

# FOOD & BEVERAGE REPORT

VOL. 3, NO. 4

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

APRIL 1992

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## LEGISLATIVE UPDATE

### New bottle bill poised for addition to RCRA legislation

Reps. Paul Henry (R-Mich.) and Ed Markey (D-Mass.) have introduced a new National Mandatory Beverage Container Deposit bill (H.R. 4343), which would give to the states the unclaimed deposits (to the tune of \$1.7 billion dollars a year, according to the Congressional Budget Office) to fund state and local solid waste management plans. The bill prescribes a 10-cent deposit on soft drinks, beer, wine coolers and water containers up to a gallon in size for states that do not reach a 70 percent recycling rate in beverage containers. Companion Senate legislation will be introduced this week by Sens. Mark Hatfield (R-Ore.) and Bob Packwood (R-Ore.). The sponsors intend to introduce this legislation as an amendment to the reauthorization of the Resource Conservation and Recovery Act (RCRA) this year. Rep. Markey chairs an Energy and Commerce subcommittee; the full committee will act on RCRA. —FMI

### Loose food stamp coupons

The U.S. Department of Agriculture's Food and Nutrition Service has published a final rule on food stamp program penalties for unlawful use or acceptance of "loose" food stamp coupons. If a retailer uses a food stamp coupon (other than a one dollar coupon) to make change or accepts "loose" \$5 or \$10 coupons, a fine of \$500 per investigation would be imposed plus an amount double the face value of each loose coupon illegally accepted. The fine would have to be paid within 30 days. An entire company, not just the store location, could be dropped from the food stamp program. —FMI

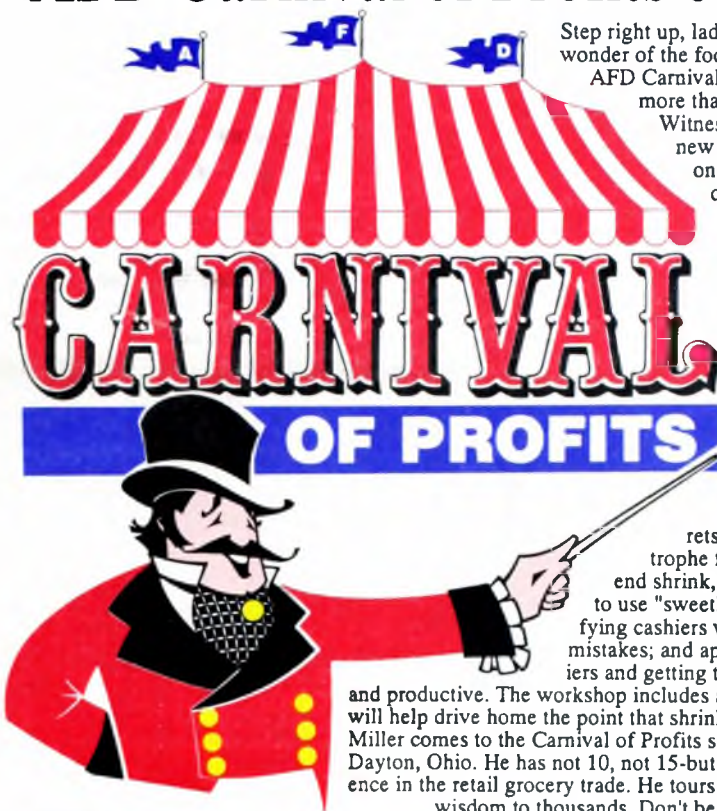
### Upcoming issues:

There are many major issues still facing the Congress as it moves into the last months of the current session. Some of the legislative pro-

See UPDATE, page 24

ENTER THE BIG TOP APRIL 28!

## AFD Carnival of Profits comes to town



Step right up, ladies and gentlemen, to the greatest wonder of the food-and-beverage industry today--the AFD Carnival of Profits--the trade show with more than 120 attractions.

Witness the unveiling of the most exciting new products before your very eyes. Be on hand as exhibitors make death-defying show-discount deals with retailers. Sample, if you dare, hundreds of foods and beverages that could change the face of the grocery industry as we know it.

Get into the center ring with exhibitor games and win, win, WIN fantastic prizes!

Workshop sessions will be conducted in a separate room for the strong-of-heart only. Actually converse directly with the one, the only Larry A. Miller, president of LAM Consulting.

He will reveal mind-boggling secrets of how to track the modern catastrophe facing grocers everywhere, front-end shrink, by identifying cashiers most likely to use "sweethearting" and "discounting"; identifying cashiers who cost you profits by making mistakes; and approaching poor-performing cashiers and getting them to be more honest, efficient and productive. The workshop includes a heart-stopping slide show, which will help drive home the point that shrink is common, but preventable.

Miller comes to the Carnival of Profits straight from the exotic locale of Dayton, Ohio. He has not 10, not 15-but 20, yes folks 20 years of experience in the retail grocery trade. He tours the country all year imparting his wisdom to thousands. Don't be late for the front-end shrink work-

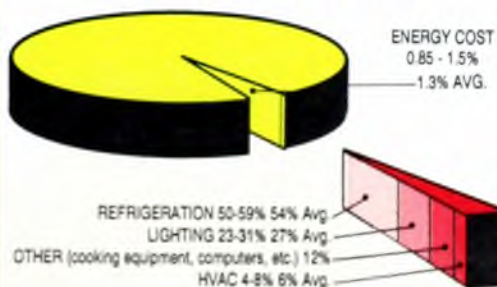
shops, which will run from 1:00 to 2:30 and 3:30 to 5:00. Admission is free.

Then, get your tickets! Get your tickets! for the 5:30 to 7:00 Training Intervention Procedures by Sellers (TIPS) seminar hosted by the foremost authority on do's and don'ts known to man, Scott Forbes. This act not only features breathtaking videos, buy you'll walk away a changed retailer with TIPS certification--if you pass the test. Admission to the TIPS seminar is the low, low price of \$20.

The carnival will roll into town for only one day, April 28, 1992, from noon to 8:00 p.m. at the Grand Manor at Fairlane in Dearborn. Don't miss this once-in-a-lifetime chance to witness these marvels!

To hear more about the Carnival of Profits or to pre-register for the TIPS seminar, call Ringmaster Vicky Zuschnitt at 557-9600. Admission to the show and parking are free, but you must be 21 to enter the bigtop.

