Floor Stocks Tax Due June 28th

As part of last year's budget bill, retailers are required to pay a one-time tax on beer, wine, liquor and cigarettes in stock as of January 1, 1991. This tax—known as the Floor Stocks Tax—was due June 28, 1991. If your total alcohol inventory does not exceed 500 gallons, your business is exempt from paying the tax. However, you still should have filed a Floor Stocks Tax return. Businesses that owe the tax are eligible for a credit of $87 for beer, $270 for wine, $240 for liquor, and $60 for cigarettes.

Special Occupations Tax Due July 1st

In addition to the Floor Stocks Tax, convenience store operators should have received their notice from the Bureau of Alcohol, Tobacco, and Firearms (BATF) reminding all retailers of alcohol beverages that July 1st is the deadline for the special occupational tax payment. This $250 tax is assessed for all retailers who sell alcohol beverages on a per-store basis.

Food Safety Bills Introduced

Legislation setting a limit on pesticide residues in food and a strict one-in-a-million risk standard has been introduced by Senator Edward M. Kennedy (D-MA) in the Senate (S 1074) and a companion bill (H.R. 2343) was filed by Rep. Henry Waxman (D-CA). The bills would impose stricter penalties on minors who purchase, consume, or possess alcoholic beverages, or attempt to do so. The bills would allow courts to penalize minors by revoking their driver's license for 90 days, requiring community service, imposing fines, and forcing attendance at substance abuse centers. Immediately following Sarafa's testimony, the committee passed the bills in an 11-1 vote.

Retailers will no longer carry all of the responsibility for minors with alcohol if two bills pushed by AFD move forward as planned. AFD Executive Director Joe Sarafa testified June 12 before the House Committee on Liquor Control in support of Senate Bills 132 and 133 that would impose stricter penalties on minors who purchase alcohol, consume, or possess alcoholic beverages, or attempt to do so. The proposed laws are in direct contrast to current laws which placed the entire burden on retailers to prevent minors from purchasing alcohol. The retailers suffered the consequences when the law was inadvertently broken, while the minors who attempted to purchase alcohol virtually went unpunished.

In his testimony before the House, Sarafa said, "Currently, there is little deterrent for underage drinkers who illegally attempt to buy alcohol. A minor who violates the state law could receive a maximum penalty of only $25 for a first offense. This minimal fine negates any incentive for police to enforce the law, or for the minor to obey the law. Meanwhile, retailers could have their licenses revoked and lose their businesses for the same offense."

Over the past two years, AFD brought together a task force to look into the inequity of the existing law and present solutions. Members of the task force included retailers, alcoholic beverage wholesalers, educators, LLC members, law enforcement officials, judges, municipalities, and several other associations and organizations including MADD. Sen. Jim Barcia, who sponsored the bill, and Rep. Jan Dolan provided the task force's legislative representation.

See PASSAGE, page 21
paul inman associates, inc.

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2-FOOD AND BEVERAGE REPORT, JULY 1991
Stores need to invest in their communities

By Joseph D. Sarafa
AFD Executive Director

With times a little tougher these days, now is the time to make an important investment for your store. I'm not talking about investing money in costly renovations or equipment. I'm talking about investing in the livelihood of your businesses—the customers in your community.

Customers are your most important asset, yet investing in them by getting involved is not expensive. And there are several ways you can get involved in the community, all of which will foster good feeling and establish you as a store owner who cares.

First, find out what community groups already exist. Look for churches heavily attended by your customers. If a neighborhood church is having a picnic, maybe you can help by donating food and beverages. A youth group in the church may need a visible parking lot for a car wash—think about letting it use yours. Attend the church and mingle with customers after the service.

Is there a little league in the neighborhood? If so, sponsor a team and provide refreshments at its games. If not, make a project out of finding a good place for area youths to play sports. You can rally the neighborhood together to tidy an empty lot for a ball field or set up basketball hoops in a paved area. Support high school parties, dances and sporting events with donations of food and beverages. Make deliveries to schools yourself and get to know the adults in charge. When called upon by students, present yourself as a leader and role model who is eager to give to their causes.

Help out with a block party. Not only can you provide the hot dogs, you can grill them yourself and hand them to your neighbors with a smile. Chances are, the rest of the party's refreshments will be purchased at your store.

Set a good example for other businesses in the neighborhood by keeping a clean store and parking lot. Promote an atmosphere that makes customers feel comfortable shopping there. Employ community members. Damaged packages and foods that get close to their expiration dates don't have to be thrown away. Community food banks such as Gleaners will readily accept the food for distribution to the area poor. Make it a point to be a friend to customers and address them by name. Let them know their needs are important. Send cards during holidays, for birthdays, or any special occasion.

Donations of time and products are not new ideas. Nor are they "buying" customers. Giving back to the community that keeps you in business can only be described as an admirable way to say thank you.

Food handling revisions slated

The Michigan Department of Agriculture (MDA) Food Division is proposing revisions to Regulation 553 covering sanitation and food handling requirements for food establishments. The overall purpose of this revision is to:

- protect the public food supply;
- provide more consistent and specific sanitation and food handling requirements to the industry; and
- achieve greater uniformity with the sanitation and food handling requirements of the Michigan Department of Public Health.

If you would like a copy of the proposed revision, please contact Sarah Humphreys at Associated Food Dealers, 557-9600.

The MDA wishes to receive your comments, of both approval and disapproval. Written comments are encouraged, but you may make comments by phone by calling Neal Fortin at 517-373-8130. Comments must be received by July 15.

