the retirement of its longtime corresponding secretary, Virginia Jones.

Ginny Jones started her D.A.G.M.R. career in 1946, as a way to earn extra money for her family. At the time, her husband Earl Jones was a D.A.G.M.R. member and a well-respected newspaper executive who handled food advertising accounts.

Throughout many years and moves, Ginny’s responsibilities evolved from typing and stuffing envelopes to handling all bookkeeping functions, organizing meetings, outings and the most important D.A.G.M.R. event, the Annual Trade Dinner. This dinner honors D.A.G.M.R.’s associates in the retail branch of the food industry. Ginny has proved time and time again to be an integral part of the D.A.G.M.R. organization.

Of the biggest changes Ginny has seen over the past 45 years is the admittance of women into the organization during the 1960s. Even though for many years Ginny was the sole woman at D.A.G.M.R. functions, she never felt out of place.

Ginny has outlasted 44 presidents of D.A.G.M.R. and the most important D.A.G.M.R. organization. She always told them, “albeit polite . . . fine, fine people to work with.”

Ginny’s absence will be felt throughout the food industry. Joe Sarafa, executive director of the AFD, says, “Ginny Jones has served the membership of D.A.G.M.R. for over 40 years. She is a credit to the food industry and will truly be missed.”

Ginny has outlasted 44 presidents of D.A.G.M.R. She always told them that she would leave when they did, but she stayed on.

She won’t outlast current president Ed Frost, who sums it all up, “Ginny has been a teacher, a confidante, a secretary, and most of all—a good friend to all presidents.”

A dinner in Ginny Jones’ honor will be held Dec. 11 at Vladimir’s in Farmington Hills. For information, call 359-7337.

Spartan Stores announces position changes in perishables marketing department

Three accountability changes were recently announced by Spartan Stores, Inc., involving its perishables marketing department. These changes were made in an effort to enhance service and support of the deli/bakery area to independently-owned Spartan stores throughout Michigan, Indiana and Ohio.

Don Symonds has been promoted to the position of bakery/deli purchasing manager. Symonds, most currently supervisor of bakery/deli merchandising offers in excess of 20 years of experience, both retail experience with another grocery company and retail counseling and deli merchandising with Spartan.

Jerry Stepanovich, previously bakery/deli purchasing manager has accepted the new position of corporate supply buyer. This position was created to consolidate the purchasing of retail stores' supplies and provide a high level of service to the lowest everyday cost on important supply items.

As manager of perishable merchandising, Bob DeYoung has accepted accountability for the direct management of the bakery/deli merchandising function in addition to managing meat and produce merchandising.

Sarafa elected president of Food Industry Council

Joe Sarafa, executive director of the Associated Food Dealers of Michigan, has been elected president of the Food Industry Council, an affiliate of the Greater Detroit Chamber of Commerce that represents more than 400 food industry firms in Southeast Michigan.

“It’s a tremendous honor to serve as president of such an outstanding organization,” Sarafa said. “I’m looking forward to working closely with the excellent food companies that make up the membership of the Council.”

Sarafa has been the executive director of AFD since 1986. A graduate of University of Michigan and the University of Detroit Law School, Sarafa has owned and operated a number of convenience stores in the Detroit area.

Sarafa has served as the Food Industry Council’s first vice-president for the past two years. As the Council’s president, Sarafa will serve on the board of directors of the Greater Detroit Chamber of Commerce.

“Joe brings a tremendous amount of energy and enthusiasm to his new position,” said Bob Guerrini, executive director of the Food Industry Council. “He’s already beginning to line up a variety of innovative activities, including educational seminars for our members.”

AFD serves as the voice of Michigan’s food-and-beverage industry, and has more than 3,000 retailer, broker, wholesaler and processor members across Michigan.

Three new members of Frozen-Food Hall of Fame inducted

The frozen food industry has announced the induction of three new members into the Frozen Food Hall of Fame. The new honorees are: Murray Lender, Theodore E. “Ted” McCaffrey and John Krouse.