### ENERGY COST AS PERCENT OF GROCERY SALES



Source: Progressive Grocer 1990

*Spring* into action

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**NEW Grape flavor Gatorade**



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## AFD CHAIRMAN'S REPORT

# Find your niche and make it work

By Frank Arcori  
AFD Chairman

At least one department in your store must really stand out and make your store special.

Think about it: It's the department that really draws the customers. It's the one that you feel especially confident about. It's the one you give the most attention because it gives you the most pride. That department could very well be your niche.

Don't have a department like that in your store? Well, maybe you should.

There are a number of ways to identify your potential niche. It's important to start by defining the demographics of the people in your neighborhood as well as those of your customers (ages, income, children). Then set up focus and advisory groups made up of customers and employees to ponder your findings. Determine if your employees have niches of their own. Ask your customers to evaluate you against the competition. Place a suggestion box in your store and study your customers' wants.



Arcori

More helpful advice can be acquired through people you know in the business. Other retailers are a good source of information, as well as vendors and wholesalers. Of course, memberships in associations, such as Associated Food Dealers, also provide a network of support.

But no amount of information in the world can help you if you don't apply it properly. Just because you are wild about your deli department doesn't mean your customers are. That's why you must match your capacity as a retailer with the needs and wants of your customers. You can do this by evaluating supply and demand and how your store type matches the market needs.

In short, finding your niche

means achieving a desirable identity with one or more market segments. Whether it's your bakery, floral department or video rental, do what you do best—if there is significant market potential.

## COMING EVENTS

**April 5-10:** 1992 Professional Management Course. Hillsdale. For information call 202-452-8444.

**April 12-14:** 1992 FMI Supermarket Pharmacy Conference. Coronado, Calif. For information call 202-452-8444.

**April 12-15:** FMI's Training and Development Forum. Atlanta, Ga. For information call 202-452-8444.

**April 28:** AFD Carnival of Profits Trade Show. Dearborn. For information call Vicky Zuschnitt at 313-557-9600.

**April 28:** Michigan Small Business Day '92. Novi. For information call Dick Temkin at 313-226-6075.

**April 30-May 2:** Wheat Flour Tortilla Seminar. Dallas, Texas. For information call 818-981-2547.

**May 8-12:** Performance Skills I. Atlanta, Ga. For information call 202-452-8444.

**May 14-17:** SIGMA Convention. Amelia Island, Fla. For information call 703-709-7000.

**Aug. 10-12:** NFDA 65th Annual Convention & Trade Show. Las Vegas, Nev. For information call 312-644-6610.

**Sept. 20-24:** Performance Skills I. Denver, Colo. For information call 202-452-8444.

## CLASSIFIED

**For Sale:** Store equipment in excellent working order and condition; stainless steel meat slicer; electronic scale (no tape); eight-tub ice-cream freezer; stainless steel stand; Taylor three-head (three-phase) soft ice-cream or yogurt machine; Taylor one-head (one-phase) soft ice-cream machine; heatwrap sealer; newer Slush Puppy machine; soda fountain chest freezer; stainless steel stand with wheels, commercial melt mixer, TEC register (less than one year). Please write to P.O. Box 345, Holt, Mich. 48842 or call 517-699-2894.

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AFD works closely with the following associations



## The Grocery Zone By David Coverly



# Alcohol beverage business looks to brighter future

By John Dagenals  
SDD-SDM

Reports out of Washington, D.C., tell us that Americans drank less alcohol beverages last year—consuming a total of nearly 149 billion cases during 1991 which represents a 6.7- or almost 7-percent decline in consumption. Our sources say the decline in liquor sales is due to a combination of recession factors, higher alcohol taxes and a public awareness leaning towards healthier life styles.

Beer drinking dropped 2.7 percent and wine consumption was down 6.8 percent nationwide.

This decline in alcohol beverage products sales and consumption has been a trend felt more by on-premise establishments than the take-out or off-premise stores, but certainly, the latter has felt the pinch.

In any event, those of us who have worked or served in the alcohol-beverage industry right here in Michigan recognize the problems and struggle to resolve them. Both the food and alcohol-beverage industry have similar problems and seem to be working together for a better business climate.

Certainly, excess taxes on both food and beverage establishments have been a contributing factor to declines in sales and consumption. Many of our beverage retailers tell us that a lot of their customers started switching to less expensive or little-known brands in order to save a little money. Although we can blame inflation for increases in many products, alcohol beverages have not shown the rate of increased pricing shown in a majority of food items.

Yes, the days of big corporations buying hundreds of cases of liquor for gift-giving to employees or customers may have disappeared—just as that special bottle gift under the Christmas tree for friends and relatives left our customers' buying pattern. We are into a new merchandising approach!

If our industry can just get a little support and relief from excess governmental regulation as well as alcohol taxation, our retailers can promote the benefits of alcohol products consumed in moderation and we can educate the public on the many fine beverages in our stores today.

Count on our industry to intensify its battle against teenage drinking and drunken driving. We can certainly weed out those licensees from our ranks who don't want to follow the state and federal laws controlling all alcohol beverage sales.

Recognize the basic problem of most retailers who sell both liquor and food. The food market portion of the business can advertise price cuts, "buy one—get one free" deals, double coupons, triple coupons, cash for product labels to aid non-profit

groups, and the list goes on. But a liquor retailer in Michigan cannot honor a simple dollar rebate coupon on a four-pack wine cooler item. A retailer dare not offer a customer a taste of a new product in the liquor line.

We understand fully what a "control state" operation is all about and we certainly buy the concept that we don't need price wars or the small stores being forced out of business by heavier competition, but since government doesn't promote or

merchandise alcohol beverage sales—should there not be some flexibility for the retailer to promote his or her beverage products?

In past articles written for the SDD-SDM section of this excellent publication—*AFD Food & Beverage Report*—this writer has detailed a number of ways that declining liquor sales could be halted and even reversed. There exists a brighter future for alcohol beverage sales and

See SDD/SDM, page 34

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# Q. Who has Quality Dairy Products?

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at the  
AFD Trade Show  
April 28th.



For More Information Call:  
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Statewide Distribution

# Warren legislator loyal to concerns of hometown

Dennis Olshove, state representative of Michigan's 25th district in Warren since 1990, is as sincere a person—let alone legislator—as one could ever hope to meet. Olshove, 42, is a Democrat.

Having grown up on the east side of Detroit, Olshove has a deep and proud history rooted in ideals forged by the hard-working middle-class to which his parents belonged. His father, a retired sheet-metal worker, and mother, a homemaker, were—and still are—powerful and positive forces in the life of Rep. Olshove.