ASK AFD

Q. I don't understand which items in my deli can be purchased with food stamps.

A. According to the USDA, food stamps cannot buy 1) any food that will be eaten in the store, 2) hot foods that are ready to eat, or 3) any food marketed to be heated in the store. This means the macaroni salad in the deli cannot be purchased with food stamps if the customer plans to take a table in the store and eat it there, but packaged to be taken home, it can be purchased with food stamps. However, the fried chicken in the next deli case cannot be purchased with food stamps because it is hot, as it is assumed it will be eaten on the premises. The turkey sandwiches advertised "hot and ready to go" with a little help from the microwave may not be purchased with the stamps, but wrapped and sold cold, they may.

If you have a question, please write to Sarah Humphreys, Associated Food Dealers, 18470 W. Ten Mile Rd., Southfield, MI 48075. Include your name, the name of your business, and your address.
Small stores can profit by adding new services

By John Dagenais

Large stores with considerable floor space have no difficulty in adding more food and beverage items and providing a number of services for their customers. But small stores do not have the luxury of adding additional square footage for a restaurant or a large counter—especially for liquor, beer and wine.

A small food-and-beverage retailer is usually limited in storage space available and sometimes reaches a limit on what new items he or she can take on for an already-crowded store. What can be done to add to the store’s profit margin and still utilize the same floor space available without expensive expansion?

The answer is to add one or two services for your customers and do a good job at what you take on. In other words, take on a half-dozen services and try providing good service on all that you offer will turn customers away. Take one service at a time, develop it, work out the problem areas and give the project some reasonable time before proceeding to the next plan.

Before proceeding further, let us acknowledge that the store’s location in a big city or a small village can make a difference just as white-collar or blue-collar workers in your immediate area will affect the amount of money spent or buying habits.

Local competition from other merchants in your area of service may dictate the direction to proceed. The retailer has to take a good look at his or her business, and determine at his or her business, and determine the last time any major change took place within the business itself or the area served.

What works well in Detroit or Pontiac may not work too well in Grayling or Traverse City, but just remember one thing: a good service provided to customers will always add to the profit margin. But whatever you decide to do in rendering a service, make sure you give it time, train the employees and advertise on the store front and in local publications.

There are 50-some suggestions we could list, but we’ll list just a few and go on from there. Remember, even if the competition down the street has a similar service, you may do a better job. And the “good word” gets around.

Small Flower Display: The candy makers are quick to let you know about Valentine’s Day, Sweetest Day, Secretaries’ Day, etc., but the manufacturers of fine wines and champagnes urge their products as a “fine gift for the lady of your life.” A grouping of some roses or other flowers, arranged for through a flower outlet or greenhouse, or placed on display with your beverages may mean an additional sale. You may want to think about a small display of fancy boxed chocolates.

Office Service: Everybody needs a copy of something—a letter, a document, proof of payment, etc., and there’s always room for a small copier machine. The going price per copy runs from 5 cents to 25 cents. If you or your partner are a notary public, you can get a dollar or two for the notarization and seal stamp. Again, you must advertise your services. A fax machine and other office tools could give you a real boost. Don’t forget, most offices only do things from 9 to 5.

Video Tape Rentals: Almost every home has a VCR and certain films and old movies are in constant demand. A small rack with well-known titles available at very low prices through a video distributor can fetch you an easy $3.00 rental for overnight. There are some businesses which now take the old 8 mm or 16 mm film from home movie cameras and convert the old footage to video tape for instant replay through the VCR. A real money maker, but nobody knows about it and it appears to us that very few stores promote this service.

Gift Box Service: Since most beverage vendors and wholesalers eliminated or greatly reduced holiday packaging for liquor, wines and other beverages, many customers want a nicely decorated box or even some nice wrapping or bag for that special beverage purchase. Stores should have on hand a couple sizes of nicely printed cartons or nice bottle bags with ribbon for the customer purchase. Some retailers don’t want to absorb the cost of doing something normally done by the manufacturer years ago. But you’re losing sales if you don’t go in this direction. Your advertisement should proudly proclaim: “We gift wrap any purchase of alcohol for that special occasion.”

Non-prescription drugs: A small section near the check-out register offering the most-called-for non-prescription drugs is a great convenience to many customers going to a small store. From aspirin, bandage tape, cough medication, insect repellant, sunburn lotion, eye drops, etc., stock just about anything that provides quick and safe treatment for the customer who doesn’t want to make another stop. And don’t forget the Brome!

Costume jewelry display: Just a few items behind a glass case with prices clearly shown—inexpensive costume jewelry—can be a winner for that customer wanting a spur-of-the-moment gift to take home or something for a special event. During good holiday selling periods, you can advertise attractive markdowns or discounts. A good jewelry wholesaler will help you select the best-selling items.

Special Printed Labels: Armed with a few special tools or a nearby “quickie printer,” you can have an attractive label prepared for that special gift of champagne or other alcoholic beverage to be applied directly to the facing of the bottle. Promote gifts for anniversaries, retirements, weddings, promotions, house warmings, congratulations, etc., and the extra effort that went into preparing for the bottle purchase helps make that purchase a more appealing gift.

Do you get the idea? You have some of your own, right? Then by all means give it planning and thought and do it! Create a Michigan wines or food products section in your store. Hire a young driver to pick up returnables from senior citizens ($5.00 minimum) during the first week of the month and issue them your store’s credit memo for use on their next trip into your store. The service is great and you’ll bring those people in. You might want to think about your driver carrying a supply of instant lottery tickets while making returnable pickups.

Lastly, don’t be sidetracked by some critic who might say, “That won’t work...I know somebody who tried it.” Your idea for a service offered by your store is as good as your determination to make it work.

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

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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) 523-2880.
Hillegonds leads minority uphill with level-headedness

Paul Hillegonds was a child of the '60s. During his formulative years in the John F. Kennedy era, Hillegonds embodied all that the New Society represented: he was young, bright and willing to ask what he could do for his country.