The induction ceremony was held during the National Frozen Food Convention and Exposition, Oct. 6-9, 1991, at the Marriott Orlando World Center in Orlando, Fla.

Last year, the first of the honor, four men were inducted into the Hall of Fame: Clarence Birdseye, John Baugh, James McNutt and Bob Rich, Sr.

69430

National Frozen Food Association elects new officers, board members

The National Frozen Food Association has announced the results of an election of new board of directors members and officers for 1991-92.

Jack Gunn has been elected chairman of the board replacing Monte Thornton. Gunn is partner and frozen food manager for Associated Brokers in Raleigh, N.C. He formed the company in 1987 through merger of his former company, M&G Brokerage, with Cresimore/Beal Brokerage Company.

The National Frozen Food Association is a trade organization composed of over 1,000 companies from all segments of the frozen food industry, including brokers, manufacturers, distributors, warehousemen, retailers, foodservice operators and suppliers. Located in Harrisburg, Penn., NFFA is the sponsor of the March National Frozen Food Month and co-sponsor of the annual National Frozen Food Convention and Exposition. For more information, contact the NFFA at 717/657-8601.

Statement of ownership

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AFD works closely with the following associations:
Introducing The New Pepsi Full Flavor Line!

Our new Slice Red, Grape, Lemon Lime and Mandarin Orange flavors, plus A&W Root Beer and Cream Soda, are pre-priced at just 99¢. So ask your Pepsi representative today about the great new Pepsi flavor line!

99¢

plus tax and deposit.

PEPSI, PEPSI-COLA and SLICE are registered trademarks of PepsiCo, Inc. A&W brands are registered trademarks of A&W Concentrate Company.
Slice Red and Slice Grape from Pepsi sure to liven up holidays

Pepsi announces the addition of two exciting new products to its line, just in time for the holidays.

Slice Red and Slice Grape in 2-liter bottles have already taken Michigan grocery shelves by storm. And the party-size bottles will move even faster thanks to in-store attention-grabbing point-of-purchase displays and demonstrations.

These products promise to be a hit with younger consumers, though Slice Red and Slice Grape have that festive appeal for people of all ages, especially during the holidays.

Faygo Beverages launches new “Moon Mist” to compete against “big two” products

Sales of Faygo Beverages new “Moon Mist” soft drink have taken off since introduction of the product approximately six weeks ago as part of an effort to secure a piece of the growing consumer demand for similar products, such as Mountain Dew and Mello Yello.

Although data is still premature, much of the success of Moon Mist may be attributed not only to the product’s exhilarating taste but also to a lack of product entries in the wake of increasing consumer demand.

“Moon Mist has a ‘zing’ to it not found in similar competing products,” said Faygo Beverages President Stan Sheridan. Faygo chemist Harvey Lipsky attributes the refreshing taste to a prominent lemon flavor combined with some of the cola ingredients,” Lipsky said.

Sheridan said Moon Mist is currently being sold at a special introductory reduced price of 88 cents for a 2-liter container, which is significantly cheaper than most soft drinks of this type.

Whizard® Handguard II protective gloves offer superior cut resistance, hand protection

Slicers and other sharp edges threaten the safety of supermarket and convenience store workers and their hands. The need Whizard® Handguard II protective gloves from Betcher Industries, Inc., is obvious.

The Whizard Handguard II combines superior cut resistance and protection from serious lacerations with the market’s best softness, comfort and wearability. It uses a unique combination of ultra-high strength Spectra®, Kevlar® and stainless steel which can virtually eliminate the high cost of lacerations. It also features an extended three-inch cuff to provide additional wrist protection.

Five glove sizes are available. For more information about Whizard® Protective Wear, contact Betcher Industries, Inc., P.O. Box 336, Vermilion, OH 44089-4422. Phone: 216-965-4422.

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“Whizard® Handguard II protective gloves offer superior cut resistance, hand protection,” says Faygo Beverages President Stan Sheridan.