"The east side is the middle class," said Olshove. "My folks and the people in that area had strong values and a strong hard-work ethic. I would hope that a lot of those ideals and beliefs have rubbed off on me."

To be exact, Olshove grew up near Gratiot and Six Mile Roads and attended De LaSalle high school, a parochial school located—at the time—near Detroit City Airport.

Not unlike many of his classmates, Olshove made plans to attend Michigan State University in the fall following graduation. And like many of his classmates he thought graduation would be the last fantastic farewell to De LaSalle High.

But fate, as unpredictable as it is, had a different idea in store.

"Eventually, De LaSalle moved to Warren," explained Olshove. "Now, it's in the very same district I represent." He paused, and then proudly added, "I represent the same high school I graduated from."



State Representative Dennis Olshove

In 1973, Olshove earned a bachelor's degree in communications from MSU. Intelligent, curious and keenly articulate, Olshove credits a broad-based background for his ability to adapt quickly and effectively within his role as a state legislator.

"I explored many academic interests while at State, so I received a strong, well-rounded liberal arts background," he said. "As a legislator, it has served me well. Because, essentially, that's what we do here—explore many issues and many ideas."

"To keep ahead of the tuition bills," as he wittingly put it, Olshove had to work his way through college. Always resourceful and persevering, he was never at a loss when it came to finding jobs.

"I worked a lot of odd jobs," he recalled, "from being a Teamster while working in a warehouse to being a bus boy at a Lansing-area restaurant."

After graduation, Olshove took a position with a small, Warren-based manufacturer, even though it was a

position that he had never before considered.

"I worked there quite a while, enjoyed it, and did quite well," he said, summing it up in a no-nonsense style. "But I always kept my ear to the ground for opportunity—never quite knowing what shape it would take, or in what form it would come."

In 1981, the opportunity Olshove was waiting for finally arrived. Close friend and fellow Democrat Curtis Hertel, just elected as the state

representative to Michigan's 12th district on the east side of Detroit, invited Olshove to become a member of his administrative staff. Flattered and honored, Olshove, then 34, accepted.

Olshove is clearly fond of Hertel, saying he is an excellent teacher.

"Curtis has been here for 12 years, and even though he's a little younger than me, he's the best teacher I could have hoped for. Curtis told me right from the outset to take the experience

See OLSHOVE, page 34

## RETURNABLES!

HOW YOU FEEL ABOUT RETURNABLE CANS & PLASTIC BOTTLES?



HOW MANY CANS ARE IN EACH OF THESE BAGS?



We will be previewing our new electronic X-Act Count at the show, we will be in booth 715.

Patent Pending

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

If a store returns 25 bags a week and each is \$3.20 over, that equals \$80.00 which pays for 2 X-Act counts. A store might need 8 units so it would take 4 weeks to pay for all units.

Cost for 8 units = \$319.60

\$3.20 x 25 bags per week = \$80.00 x 52 weeks = \$416.00 loss per year. \$416.00 - \$319.60 savings per year using the X-Act Count.

We have also come out with a plastic sleeve that can be used instead of the cardboard ones sold by the distributors. Plastic has the advantage of being stronger and washable. Also water from mopping the floor will not soak the bottom and cause it to sag like it does with the cardboard.

Now available PLASTIC SLEEVES - Sturdy and washable. Only \$14.99 each plus shipping.

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

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



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## RECIPE FOR SUCCESS

# Customers eat up her nutty business

When Delores Seccombe told friends she wanted to make a million dollars in her new business, they told her she was crazy.

Not crazy, she says—goin' nuts. And she's loving every minute of it!

"Goin' Nuts" does not describe her emotional state. It is the name of Seccombe's business, which specializes in the German tradition of The Frisch Gebrannte Mandeln—or Fresh Roasted Almonds, as translated. It is a process of roasting and cinnamon-glazing nuts to perfection in a specially designed machine.

Seccombe's husband Robert, a frequent business traveler, happened upon the nuts during a visit to Munich. There they are sold hot, straight out of the roasting machines on the street. He brought the nuts home for Delores to try, and they soon became Robert's number-one souvenir gift to bring home to his wife.

In 1981, Delores had a chance to sample them fresh and hot herself when she accompanied Robert on a trip to Munich. The aroma and taste of the fresh almonds convinced her and the Seccombe's traveling partner, Ken Radtke, the idea was too good

for the Germans to keep to themselves. So Delores Seccombe and Radtke began the venture.

Seccombe and Radtke started out the way most businesses do—small. They purchased one nut machine and set up shop at shows and fairs. But

the nuts' aroma always drew hundreds to their booths and soon it was apparent Goin' Nuts was headed for bigger and better things.

"The response all along has been fantastic," Seccombe says.

She and Radtke decided the nuts

needed to be in a place where they could be enjoyed seven days a week. Choosing a location was easy, and the Goin' Nuts store opened in Frankenmuth at Schoolhaus Square in 1983. Two stores in Birch Run followed. Goin' Nuts also has a small wholesale operation—something Seccombe would like to expand.

In addition to the traditional cinnamon glaze flavor, Goin' Nuts also roasts up almonds in milk and white chocolate, anise, cherry crisp, and vanilla flavors. But the nuts' popularity doesn't ride on their deliciousness alone. Part of the reason the nuts are so popular, Seccombe points out, is because they are also good for you. The nuts have no cholesterol, are high in protein, and are made with natural sugar. Goin' Nuts also offers a sugar-free variety, but Seccombe concedes it is not as good as the sugar variety.

"If you're on a restricted health diet and you can't have sugar there's an alternative, at least," says Seccombe.

Traffic is heavy in the stores, but not all customers buy the nuts. Cater-



Entrepreneur Delores Seccombe thinks everyone should try Goin' Nuts.

See NUTS, page 28



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And You're Invited To Celebrate All The Way To The Bank.

Faygo's® new luscious "Cherry Festival" flavor is here! And we're kicking it off with the "Cherry Festival Sweepstakes"—a blockbuster TV, radio, and newspaper promotion. Winners will be eligible for

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Sample Delicious New "Cherry Festival" in Faygo® Booth 400 At The AFD Trade Show.

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# •••CRIME ALERT•••

## Trends in shoplifting

The *FBI Uniform Crime Report* published annually by the United States Department of Justice, shows that 1.28 million people were arrested for shoplifting in 1990—a 22 percent increase since 1986. Preliminary results from data currently being collected by FMI's Loss Prevention Services Department indicate that more than 251,000 people were apprehended in 1991 by the 40 FMI members that have submitted security data for FMI's 1992 *Security and Loss Prevention Issues Survey*. Nearly \$5 million worth of merchandise was recovered from shoplifters in 1992 by the member companies reporting to date.