"Even though I have always considered myself a Republican, Kennedy appealed to all young people—Republican and Democrat alike," Hillegonds, R-Holland, recalls. "He encouraged us to get involved."

Like millions of others his age, the young man from Holland felt the heady invincibility of youth. Then came Vietnam, and his resulting feeling of powerlessness.

"I was really a frustrated student during the war," Hillegonds said. "I didn't understand what it was all about. But rather than lose faith in the country, I wanted to get involved and make a difference."

That involvement meant becoming a member of the first University of Michigan Washington Internship in 1970. After six weeks in the nation's capital, Hillegonds was hooked. He knew that being part of the legislative process was exactly what he wanted to do with his life.

After graduation a year later as aPhi Beta Kappa from the University of Michigan, Hillegonds returned to D.C. as the administrative aide for the Upper Peninsula. While still maintaining his belief that government can be a source for good, the Kennedy idealism of his youth ran head-on into political reality.

"It wasn't long before I had questions on Great Society activism," the House Republican Leader remembered from his spacious downtown Lansing office. "Not only because people were getting more dependent on government human services in their community, but also from an economic development standpoint."

Hillegonds saw firsthand through his work with Rep. Ruppe how the federal government was throwing money into Ruppe's district for the development of industrial parks, yet there were no industries interested in filling them. As a result, many of these parks lay empty twenty years later.

His disillusionment in government economic initiatives didn't wear blinders, and he saw... See HILLEGONDS, page 16

Breakfast Month ready to sizzle in September

This September, retailers throughout Michigan will watch their sales rise and shine during the Second Annual All-American Breakfast Month.

Breakfast Month is an innovative, industry-wide effort that joins together meat processor representatives, retailers and store employees to drive sales of breakfast meat products, as well as juices, breads, cereals and other related breakfast items.

The Breakfast Month promotion was created and developed by the Deli/Prepared Meats Committee of the National Live Stock & Meat Board. This year, the committee is supplying retailers with FREE point-of-sale materials including price cards, stacker cards, shelf talkers and case banners, plus breakfast recipe tear pads.

Last year's First Annual All-American Breakfast Month gained a favorable response from consumers, and participating meat processors and retailers reported 8 percent sales increases for ham, bacon and sausage products over the previous year.

More information about the Second Annual All-American Breakfast Month promotion can be obtained by calling Bruce Paterson at the National Live Stock & Meat Board (312-670-9238). Or, call Shannon Flaherty at Flair Communications (312-943-5959).
Few Things So Fulfilling Are So Unfilling.

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

Just For The Taste Of It.
Frank Arcori speaks to DAGMR
AFD First Vice Chairman Frank Arcori addressed a captive audience at the Detroit Association of Grocery Manufacturers’ Representatives (DAGMR) luncheon last month. He spoke about new developments in Vegas and Shopper’s Supermarkets.

Meeting of the minds at AFD office
The AFD Scholarship/Golf Outing committee was hard at work last month making preparations for August’s big event. The committee is the driving force behind the awarding of 14 financial grants to deserving young scholars.

Gleaners gets a hand from AFD
Volunteers pitched in to pack food boxes for Gleaners Community Food Bank to be sent to charitable agencies throughout the area. Among those helping out were (left to right) Lisa Ilitch Murray, Little Caesar Enterprises, Inc.; Carol Ilitch, Little Caesar Enterprises, Inc.; Peter Polis, Greater Detroit Chamber of Commerce; Elliott Guerrini; Terry Guerrini; Bob Guerrini, Food Industry Council; Pat Hoover; Joe Sarafa, AFD; and Kelley Sarafa.

COMING EVENTS
July 19-20: Great Lakes Renewable Energy Fair, Traverse City. For information call 616-228-7159.
August 18-20: NFDA 54th Annual Convention, Washington, D.C. For information call 312-644-6610.
August 5: Annual AFD Scholarship Golf Outing, Shenandoah Golf and Country Club. For information call 557-9600.

Golf Anyone? You won’t want to miss this year’s Golf outing, being held at the Shenandoah Golf & Country Club in West Bloomfield. The “Day Of Golf” package includes 18 holes, breakfast, lunch, dinner, open bar, on-course snacks, hole contests, and door prize eligibility. All proceeds directly fund the AFD scholarship program. Golf anyone?

SCHEDULE OF EVENTS
7:45 a.m. - 1:30 p.m.: First Play
7:45 a.m. - 10:00 a.m.: Continental Breakfast
9:30 a.m. - 4:00 p.m.: Snack and Beverage Stations (on the course)
11:00 a.m. - 2:00 p.m.: Lunch
5:00 p.m. - 9:00 p.m.: Open Bar
7:00 p.m. - 9:00 p.m.: Dinner/Door Prizes
P.A.C. Raffle
* Hole-in-One Contest—$10,000 Cash Prize *

FOR MORE INFORMATION OR TO REGISTER CALL AFD AT (313) 557-9600
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AND LOOK INSIDE ALL 7UP CANS FOR A CHANCE TO WIN A PAIR OF ROUNDTRIP AIRLINE TICKETS TO ANYWHERE IN THE CONTINENTAL U.S.!

Look for the COOL SPOT at your 7UP Display!

For Sales & Service, Call (313) 937-3500
Michigan Lottery kicks off exciting promotions

By Michigan Lottery Commissioner Jerry Crandall

The Michigan Lottery is turning up the heat this summer with some "hot" new promotions including a second-chance Lotto giveaway and an incentive program exclusively for retailers.

Retailers will be able to offer players lots of exciting ways to win at Lottery games with the special summer promotions and a new instant game going on sale every month. It's all a part of the Lottery's new marketing strategy: "More Choices, More Chances, More Fun."