Nouveau Two from Glen Ellen Winery

In celebration of yet another successful season for their Proprietor’s Reserve varietal wines, Glen Ellen Winery in Sonoma County, Calif., announces the release of its second edition of Nouveau Gamay Beaujolais. The new light red wine will be shipped just in time for celebrating the holidays and the success of the recent vintage. The Nouveau is a perfect fit with current trends toward lighter, bistro-style dining and cuisine.

The package design for the Glen Ellen Nouveau is a departure from the classic Proprietor’s Reserve style, with eye-catching graphics, and hot purple and pink colors. Appealing support materials include casemakers and posters for retailers, and table tents for on-sale establishments. Suggested California retail price has been set at $3.99.

Historically, Beaujolais Nouveau wines are an indication of the quality of the new vintage. In France, law dictates that no nouveau wine will be released before the third Thursday in November. In the United States, where the grape harvest is usually earlier than in Europe, there are no such restrictions.

For more information on the new Glen Ellen Gamay Beaujolais Nouveau, contact Glen Ellen Public Relations, 1883 London Ranch Rd., Glen Ellen, CA, 95442, (707) 935-3075.

Pierre Frozen Foods introduces Lean Magic® sandwiches

Pierre Frozen Foods introduces two Lean Magic Microwaveable sandwiches, both 91 percent fat free, both less than 400 calories.

The two new sandwiches are Lean Magic Chicken Breast and Lean Magic Low-Fat Beef Patty/Cheese. Both are served on the world’s greatest microwaveable bun that tastes great out of the microwave...not soggy or hard.

Both sandwiches are ideal for convenience stores, vending operators, mobile catering, supermarket take-out, cafeterias and all other locations that sell convenience foods.

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Contains ALL REQUIRED government postings, including:

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POSTER PRICES:
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Printed in full color on heavy-duty gloss stock, each poster measures 22-3/4” x 34”.

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- Archway Cookies
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- Mr Dan's Gourmet Found Cake
- S & M Biscuit Distributing
- Sunfair Bakers, Inc.
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### BANKS:
- Madison National Bank
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### BEVERAGES:
- Absopure Water Company
- Ashbeiner Bunch, Inc.
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- Donlser Distriburers, Inc.
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- Huron Walker & Sons, Inc.
- House of Seagram
- Hubbert Distributors, Inc.
- J Lewis Cooper, Inc.
- Miller Brewing Company
- Mr. Pub Ice, Inc.
- Neenah Beverages
- Oak Distributing Company
- Paddlefish Distributing
- Pepsi-Cola Bottling Group
- R.M. Gilligan, Inc.
- Royal Crown Cola
- Smith Meat Parking, Inc.
- Pekie Meat Processing
- Oaten Meats
- Arab & Chaldean TV-62 Show
- Philip Moms USA
- Hillshire Farm & Kahn's
- Red Pelican Food Products
- Nabisco, Inc.
- Monitor (Big Chief) Sugar
- Michigan Pioneer Sugar
- Home Style Foods, Inc.
- Groeb Farms
- Fimco
- Carnation Company
- Amato Foods
- Traverse Bay Insurance
- Capital Insurance Group
- North Pointe Insurance
- Mitzel Agency
- K A Tappan & Assoc Ltd
- Fairlane Insurance
- New City Ice Co
- Midwest Ice Corporation
- Standard Fish Dist
- Refrigeration Engineering, Inc (616) 453-2441
- Midwest Butcher & Deli Supply
- Refrigeration Engineering, Inc (616) 453-2441
- Sales Control System
- Statewide Food Equipment Dist.
- TRM Copy Centers
- Ultra Lite Supply Co.