The figures quoted above are startling, to say the least, but they represent only a fraction of the number of shoplifting incidents that occur in supermarkets and other retail stores. The average supermarket receiving 10,000 customers per week will lose \$100,000 annually to shoplifters if only 1 percent of the customers shoplift, representing 1.1 percent of its gross sales.

Rapidly rising losses is not the only problem retailers and security personnel face today from shoplifting. Cuts in security budgets come at a time when retailers can ill afford to make themselves easier marks for shoplifters. And attacks, in various forms, by shoplifters against store personnel and security staff are becoming increasingly common. Occasionally, a shoplift suspect gets injured in a fracas while store personnel attempt to apprehend the suspect. Inevitably, a lawsuit against the store follows, in spite of the suspect's aggression toward store personnel. More often, store personnel are injured as the suspect strikes the first blow with a fist, foot, knife or other object.

Shoplifting of carton cigarettes has placed self-service carton cigarette merchandising in jeopardy. A number of companies have changed from self-service carton cigarette sales to clerk-assisted or carton vending merchandising. Companies that discontinue self-service carton cigarette merchandising lose much, if not all, of the manufacturers' display allowances. If independent studies of cigarette merchandising are correct, supermarket operators lose sales with carton vending or clerk-assisted merchandising.

FMI's 1992 *Security and Loss Prevention Issues Survey* revealed the items most often targeted by shoplifters derived from more than 160,000 shoplifter apprehensions in 1990 by 41 FMI member companies.

The items most often taken are cigarettes, 60 percent; HBA items,

17.1 percent; and meat, 14.3 percent.

The average value of the merchandise recovered from supermarket shoplifters in 1991 was \$17.84. Preliminary data for the 1992 survey indicate the figure has risen to nearly \$20.00. Shoplifting can only be expected to rise in the supermarket industry. Most teenagers, for various reasons, don't consider shoplifting a serious matter. Many shoplifters in the 20-40 year age

group began shoplifting during their teen years; most have never been caught. The perceived low risk of being caught shoplifting and the small penalty in the petty larceny statutes provide little impediment for people who choose to shoplift. There appears to be no stigma attached to shoplifting as there was just a few years ago.


Supermarket operators have a choice, it appears, to either face the

ever-increasing shoplift losses or mount a defense against them.

Check future issues of the *Food & Beverage Report* for more tips on how to launch your defense.

### CLASSIFIED


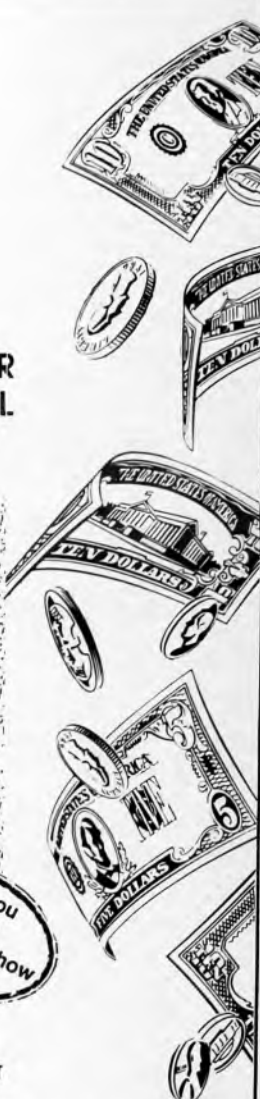
**Position Wanted:** Sales and service rep, 17 years experience, specialization in retail sales service and merchandising, new product set-ups and resets. Strong cold calling skills. 313-471-5216. Ask for Gary.




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April 28th.



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# PARTNERS IN PROMOTION

*Teamwork - the sharing of  
resources to assure mutual success.*  
It's the key to profitable  
grocery marketing. Just ask  
*Monitor Sugar and Capistar.*



When Monitor's Big Chief sugar line was picked up by Capistar in October, 1990, it came with a carefully detailed marketing program. Capistar's promotional team then shaped those resources into a particularly effective consumer

advertising campaign in order to maximize sales. The result? Capistar's sugar sales increased 178%. Monitor Sugar has an important new customer. And there's a lot of Michigan grocery retailers with happy shoppers!

"Our service doesn't end when Capistar buys Big Chief sugar. We feel it's important to do everything we can to assist with the retail sale. That's why Monitor Sugar is a promotional partner with Capistar."

Ed Zebrowski  
Consumer Products Sales Manager  
Monitor Sugar Co.



"Suppliers and wholesalers working together can get dramatic results. Capistar has one of the finest promotional programs of any grocery wholesale operation, so we can truly maximize manufacturer dollars."

Tom Beckett  
President  
Capistar, Inc.



# Lottery's new instant game strategy a success

By Jerry Crandall  
Michigan Lottery Commissioner

Last year the Michigan Lottery launched a new multiple-game marketing strategy for instant games, "More Choices, More Chances, More Fun." Under the new plan, the Michigan Lottery now offers players at least three instant game simultaneously and introduces a brand new game each month. Since the change, sales of instant tickets have increased by more than 35 percent.



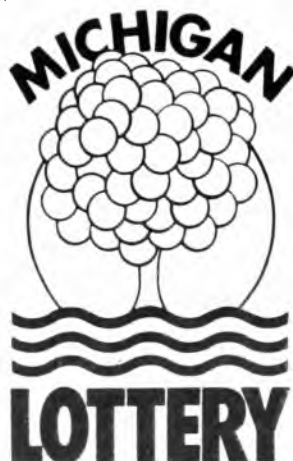
Crandall

Instant game orders for the week ending Feb. 24, 1992, were \$6 million, the largest order week for instant games in more than 10 years. Instant games now generate more sales than the other lottery games, with the exception of Lotto and the Daily 3 game.

We are excited about the increase in our instant ticket sales and expect continued growth. The multiple-game concept is really catching on—the players like having more choices. We've found the more inventory the

retailer has, the more tickets they will sell. So keep those instant ticket dispensers filled and ask for the sale!

The three most important aspects of selling instant tickets include asking for the sale, properly displaying point-of-sale materials, and hosting in-store promotions. Selling instant games is promotion intensive. The consumer is making an impulsive purchase, so if the product is available and attractive, they'll buy it.