The Michigan Lottery and the Big Three automakers will put players in the "driver's seat" this summer with the new "Lotto Sweet 16 Giveaway" promotion. Players who miss out on the Lotto jackpot will get a second chance to win big by driving away with 16 exciting new vehicles. Beginning July 3, the Lottery will give away two brand new vehicles each week for eight weeks during the promotion. The two winners will be announced every week from July 20 to Sept. 7 on the "Michigan Lottery Megabucks Giveaway" TV game show.

Lucky Lotto Sweet 16 winners will pick up their luxurious vehicles at the Avis Ford dealership in Southfield. The list includes:

- Ford Thunderbird
- Plymouth Laser Turbo
- Buick Park Avenue
- Ford Mustang Convertible
- Eagle Talon Turbo
- Ford Explorer
- Dodge Shadow Convertible
- Ford Taurus
- Chrysler LeBaron Convertible
- Ford Crown Victoria
- Pontiac Sunbird Convertible
- Chrysler New Yorker Fifth Avenue
- Saturn
- Oldsmobile Silhouette Minivan
- Chevrolet Caprice
- Ford Probe

We're excited about this promotion because the people of Michigan have a special love for the automobile. In addition to a chance at winning the Lotto jackpot, players will now get a chance to win another great prize -- a brand new automobile. This is a great opportunity for us to promote the most famous products of our automobiles.

To win, players send in a non-winning $5 Lotto ticket that is valid for a single drawing between July 3 and Aug. 21. This will enter the player in the "Sweet 16 Giveaway" drawing. This summer we're kicking off the second 90's H.I.T.S. Retailer Incentive program. Retailers who were licensed during the entire base sales period running June 5 through Aug. 27, 1990, will be eligible to compete for cash awards ranging from $50 to $2,000 for achieving instant game sales increases. A total of 278 cash prizes will be awarded during the promotion, which started last month and will run through Aug. 26, 1991.

There's more good news for retailers -- for the third time in recent years, more Lottery retailers will have the opportunity to become online terminal agents. The 1991 terminal allocation plan will expand the number of on-line terminal agents by 350-400, which will bring the total number of on-line Lottery agents to 4,500 statewide by the end of the year.

We are currently evaluating retailer requests for on-line terminals in the second phase of the 1991 plan. The Lottery Bureau will add 123 new terminals this summer. We look forward to having all the new agents on board.

Also, I'm happy to report that Michigan's KENO! game just celebrated its first birthday on the Lottery line up and already more than four million lucky players have won prizes totaling over $33 million. KENO!, the game that offers players more chances to win than lose, proved to be a true winner itself this past year with sales exceeding $73 million. By the end of the summer we expect the number of KENO! winners to top five million.

And finally, I wish AFD board members the best for a successful retreat this month. Unfortunately, due to prior commitments I won't be able to join you for what sounds like an interesting meeting. Best wishes!
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Faygo Beverages, Inc.

Faygo Beverages, Inc. was founded in 1907 by European immigrants who marketed their fruit products in suburban Detroit. Since its acquisition in 1987 by National Beverage Corporation, Faygo has continued to build its franchise through expansion of warehouse and regional distribution networks.

Faygo offers a variety of flavors from the popular "Red Pop" to natural unsweetened Sparkling Water. New and improved products play an important role in the continued success of Faygo. This summer a new flavor, "Faygo Cherry Festival," will join the Faygo family of flavors. It is produced using Michigan Montmorency sour cherries and will be sold throughout Michigan.

Another important addition to the family will be a new package size. Twenty-ounce plastic bottles will be available in a variety of flavors.

In addition to new flavors, Faygo continues to improve upon existing flavors both in taste and package design. Faygo Cola and Diet Cola have a new design and package size as well as a new, improved taste of Diet Cola.

Faygo is pleased to announce its participation in the Bayview Port Huron to Mackinac Race as the official soft drink sponsor. We believe that this sponsorship will prove to be beneficial to our customers.

For more information on Faygo Beverages, Inc., and what will be happening in the next few months, contact us at: 3579 Gratiot Ave., Detroit, MI 48207 or phone (313) 925-1600.

7UP DETROIT has a new product on the shelf for summer! Canada Dry Lemon Ginger Ale Regular and Diet. This product combines the light, dry taste of ginger ale and the refreshing taste of lemon. Together they put a whole new twist on soft drinks that's perfect for today's "young at heart" adult consumers.

It has been a busy year at 7UP DETROIT. We helped throw the Chaldean Federation of America's Annual Graduation party this year as a major scholarship sponsor. This was our first year as a participant.

Additionally, 7UP DETROIT has been hard at work raising money for Muscular Dystrophy this year. The Seven-Up Company is a national sponsor of MDA and we, as a local distributor, have been working on the following programs to raise money for MDA. The 7UP employees held their First Annual Bowl-A-Thon in May and raised $1200 for MDA. We have been working with Kroger this year on several programs. Our programs include: an ad to tie in with their Shamrock promotion in March, a Cherry Float promotion, and Roving Vending Machines for MDA. Exciting summer events include a Bed Race and a Bike Ride for MDA in July and August respectively. We were also a major sponsor of the 7-11/7UP Las Vegas Night in June. We hope that our efforts aid in the development of a cure against muscle disease afflictions.
Pepsi-Cola

Pepsi-Cola Bottling Company of Michigan welcomes the opportunity to address membership of the Associated Food Dealers. Our business, as that of the AFD, is built on positive relationships and sound customer service. Pepsi-Cola Company has made many changes to our retail operations in Michigan which will enhance customer service in our highly competitive category and several distinct changes seem to stand out.