### BAKERY PRODUCTS:
- Dairy Products of Michigan
- McDonald Dairy Co.
- Milk-Farm Dairy Company
- Milk-Out (Prince Dairy Pride)
- Strub's Ice Cream
- Tim Davis & Sons Dairy

### EGGS & POULTRY:
- Cavaunagh Lakeview Farms
- Lowood Egg Company

### ICE PRODUCTS:
- Michigan Ice Corporation
- New City Ice Co

### INSURANCE:
- Allstate Insurance
- Blue Cross Blue Shield
- Capital Insurance Group
- Creative Risk Management Corp
- Farmile Insurance
- Financial & Micro Insurers
- Gabaldoni, Rambot & Assoc
- Jahnson Insurance Agency
- K & A Tappan & Assoc Ltd
- Lloyd's Ass
- Macswana Ent
- M & S Ass
- Midwest Ice Corporation
- Traverse Bay Insurance

### FRUIT & CEREALS:
- Amos Foods
- Carnation Company
- Frito-Lay, Inc.
- Great Lakes Data Systems
- Hunt's Frozen Foods
- Kellogg Company
- Kraft Foods
- Michigan Pioneer Sugar
- Nabisco, Inc
- Perrier USA
- Red Pelican Food Products
- Pizza & Pizza Service

### MEAT PRODUCTS PACKERS:
- Hartig Meats
- Hillboro Farm & Kahn's
- Hordy Farms
- Hygrade Food Products
- Kawailoa Sausage Company
- K & I Fence Company
- Nestle Foods
- Oscar Mayer & Company
- Schilder Meats
- Swift & Co.

### CANDY & TOBACCO:
- M & M Mars
- Snickers Candies
- Wolverine Cigar Company

### CATERING NAILS:
- Emerald Food Service
- Golden Dental
- Karoub Associates
- Great Lakes Data Systems
- Michigan Community Bank

### DAIRY PRODUCTS:
- American Dairy Assn
- Barlow Company
- Ice Cream Farmers

### SUPPORT THESE AFD SUPPLIER MEMBERS:

### WHOLESOME FOOD DISTRIBUTORS:
- Better Brewer
- Catholic Foods
- Capistran, Inc.
- Central Foods
- Detroit Warehouse Co.
- Eppco Foods, Inc.
- Foodland Distributors
- Garden Foods
- Gourmet International, Inc.
- Great Lakes Home Food Service
- H & O Distributors
- J & J Wholesale Dist
- Japan Food Importers
- Kehe Food Distributors
- Lipton Foods
- Louren Kachigian Distributing
- Maxwell Foods, Inc.
- McNulty Miller Bros
- Metro Packing Company
- Metropolitan Grocery
- Midwest Wholesale Foods
- Monel's Sysco Food Service
- Mducky Mustard Co
- Norquick Distributing Co
- Northwestern Food Co. of Michigan
- Rich Plan of Michigan
- Sackett Ranch
- Sherwood Food Distributors
- State Wide Grocers
- Spartan Stores, Inc.
- Supervalup Food Service
- Tony's Pizza Service
- Value Wholesale
- Warehouse Club
- Wholesale Home Inc
- Vipooly Food Coop

### ASSOCIATES:
- American Synergistic
- Barkeur Corporation
- Bureau of State Lottery
- Business Dining Serv
- Club Cars
- Herman Rahn Sales Co
- Herrmann Davison Florist
- Machnich's Boats & Motors
- Motor City Ford Truck Inc
- Pat's Butcher Del. Serv
- Paul Meyer Real Estate
- Power House Gym
- Romanza Foods
- Wieden & Asche

### STORE SUPPLIES EQUIPMENT:
- All American Cash Register
- Belmont Paper & Bag Company
- Brown Line Food Service
- Breo Brennan Sales
- D & L Food Equipment
- Hobart Corporation
- Homestead Enter
- MIB Distributing
SEASONS GREETINGS

TO OUR RETAIL PARTNERS

FROM

THE PFEISTER COMPANY

WE ARE PROUD TO WELCOME

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AND

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INTO

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(313) 591-1900

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SAGINAW MI 48603
(517) 793-6100

GRAND RAPIDS
3663 BROADMOOR SE
GRAND RAPIDS MI 49512
(616) 949-7210

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