An increased level of communication between the Bureau, its retailers and its players has also contributed to increased sales. The Michigan Lottery has made several operational changes, including sale-oriented meetings between our district managers and retailers on a more regular basis. District managers now take inventory, help put up point-of-sale materials, assist with special promotions, supply dispensers and keep retailers abreast of what's going on at the Lottery.

The Lottery's overall sales are up about 2 percent over last year and net revenue for the state School Aid Fund is up over 2 percent.

When sales go up, so do profits for retailers and the Lottery's revenue for Michigan's schoolchildren.

**Michigan Lottery kicks off special new instant game "Spin To Win"**

The Michigan Lottery's newest instant game "Spin To Win" offers a special opportunity for top prize winners. If a player uncovers three spin symbols, he or she wins the opportunity to participate in a "wheel spin" event. At the events, which will be held at various locations throughout Michigan in May and

June, the top prize winners will get a chance to "spin the wheel" for prizes ranging from \$5,000 to \$20,000.

This game is going to be a lot of fun for everyone. We're looking forward to hosting the wheel spin events. It's something special for our 20th anniversary.

More than \$9 million in total prizes is up for grabs in the new game, which goes on sale April 15. The overall odds of winning a prize in "Spin To Win" are 1-in-6.

**Lottery's new game "Cash 5" launched last month**

The Lottery's new game "Cash 5," which has a top cash prize of \$100,000, went on sale last month.

The addition of "Cash 5" to our group of Lottery games is part of our 20th anniversary celebration. We are happy we're able to give our players a new and exciting game which offers substantial cash prizes for matching three, four or five numbers.

We expect to have thousands of cash prize winners and, in most cases, anticipate at least one person will win the \$100,000 top prize each drawing.

See LOTTERY, page 28



## HERE ARE SOME TRAFFIC TICKETS YOU WON'T MIND HAVING.

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For any business, nothing is more important than creating store traffic. And nothing can help you do that more easily than carrying the games of the Michigan Lottery.

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spend money on the other products you sell.

Plus, when you sell the games of the Michigan Lottery, you receive a 6% commission on every ticket you sell, and a 2% commission on every winning ticket you redeem up to \$600.

So carry the games of the Michigan Lottery. They're one kind of traffic ticket you'll be glad to have.

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Phone Number \_\_\_\_\_

Contact Person \_\_\_\_\_

For information on how to become a Michigan Lottery retailer, please return to: Bureau of State Lottery, 101 East Hillside, Box 30023, Lansing, MI 48906, Or Call (517) 325-5600







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# Pepsi delivers because stores "gotta have it"

Rolling, rolling, rolling. That's what soft-drink delivery trucks do every day.

But Pepsi trucks roll to a different tune. Many Pepsi drivers are its salespeople, too.

Mark Darrow, vice president of retail operations for Pepsi's east-side Detroit plant, says the plant delivers its products in three different ways. Bulk sales and pre-sell operations have their place in the plant's delivery system, but Darrow says the third strategy, route sales, beats out the others.

"Route sales is what we consider to be our advantage," Darrow says, explaining that 65 percent of his plant's business is delivered through route salespeople.



Regional Sales Managers Don Hall and Glen Fulton (standing) and Mark Darrow, vice president of retail operations, are the driving force behind Pepsi's success in Detroit.

In route sales, the person driving the truck wears many hats. He is not only the delivery person, but also the salesman and merchandiser who tells the retailer about marketing campaigns and programs.

"Because we are using route sales," says Darrow, "we bring (customers) one-stop shopping (in the form of a route salesperson) who can do it all for them. I think they enjoy having everything done by one person."

Finding the manpower to execute the route-sales strategy is easy.

"We take our front-line people and give them more responsibility," explains Darrow.

Indeed, delivering Pepsi from the east-side Detroit plant can be an awesome responsibility. Fifty thousand cases of bottles and cans of product are delivered from approximately 115 trucks each working day. The plant provides product to all of Wayne County plus large areas north and south of the county.

Darrow says the plant, which opened in November 1990, is in an excellent location, citing Detroit as the hub for Southeastern Michigan.

"We are extremely happy to be citizens of Detroit," he says. "We've made an investment (in the city). We think it's the right thing to do and we feel good about it."

"We have a very loyal customer

in Detroit, and bringing our business here was positive for us and the customers," adds Glen Fulton, regional sales manager for the plant. "That's why we have so many route sales trucks. Our guys are meeting face to face with customers all the time."

This philosophy, says Darrow, works well not only for the customers, but for the route salespeople, too.

"We treat our people like owner operators, not hourly employees," he

says, which serves everybody best. "We feel we provide the best service."

Pepsi feels it also provides the best events, sales promotions and advertising to its customers, the retailers, to help them boost sales.

"We believe in events that will drive consumers into the store," says Darrow.

One such event is the recently held national Double Take, in which the first million customers who sent in two receipts from Pepsi purchases

received \$10. Another promotion conducted recently was the Monster Match with Frito Lay, where consumers matched game tickets from both products to win big money. And last month's "Get Vertical with Mountain Dew" campaign encouraged customers to get up and go to the nearest store for the product.

In the next few months, consumers can look forward to promotions such as, according to Darrow, "a dynamite summer-long promotion

See PEPSI, page 30

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# Jim Garmo works hard for others

Board member Jim Garmo's store lies in the shadow of a university, but people could learn a lot about how to run a business just by watching him.

Garmo is clearly a go-getter who believes the best way to help his industry and the people in his community is to get involved. That way of doing business might have started during his training, when shortly after he arrived in this country in 1978 from his native Iraq he was taken under the wing of his uncle, Ramzey Najor. Najor put him to work in every department of his supermarket: meat, grocery, dairy, produce, management, and the office.

Less than a year later, Garmo felt confident enough to go it on his own, and with his brothers he purchased his first store, now called Shoppers Valley Supermarket in Wyandotte. The purchase of Galaxy Foods in Ypsilanti followed in 1984. He still manages both stores.

But Garmo isn't content to stay in his stores and let the ups and downs of the industry dictate his success. In fact, he virtually takes the industry by the horns and leads his profits where he wants them to go.

"I serve on a lot of committees and do a lot for this industry," he says. In addition to being an AFD member for five years, Garmo is actively involved with PAC for the National Grocer's Association (NGA), as well as its scholarship-generating Asparagus Club and the NGA Young Executive Management Council.

Sometimes his commitments collide, but he seems to find a way to make them work. Take, for instance, his February Orlando, Fla., trip for the NGA national convention. Right in the middle of his vacation which followed, he flew back to Michigan just to attend the AFD Sweetheart Ball, and then rejoined his wife Ban and 8-month-old daughter Sabrina back in Florida.