During the latter half of 1990, Pepsi-Cola introduced the 8-pack, 20-ounce package to Michigan. This package addressed many retailer concerns and helped energize total category sales in the marketplace.

The second, and somewhat larger in scale, was the opening of our new plant, the Detroit D.P.C. (Detroit Distribution and Production Center). This facility combines the old locations of Romulus, Dearborn and Warren into one location. This consolidation allows Pepsi to keep up with a changing marketplace, expand our production abilities and, more importantly, renew our commitment to the City of Detroit.

Among the many new efficient operations the D.P.C. provides, is the addition of a customer service department. Its sole charter is to handle your needs and concerns immediately! Pepsi has 800 (no) to provide direct contact to us. If you need product, want to discuss your sales concerns, you can call 1-800-368-9945. If your equipment needs repair, call 1-800-736-2652. These people are working for and with you to provide superior customer service.

In addition, all of our sales people have the products you need on their vehicles. So they can respond immediately to your requests, each has been equipped with a pager. Each sales person has business cards with his name, the toll-free numbers and a beeper number. If you do not have one, ask your sales person to provide you with his card. Your sales person is responsible to grow your business.

We continue to upgrade the quality of our sales force. Specialized training courses have been established at the Detroit D.P.C. and our other locations. Each route salesperson will complete courses based on his need to further provide you with sales skills needed to drive total C.S.D. category sales. Pepsi sales and most importantly, your retail business.

A variety of programs helped Pepsi, through our retail partners, drive home this support. In February, Pepsi kicked off the Joe Dumars’ “Score For Schools” promotion. For every 2-liter bottle sold, 5 cents was donated to support Detroit Public Schools. Your support was very evident as Pepsi raised over $20,000 that went to provide much needed communication equipment in every Detroit Public High School.

Pepsi-Cola also contributes to the education initiative in Detroit in two very visible ways. Detroit Southwestern High School is one of only two schools in the nation participating in the Pepsi School Challenge. This pilot program will distribute $1MM in scholarships to students who study in school, maintain a “C” average and stay free from drugs and alcohol.

Another program, tuition funding strategy, provides schools with computer software that can pull up individual tuition assistance programs at colleges and universities across the United States. The data is individualized to the student’s needs and background.

To better enhance our service with you and to discuss your questions on pricing, packaging, and other Pepsi-Cola promotions and special events, please call any of the following people:

DETROIT D.P.C. 1-800-368-9945
Mark Darrow, Glen Fulton, Don Hall, Steve Lanham
PONTIAC (313) 334-3512 FLINT (313) 767-0360
Dave Sonntag
HOLLAND (517) 546-2777 SAGINAW (517) 755-2123
Lennie O’Brien
MILAN (313) 439-2451
Nick Liones

FOOD & BEVERAGE REPORT, JULY 1991—13

Coca-Cola

Barq’s Root Beer is a phenomenon among soft drinks. It’s a root beer that tastes a little different than other root beers, and looks a little different on the shelf in its bold silver label. Barq’s originated in New Orleans where it’s maintained a 20-plus share of the market and is the #1 nationally distributed root beer brand. Part of Barq’s great success is due to the brand’s targeting of teens and young adults, particularly males. These active young consumers are both the heaviest drinkers of soft drinks and an investment in Barq’s future.

Schweggers is new to the Michigan area, however, their new entry, Raspberry and Diet Raspberry Ginger Ale is taking the country and will take Michigan by storm. This new brand introduction is already showing significant growth in their market area. We are confident once you try these new brands that you’ll not only enjoy the great taste but find the incremental business they can generate.

In addition to new brand and package introductions, Coca-Cola has some exciting promotional activities in 1991. Earlier in the season we introduced an exciting promotion tied to Baseball Fever. This activity offered consumers the opportunity to receive Donnus Baseball cards is specially marked 12-pack cans of Coca-Cola Classic and Diet Coke. With this activity having a resounding effect throughout Michigan, we’re pleased to follow with the summer long “Coca-Cola Pop Music” offer. Coca-Cola will deliver contemporary leading edge music to consumers through a special four volume compact disc series. “Coca-Cola Pop Music” starring the hottest new artists from Sony Music. Columbia and Epic labels. This unprecedented summer promotion began in May with compact discs being made available on specially marked packages of 12-pack cans of Classic, Diet Coke and Sprite. In addition, over 1,000,000 concert tickets will be made available on a national basis for audio cassettes, each with six or more tracks. These audio cassettes are redeemable for only $1 which includes postage and handling. These certificates are also made available randomly in specially marked 12-packs of cans of Coca-Cola Classic Diet Coke and Sprite.

Coca-Cola products are no. 1 among teens and young adults because we continue to stay one step ahead of the times. Coca-Cola Pop Music breaks new ground in the promotional arena and delivers innovative new music to mainstream America. National and local advertising, point-of-sale displays and special local market activity will be the real sounds for the summer of 1991 in addition to and is a compliment to the many other exciting promotions that CCE-Michigan offers.

Yes, Coca-Cola is committed. In early 1991 we conducted during Black History Month the Share the Dream Essay Contest. Fifty-two schools throughout the tri-county area had representative students participate for a $10,000 scholarship and the opportunity to compete for an additional $15,000 scholarship award.

In addition to local scholarship programs, The Coca-Cola Company in 1991 took steps to the forefront of corporate support for education with its commitment to create The Coca-Cola Scholars Foundation, Inc. This is the largest business-sponsored scholarship program in the country. The Foundation is funded by major endowments contributed by various Coca-Cola Bottling Companies throughout the United States and the Coca-Cola Company. Seniors in secondary schools throughout the country can compete each year for 50 four-year, $20,000 scholarships and 100 four-year, $4,000 scholarships for study at any accredited U.S. college or university. Selection is based on a balanced consideration of leadership, character and achievement, both inside and outside the classroom.