"I go to the trade dinner every year," he says. "I never miss it."

Garmo doesn't miss sitting on and working for a number of AFD committees, either. He serves on the

trade show, agriculture and beverage committees.

But by far, the outside interest from which he derives the most pleasure is serving on the Special Olympics committee through Spartan Stores. Until last year, Garmo was the spokesman for Detroit Special Olympics, for which he appeared in television ads. He gets involved in Washtenaw County Special Olympics, too. He also helps out with the Red Cross and Salvation Army, as well as area Feed the Hungry programs.

All of Garmo's activities take place in addition to his 60-hour work weeks at Galaxy, a store in which he takes tremendous pride. It is a bright, clean, 15,000-square-foot store with a full line of produce, groceries, and meats, including a variety of freshly smoked meats.

"My stores are profitable," he says, though he continually confronts his personal challenge of "how to get better every day."

One way Garmo tries to get better is by opening his store to nearby

Eastern Michigan University for mutual benefit. Galaxy sponsors basketball games, shares videos with students about how to keep customers, and offers students employment opportunities and training programs. EMU students, in turn, conduct many surveys at the store and EMU screens employees for Galaxy.

The university does a lot for Garmo, but he swears his allegiance to the customers, and the customers know it, because Galaxy insert mailers every other week include the store's philosophy for doing business. Garmo summarizes it this way:

"The first responsibility is to our customers," he says. "When our customers are satisfied, we succeed."

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Board member Jim Garmo is justifiably proud of every department in his store, Galaxy Foods.



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## Minors to face penalties for purchasing alcohol

Minors who illegally attempt to purchase alcohol will be held more accountable for their actions if legislation passed by the House last month.

Although the House made several amendments to AFD's original proposal, which passed the Senate, it does place new penalties on those minors who try to break the law. The bills will now go to the House/Senate Conference Committee to work out the differences.

The legislation calls for the issuance of civil infractions to minors who try to purchase, consume or possess alcohol. The infractions carry maximum fines of \$100, \$200 and \$500 for first, second and subsequent violations, respectively. In addition, offenders may be required to undergo substance abuse screening or participate in substance treatment, and/or perform community service.

Under the new act, any person caught furnishing a minor with a fake i.d., or any minor who tries to purchase alcohol with one, could have his or her driver's license suspended for a period between 90 days and one year.

## Finding the right employee—easily

As every employer knows, finding dependable employees can be difficult and time consuming. The Detroit Compact, a program being coordinated by the Greater Detroit Chamber of Commerce, is designed to make that search much easier.

The Compact does that by identifying 16- to 18-year-old students who meet tough academic and attendance standards and matching them with employers who want to hire qualified employees. To qualify for the job placement, students in the seven Detroit Public High Schools, which are currently part of the Compact, have to meet a set of tough job readiness standards. They include:

- 95 percent attendance and 97 percent punctuality;
- A minimum 2.0 ("C") grade point average;
- Reading and math ability at the 11th-grade level as measured by a nationally standardized test.

A survey of employers of Compact students from last year revealed that over 91 percent would rehire the same student if given the opportunity.

In this, the Compact's third year, approximately 500 students are expected to meet the job readiness standards and qualify for placement. That's up from about 90 the first year and 134 last year.

Employers wishing to secure students for summer jobs can do so by calling Gregory Handel at 596-0331.

# March of Dimes WalkAmerica offers food for thought

Looking for the ideal place to launch a new product? Consider the first, the biggest, the best...the March of Dimes WalkAmerica, Sunday, April 26.

WalkAmerica is the March of Dimes' largest annual fundraising event in Southeast Michigan. Last year, 15,884 people participated in this event and raised nearly \$1.2 million for the March of Dimes Campaign for Healthier Babies. In 1992, the goal is to raise \$1.3 million in pledges through an estimated 17,000 participants in 12 communities.

Many companies and businesses use WalkAmerica as a vehicle to sample new products or to promote products already on the market. The size, scope and prestige of WalkAmerica offers you a unique opportunity for high visibility in the Southeast Michigan market.

These companies are among those that have already committed to "Help Feed the Volunteer Spirit" at WalkAmerica: Power Foods, Inc., Pearl's Beverages, Inc., Eden Foods, The Original Cookie Co., and Gordon Food Service.

don Food Service.

The March of Dimes is seeking additional sponsors for food products to be distributed on WalkAmerica Day, Sunday, April 26. Donations are accepted in varying amounts (quantity or cost). Sponsors will receive recognition equal in value to the amount of the donation.

Detailed information on sponsor opportunities can be mailed or faxed to you by calling the March of Dimes office at (313) 423-3200. Ask for Maria or Patti.



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# Bottle & Basket caters to those who want the best

Armand Decapite has been working at the same corner for 32 years. But don't count on his getting tired of it—business is just too good.

Decapite's Bottle & Basket store, located at the corner of Maple and Telegraph in Birmingham, according to the LCC, is one of the largest sellers of wine and liquor in the state. And upon taking a look at the long rows of bottles of wine and liquor, it comes as no surprise. The actual number of wine bottles in the store is unknown.

"We couldn't keep track," he says. "It's impossible. Thousands."

The quantity has increased over the years, he says, with the reduction in the consumption of spirits. Today, Bottle & Basket is known to have the largest selection of California wines in the state.

"The wine industry is picking up tremendously," he says. "The consumer is becoming more knowledgeable about wines—very knowledgeable. People are drinking better wines. Decent restaurants have started to serve good wines and people, once they get a taste of the good wines, seem to drink less but drink better."



Gift baskets make Armand Decapite's Bottle & Basket store's merchandise even more appealing.

One of those restaurants to which Decapite refers could be his other business, Alban's Bottle and Basket, located on Hunter north of Maple in Birmingham. That store features a smaller wine shop connected to a full-service deli and a large restaurant. This month marks Decapite's 30-year anniversary at Alban's Bottle & Basket.

The look of the bottles at both stores is changing, too, possibly as a result of a 60 Minutes report about the benefits of red wine.

"For the last four or five years, everybody had been drinking white wines. White wine was the in thing," he says. "Now people are starting to enjoy red wines with their meals."

Bottle & Basket gets its best advertising by its customers' word of mouth, but its twice-a-year advertised wine sales attract loyal patrons who have come to expect good things over

time.

"The reason we are successful is that we have what we advertise," Decapite explains. "Basically the customer very seldom has to come back a second time because we have it. We have wines to meet everybody's needs."

Everybody's needs can also be met at Bottle & Basket when it comes to goodies to go along with the wine and liquor. The store is well stocked with a variety of hors d'oeuvres including crackers, cheeses, nuts, oysters, as well as mixers and all the garnishes. Bottle

& Basket also has fresh fruit delivered four times a week.

Another of the store's features is its gift baskets, prepared by Decapite's nephew's wife Kim. Customers demand as many as 12 baskets a day to say "Happy Birthday," "Get Well," or sometimes even "Forgive Me," Decapite chuckles.

And what would a drink of fine wine or liquor be without the aroma of a good cigar to go with it? That seems to be the sentiment of the customers who patronize Bottle & Basket's humidor and choose from

hundreds of the finest stogies rolled. In fact, for years the store has shipped its cigars across the country to people who have moved out of the area.

But it's not only Bottle & Basket's customers who are loyal. Decapite says he owes much of the store's success to his employees, some of whom have been behind the counter for 30 years.

That loyalty from both sides of the counter means Bottle & Basket will probably satisfy thousands more at Telegraph and Maple for another 30 years.

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# AFD ON THE SCENE

## "Share the Dream" Essay Contest winner named

E. Stacy Parker was awarded the grand prize \$10,000 scholarship in the 1992 "Share the Dream" Black History Month Essay Contest Feb. 26 at the WKBD Fox 50 Studio. The fourth annual contest was sponsored by AFD, The Coca-Cola Bottling Co. of Michigan, and WKBD Fox 50. Stacy, a senior at Troy High School, wrote her winning essay about her African-American grandmother, Gladys Parker.

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Contest spokespeople WKBD Fox 50 Public Affairs Manager and News Anchor Amyre Makupson and Detroit Platon Captain Isiah Thomas, AFD Executive Director Joe Sarafa, and Roger Kinney of Coca-Cola Bottling Co. of Michigan congratulated scholarship winner E. Stacy Parker (center).

## Food for thought

By the year 2000, consumer spending on food at home is expected to increase to \$234 billion. The biggest spenders will be those ages 35-44 who will spend more than \$65 billion on food at home. One of the biggest challenges to food marketers may be to catch this on-the-go generation. Values have shifted more toward home and family, but, for this group, if they can't get it in packaged foods, they're likely to carry out or eat out. Almost 9 out of 10 supermarkets sold hot meals to go in 1990. The household is changing, too. While the number of married couples will increase, the number of singles will grow three times as fast. Male shoppers living alone will fuel the need for convenience—and tastiness in packaged food. More women with independent incomes will be an important consumer category to watch. The good news is that singles seem particularly brand-loyal.

—RMFDA

## Tortilla market research report available

A 20-page market research report detailing the results of a survey carried out in 1991 has been published by the Tortilla Industry Association.

The survey, covering 325 tortilla producers throughout the country, was intended to develop statistical data on market size for the tortilla industry, one of the fastest-growing segments of the food business.

Results of the survey indicated that the market at wholesale prices for tortillas had reached \$1.5 billion in 1990 and is projected to double in the next five years.

Details of the report include market size breakdown by food service and retail categories, by corn and wheat flour tortillas, and by regional geographic segments at the point of production. The report also provides average operating information on the typical tortilla manufacturer in the United States.

The report is available to non-members of the Tortilla Industry Association at the price of \$100 per copy, and may be obtained by sending payment to: Tortilla Industry Association, 16000 Ventura Blvd., Suite 500, Encino, CA 91436.

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April 28th.



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*Get everything you want in a flexible, economical full-featured POS system—and the best service in the business with over 200 offices nationwide, assure you of continuous productivity.*

**HOBART**

Quality is just the beginning.



# Spreads, margins and retail prices

By Harry Sullivan  
Senior Vice President,  
Food Marketing Institute

With the continuing media focus on the economy, we can expect to have more attention paid to food prices. Some of this is prompted by members of Congress with constituencies in trouble and looking for a scapegoat.

Last May a group of thirteen senators from Western states wrote the attorney general urging an investigation of the domestic lamb industry. They said they are distressed over "the increasing gap between the farm gate prices and its retail price."

Senator Robert Kerrey (D-Neb.) has accused retailers of setting margins on beef "at record levels" which has inhibited the sales of beef from his state. He recently wrote the Justice Department alleging that "chain stores" have not reduced their beef prices to consumers although there are abundant supplies and lower live prices. The senator urged an examination into the level of competition at retail caused by the "current large return on equity" for the retail food industry.

This type of accusation has surfaced periodically when production agriculture is in either an over-supply situation or producing something that consumers do not want. One candidate for president, George McGovern, during his 1972 campaign

indicated that, if elected, he would launch a full-scale investigation of the pricing practices in the retail food industry.

The retail food business is always spotlighted because our industry deals directly with the consumer. This is much more personal to voters than the other links in the food chain. Therefore retailers are the tempting political target.

*"The typical food retailers nets about one penny of every dollar of sales. The situation has not changed appreciably for a good many years."*

The retail food industry has been and is now one of the most competitive industries in the nation. The high mortality rate in retailing and the fact that no one company or group of companies dominates the nation's food industry attests to this fact. The largest food retailer in the country currently accounts for less than 10 percent of the nation's retail food business.

Most allegations of retail price gouging intermingle and confuse price spreads and price margins and assume incorrectly that margins are

the same as profits. Spreads and margins are not interchangeable with prices and are not interchangeable with each other. Price spreads, for example, represent charges for assembling, processing, transportation, cutting, packaging, distribution, and other marketing services from farm gate to consumer. Gross margin, the difference between dollars paid and dollars received, does not include some of the costs in the spread—for example, transportation and assembly.

Also there is a lag between the time the product leaves the farm and the time it takes to reach the retail shelves. The amount of lag time varies from product to product.

The federal government's price spread does not track the tonnage of the product's being sold on special. In the case of fluid milk, for example, it tracks the slowest mover in fluid milk, whole milk in gallons. In the case of beef, it tracks only choice cuts, and ignores select and ground beef purchases.

When food producers get into oversupply situations, the Food Marketing Institute has encouraged them to focus on positive ways to move their products through the distribution chain to the consumers. We continue to point out that the more positive approach of working

with retailers is much more beneficial in getting their commodity in the hands of consumers than pointing the finger at the food industry. The FMI leadership has periodically met with the representatives of the cattle industry in an effort to create better understanding between the retailers and those producing beef that is sold in retail stores. This has had a strongly beneficial effect for those concerned. For example, the National Cattlemen's Association worked closely with retailers last summer/fall when beef was in abundant supply. They chose to channel their efforts in positive ways to move their product through the distribution chain to the consumer.