In addition to the many other exciting promotions that CCE-Michigan offers, Coca-Cola Enterprises-Michigan is pleased to be a part of this national program with several regional national award scholarship winners coming from the southwestern Michigan area.

Coca-Cola Enterprises-Michigan is also heavily involved in your community. In early 1991, we conducted during Black History Month, the Share the Dream Essay Contest. Fifty-two schools throughout the tri-county area had representative students participate for a $10,000 scholarship and the opportunity to compete for an additional $15,000 scholarship award.

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The Coca-Cola Company continues to support the many other exciting promotions that CCE-Michigan offers.

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Ronnie Jamil shows he appreciates his customers

Making friends is what started Ronnie Jamil in business at the Mug & Jug. And it is what has kept his business thriving for nine years.

Jamil began eyeing the Mug & Jug from his home across the street. He became a daily customer, filled with dreams of some day owning the store himself.

"I saw potential in this store because it was run down and old," he explains. "So I kept hounding the owner to sell to me—every day."

Through the daily hounding, Jamil and the owner developed a friendship that turned into trust. When the owner was ready to sell, he immediately went to Jamil.

In 1982, he wasn't old enough to get a liquor license, so Jamil bought the store with his brothers. Three remodeling jobs later, the spacious store is bright and clean with ample parking.

Adding to its new appearance is its cleanliness, "When I hire new help, that's my first priority," he says. "I tell them everything has to be kept clean. The maintenance of the building and making sure it's clean is the most important part of the business."

Another important part of Jamil's business is making customers feel appreciated. His sending thank-you letters, get-well cards and flowers to customers is not unusual.

Jamil says he now receives more Christmas cards from customers at the store than he does at home.

"These things really count," he says, adding that his excellent reputation as a friendly grocer has built a strong and loyal customer base. Those customers are eager to tell their friends about Jamil and the Mug & Jug.

"Word of mouth is the best thing that can happen in this business," he says, adding. "Customers that move away still come back."

One thing they always come back for is the Mug & Jug's unrivaled selection of premium beers from around the world. The Mug & Jug's 140 imported premium brews last year were the main attraction of a beer tasting party which led to community members forming beer clubs.

Jamil is exceptionally well-versed in the subject of beer. Believing he can never know too much on the subject, he continually reads books and attends seminars about beers. He says the knowledge is crucial in marketing the sometimes-unusual products.

"You've really got to know how to sell a 55, 12-ounce bottle of beer," he says. "You have to spend time with the customer to sell him a product with a higher profit."

Of course, the Mug & Jug still sells less-expensive beers, but does not feature them as prominently.

Being regarded as somewhat of an expert in the merchandising of beer, Jamil was recently called upon by Hubert Distributors to speak to a group about beer retailing. Though pleased to participate in the information-gathering seminar, he modestly dismisses his moment in the spotlight as just another example of how wholesalers and retailers can cooperate.

It is not the first time Jamil has been recognized as a leader. Two years ago, the Mug & Jug received a beautification award from the city of Berkeley. Giving to city organizations and clubs, as well as schools and youth projects, is very important in his maintaining his role as a benefactor in the community.

But in his role as a retailer in the community, Jamil focuses only on himself and the Mug & Jug.

Don't get into price wars with the stores down the street is his philosophy; goodwill and good service are the only things that matter to customers in the long run.

"Don't worry about the competition," Jamil insists. "Let them worry about you."
TASTE THE RIGHT ONE.
Not necessarily truth in legislative labeling

By William S. Kies
Senior Vice President
Food Marketing Institute

Attaching a persuasive name to a controversial piece of legislation is looked upon by proponents as a key to getting the bill enacted. This technique is designed to make it difficult for opponents to come out against it. This also can help assure reinforcement by the news media, who, typically, never look beyond the title to read what a bill will actually do.

Thus, we have today bills designated as the "Striker Rights Act," the "National Recycling Resource Act," and the Civil Rights and Women's Equity Act.

The union-designated "Striker Rights Act" is billed as righting an injustice in labor law, by overturning a Supreme Court decision which permits employers, when beset by a strike, to hire permanent replacement workers. The legislation, S. 55 and H.R. 5, has been called a "burning issue...at the heart of labor law in the country," by AFL-CIO President Lane Kirkland.

The 1938 Supreme Court decision provided that employers, when faced with an economic strike (over wages and conditions of employment) may carry on the business with replacement workers, but must, however, reinstate returning strikers to any vacant jobs as they become available.

The law recognizes two parallel rights: employees have a right to strike and employers have a right to stay open during a strike by hiring permanent replacement workers. Both sides take risks, which is as it should be.

There are other aspects of this bill that need to be examined. The bill's prohibition on hiring permanent replacements would apply not only to the large unionized employers, but also to "labors disputes" among small businesses. Anytime two or more employees walk off a job to protest terms or conditions of employment they would do so with complete job security—they could not be permanently replaced—as long as they can claim a union is acting on their behalf. Employees could also walk off a job during union organizing campaigns, or refuse to cross picket lines thrown up by other unions engaged in dispute with other employers, and know that their jobs are guaranteed.

Titles attached to legislation are often misleading, and never tell the entire story. They must be regarded with skepticism.

That this bill would open up the floodgate for unreasonable union demands and for all types of strikes is apparent. Moreover, guaranteed job security for union members will become an important element in union organizing campaigns. The present balance between employer rights and worker rights will be destroyed.

H.R. 1, designated "The Civil Rights and Women's Equity Act of 1991," is virtually identical to legislation vetoed by President Bush during the last session of Congress. It is claimed to be a restoration of the civil rights laws prior to several 1989 Supreme Court decisions. However, it is instead a fundamental revision and expansion of the existing employment discrimination laws. It ignores 55 years of federal employment law precedent by providing for jury trials, and emotional distress and punitive damages in employment discrimination cases.

The bill would serve as an irresistible inducement to plaintiffs and their lawyers to institute jury trials in a quest for large monetary awards. Proponents continue to assure employers that this is not an employment "quota" bill. Nowhere, they say, is the word "quota" mentioned in the legislation. However, the bill would shift the burden to employers to prove that their hiring practices are not discriminatory.

When there is a charge of discrimination against them, rather than requiring the company employee to prove he or she was discriminated against, an employer with a statistically incorrect workforce will have to prove that each and every aspect of the employment process, in addition to the overall process itself, is substantially and demonstrably related to job performance, an almost impossible burden.

Employers would be driven to using hiring quotas in order to protect themselves against costly lawsuits. Civil rights protection of all workers is a goal FMI has always supported and we will continue to do so. But this legislation will simply spur the efforts of those who hope to gain financial rewards, rather than fair treatment in the workplace.

The "National Recycling Resource Act" sounds like something everyone would support. This legislation, H.R. 997, turns out, however, to be a national bottle bill, under which federal government would mandate a deposit on bottles and other containers. It would contribute little to solving the nation's solid waste problem, being a piecemeal approach that deals with only 3.5 percent of the solid waste problem.

Worse, however, it would harm the effective curbside collection programs which are being successfully used in many municipalities by depriving them of the much needed revenue they derive from the scrap value of beverage containers, and by confusing customers about the need for such curbside programs. H.R. 997 is a "national bottle bill," nothing more.

Titles attached to legislation are often misleading, and never tell the entire story. They must be regarded with considerable skepticism.
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We are the largest network of independent insurance agencies in Michigan, representing America’s leading insurance companies. We provide business, health and personal insurance to cover all member needs.

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**Melody Lite milk**

Melody Lite protein fortified, nonfat milk has no fat and low cholesterol! We've removed all of the butterfat and replaced it with nonfat milk protein to give more body and taste. This product is a wholesome, nutrient-dense food that offers a significant amount of vitamins and minerals.

And remember, protein—not butterfat—is milk’s most valuable nutritional aspect.

Melodylite® products are for those who are conscious about fat and cholesterol, but still want rich taste.

**No fat, low cholesterol**

**Melody Lite milk**

**Stroh introduces non-alcoholic beer**

The Stroh Brewery Co. has entered the non-alcoholic beer market with Old Milwaukee NA. It is priced lower than other non-alcoholic beers.

**Groen’s popular table-top steam-jacketed kettle is ideal for cooking, holding**

Groen’s TDB/7 table-top, steam-jacketed kettle cooks three times faster and is twice as energy efficient as range-top stock-pot cooking. This electric kettle makes its own steam and is thermostatically controlled to provide precise temperature control from 150°-298°F. These table-top kettles are ideal for a variety of foods, such as: sauces, pastas, vegetables, soups, stews, rice, puddings and pie fillings. Even steam heating reduces product burnon and pot watching.

The kettle is constructed of stainless steel, has a triple-reinforced bar run for long life and a welded-in, butterfly-shaped pouring lip to make product transfer easy. The exterior’s bright polished finish ensures easy cleaning.

The TDB/7 kettle is NSF-listed and UL approved. It is constructed for operation up to a maximum working pressure of 50 psi.

Available in 20-quart and 40-quart models, the TDB/7 steam-jacketed kettle can be ordered with left- or right-hand tilt. Other options include a handy support stand, a lift-off cover, basket inserts, fill faucet and agitator models with motor drives.

**Golden Cat introduces Tidy Cat MC box filler**

Golden Cat Corporation has introduced Tidy Cat MC (Multiple Cat Formula) cat box filler designed just for the 12.4 million families with more than one cat. Tidy Cat MC is available in 10-, 20-, and 25-pound bags. It’s the “industrial strength” version of regular Tidy Cat 3 with Baking Soda.

Fill virtually any kitchen equipment need with Randell modular units

Randell’s customized modular units provide operators with an unlimited array of possibilities when arranging, modifying or equipping any kitchen design. Randell’s pre-engineered modular design features islands and backbar assemblies (complete with a wide range of options and accessories) can be used to equip an entire kitchen or just replace a single piece.

Units are constructed of heavy gauge materials and top quality components for durability and years of dependable service. And all units are preassembled to ensure a proper fit in the field.

For more information, contact Randell Manufacturing, 0520 S. Coldwater Road, Weidman, MI 48893. Telephone: U.S. 1-800-621-8560; MI only 1-800-621-8554; FAX: 1-800-634-5369.
Get in the swing at Shenandoah!

Golf has never been so much fun or played for such a great cause. This year’s golf outing will be held August 5 at the Shenandoah Golf & Country Club in West Bloomfield. As always, it is a fundraising event for the AFD scholarship program. All proceeds from the golf outing fund the scholarship program, which will award 14 outstanding students $500 and $1,000 college scholarships.

The day begins at 7:45 a.m. with continental breakfast and the first tee times. Scramble is the official play of the day, and replays will be offered at no charge. Several exciting hole contests will be held throughout the day including those for the shot closest to the pin and the straightest drive. The first hole-in-one shooter will win $10,000 cash!

There won’t be a shortage of food and drink! From the continental breakfast and the bar-be-que lunch served outdoors all day long, to the hors d’oeuvres will be served in the grill room from 6:00 to 7:00 p.m., where a video highlighting the day’s exciting moments will be shown.

The dinner reception follows. A mouth-watering meal of prime rib, red-skinned potatoes, Greek salad, fresh vegetables, and rolls will be topped off with apple pie a la mode.

Door and PAC raffle prizes galore awarded at the reception will include a golf weekend at Shanty Creek Resort and Garland Resort; a set of golf clubs and bag; several golf bags; a compact disc player; a Detroit Pistons autographed backboard; and much, much more!

But most importantly, the dinner reception will feature the awarding of scholarships to 14 deserving students. Special thanks will be extended to the industry leaders who made the scholarships possible.

The 14 youths, along with the corporate sponsors of their scholarships, will be featured in the August Food & Beverage Report. Watch for the features, and let the games begin!

AFD’s 1991 SCHOLARSHIP/GOLF OUTING

UPDATE
from page 1

Agency has followed the National Academy of Sciences’ recommendation to apply a negligible risk standard (one-in-a-million lifetime risk standard) for food-use pesticides on both raw and processed commodities.

AFD members invited to LCC public hearing

The Michigan Liquor Control Commission will hold a public hearing at 10 a.m., Tuesday, July 9, 1991, at the Thomas Edison Inn, 500 Thomas Edison Parkway, Port Huron.

The Michigan Liquor Control Act, Section 7, provides that two such hearings shall be held each year for the purpose of hearing complaints and receiving the views of the public with respect to the administration of this Act. All 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.

Acme Food Brokerage is proud to announce, that we now represent Whitman Chocolates, Inc.

We will be in to see you shortly, but in the meantime, if you have any questions or need products, please call us.

“Acme Food Brokerage, Inc.
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Acme • Grand Rapids  • 616-538-4040
Acme • Toledo  • 419-891-1034

Whitman’s Sampler
NET WT. 1.1/2 oz.

Whitman’s Chocolates
“Serving all Classes of Drug & Grocery Trade”
13 oz. ASSORTED CHOCOLATES
GIFT WRAPPED FOR SPECIAL OCCASIONS

FOOD & BEVERAGE REPORT, JULY 1991—21
AFD rounds up opposition to BATF special tax

You may have already paid your BATF special occupational tax (due July 1), but that doesn't mean it is too late to protest it.

AFD has made available a form to send to legislators which outlines the unfair affictions of the tax on producers, wholesalers, and retailers of alcoholic beverages and calls for its immediate repeal.

The tax, which passed without benefit of a single congressional hearing, has been called unfair for reasons including fee inequities between businesses, and inflated penalties and interest charges. Furthermore, opponents charge, the General Accounting Office and the office of Management and Budget have documented that SOTs are inherently inefficient to collect.

For more information or a copy of the form, please contact AFD at 557-9600.

Food stamp changes proposed by USDA

The U.S. Department of Agriculture (USDA) has proposed changes for food retailers who participate in the Food Stamp Program. The proposed rule would significantly alter authorization and enforcement policies and includes stiff penalties for retailers who violate program rules. Currently, a company that has received a warning before an investigation that shows a violation is subject to a more severe penalty than a firm which has not previously received a warning. In an effort to reduce USDA's administrative burden, it has proposed elimination of its warning procedure and wants to base penalties upon the seriousness of the violation committee during the investigation. The proposed rule suggests strengthening documentation of application information, requiring that applicants maintain a stock of eligible food, and denying approval to retailers with poor records of business integrity.

East Lansing passes extensive tobacco sales restrictions

East Lansing has become the first community in the country to place restrictions on the sale of all tobacco products. An ordinance recently passed by the city council includes the following provisions: (1) All retailers who sell tobacco must be licensed. In the case of vending machines, tobacco retailers are determined to be the owners/operators of the location at which the vending machine is placed. (2) A license fee will be assessed to every over-the-counter retailer. It will be a three-year license of $115.00. Vending machines will be licensed for three years for $50.00. (3) Retailers must display tobacco products for sale in a location which allows delivery to the public with assistance from an adult sales clerk. (This provision will not apply to tobacco products packaged for sale in packages containing five of more units, to smoking tobacco in packages of 6 ounces or more, or to cigars in packages of 50 or more.) The ordinance takes effect July 1, 1991. Although the ordinance only applies to East Lansing retailers, Ingham County is working on a similar ordinance.

Acme Food Brokerage makes changes to staff

Edward Boccomino, president and chief executive officer, announces the completion of Acme's corporate management restructuring. Named to new responsibilities were:

- Michael Moore, executive vice president and chief operating officer,
- Charles Westers, corporate senior vice president.

Acme, in its 26th year, operates from offices in Oak Park, Grand Rapids, and Maumee, Ohio. These announced changes position Acme for growth into the next decade.

Michigan Sugar Co. expands purchasing staff

Matthew J. Tucker has been appointed to the newly created position of buyer/expediter. The appointment was effective May 6, 1991. Tucker's duties in the newly created position include procuring assigned supplies, assisting in pricing and vendor evaluations, and expediting purchase orders to ensure timely arrivals.

A Sanford resident, Tucker holds a bachelor of science degree in packaging from Michigan State University.
Why should you join in the fight against muscular dystrophy? Because it's a win-win-win program!

We invite you, the retailer, to join with the Pfeister Company in a winning program with Jerry Lewis and his annual "Aisles of Smiles" muscular dystrophy promotion.

Each participating manufacturer will make a per case contribution to MDA based on total sales during the promotion period.

Program dates: July 22 — September 2, 1991

To participate simply advertise or display. Feature the participating brands and identify the items with "Aisles of Smiles" point of purchase material.

Participating brands include:

- Glad
- Ragu
- Castleberry
- No Nonsense
- Hi-C
- Tampax
- Bush's Beans
- Brach's Candy

You will be hearing from your wholesale supplier & your Pfeister representative with further details.

The Pfeister Company

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