Members of Congress have on occasion also visited with supermarkets, had the distribution system explained to them, and learned something about how food prices are set and what factors influence them.

According to the U.S. Department of Agriculture, the farmer's share of the food dollar averaged 24 cents in 1990. The rest of the food dollar goes for getting the product to market, including storage, processing, packaging, transporting and retailing.

The typical food retailer nets about one penny of every dollar of sales. The situation has not changed appreciably for a good many years.

## UPDATE

from page 1

posals which would greatly impact the retail food industry include the following:

1. OSHA Reform—This legislation (S. 1622 and H.R. 3610) would create broad new obligations for employers, new responsibilities for OSHA and new rights for employees. Among other things it would create an employer-employee safety and health committee that would review all company programs and would be able to conduct inspections of the worksite, conduct employee interviews and meetings, and have the right to accompany OSHA inspectors during any inspection of the workplace.

2. Striker Replacement—This legislation passed the House in 1991, but without the margin needed to override a promised Presidential veto. Senate action on the bill could occur at any time. The legislation would prevent employers from permanently replacing workers during an economic strike.

3. Electronic Monitoring—This legislation would severely restrict an employer's ability to monitor employee activity on telephones and through security cameras and computer equipment. Hearings have been

held on both S. 516 and H.R. 1218. A substitute version of H.R. 1218 was favorably reported out by a House Labor Subcommittee. —FMI

### WIC program

Senator Dennis DeConcini (D-Ariz.) has introduced legislation which could make WIC an entitlement program. The bill (S. 2182) would roughly double the size and scope of the program (Supplemental Feeding Program for Women, Infants and Children). It would retain the current state-administered WIC system. —FMI

### Poultry bacon

The Food Safety Inspection Service of the U.S. Department of Agriculture has said that bacon may now be made from poultry products. FSIS said that there are many products on the market with names commonly associated with red meat, such as turkey ham or turkey pastrami, and the new policy decision is a "natural extension of existing practice." Such products, however, must be labeled prominently with an explanation of what the product is made from. There are specific requirements requiring the manner in which the notice must be presented. All ingredient restrictions and packaging requirements that apply to red meat bacon also apply to turkey bacon.

## SHOPPING FOR WAYS TO INCREASE YOUR SALES?

Just look at the products in the Michigan Bankard™ Services aisle! The Associated Food Dealers of Michigan and MBS let your customers choose their favorite way to pay...with their credit and ATM cards.

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# Introducing The New Pepsi Full Flavor Line!



99¢  
plus tax and deposit.

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

Now Available in Slice Strawberry and Fruit Punch flavors Too!



PEPSI, PEPSI-COLA and SLICE are registered trademarks of PepsiCo, Inc. A&W brands are registered trademarks of A&W Concentrate Company.





Marianne Webster, center, is the winner of Shopper's Market "Shopping Spree." She is shown with WKQI personality Kevin O'Neill and Store Manager John Temalko.

## Local woman wins shopping spree at Shopper's Market

Marianne Webster of Warren won a two-minute shopping spree hosted by Shopper's Market on Saturday, Feb. 22.

Shopping spree winner Webster, a regular Shopper's Market customer, won \$255.89 worth of groceries. John Tremalko, Shopper's Market store manager, supervised the activity.

"Super Shopping Spree" was created by Foodland Distributors, Michigan's largest voluntary food wholesaler, exclusively for their affiliated stores. A total of 45 stores throughout Michigan are participating in the promotion. The promotion has been divided into four two-week

periods that extend through March 29. Customers can register to win a spree or one of five \$25.00 gift certificates at their local participating Foodland store. Winners will be chosen every two weeks.

After the spree took place, Shopper's Market customers played Supermarket Bingo and radio personality Kevin O'Neill of WKQI (95.5 FM) handed out WKQI t-shirts, 2-liter bottles of Pepsi and \$10.00 gift certificates to the winners.

Shopper's Market is owned and operated by AFD Chairman of the Board Frank Arcori. The store is located at 22800 Van Dyke in Warren.

## Deregulation iced in favor of AFD liquor-control plan

Spirits may be moved in a different way in 1993 as a result of changes proposed at the Michigan Department of Commerce.

The changes, which were suggested by AFD's privatization committee in meetings with the Department of Commerce, the Liquor Control Commission (LCC), and key senators will affect the wholesale and delivery systems only. Private distributors will now be allowed to bid on the handling and delivery of liquor for as many as eight regional warehouses.

But several functions of the LCC will remain the same, including purchasing, which will remain under the control of the state. Prices will remain uniform throughout the state with no volume discounts; the 17-percent discount to all licensees will remain; and taxes will not change.

The changes could include the discontinuation of liquor pick-ups, meaning all retailers will get a delivery. The price of liquor may go up 1 or 2 percent to offset delivery costs but delivery will be free every other week. Those needing delivery every week will have to pay for it in

the odd week.

AFD's proposal to allow off-premise retailers to sell liquor directly to restaurants and bars was not adopted, but AFD will continue to pursue the matter.

Proponents of the plan say services for licensees will improve because the system is more efficient. AFD hails enactment of the plan as a victory over proposed legislation that called for complete deregulation of the liquor industry. Senate Bills 612 through 616 would have amended the Liquor Control Act and resulted in, among other things, higher liquor prices and lower profit margins for retailers.



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Call 1-800-678-LUNG  
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## Technical Potpourri

### Zapping potatoes to remove the peel

H.J. Heinz Company is testing a laser system, developed jointly with Battelle (Columbus, Ohio), to peel produce, such as potatoes and tomatoes. Up to three, 25-kilowatt laser beams are used to vaporize potato skins without removing any other part of the potato. This is in contrast to steam peeling which removes 5-15 percent of the potato. The laser system also eliminates waste disposal problems, because the skin is vaporized to carbon dioxide, water, and a small residue of carbon. (Battelle Today, No. 69, Jan., 1992)

### Ink-jet edibles

Willett, Inc., (UK) has developed a series of ink-jet inks made with edible food coloring and binders dispersed in alcohol. The inks will be used to print sell-by dates onto food. It will also deter disreputable dealers from removing food items from their packages and selling them unwrapped to mask an expired code date. (Food & Drug Packaging, April, 1991).

### Waste into fuel

Argonne National Laboratory and the University of North Texas have developed a method to produce fuel pellets from combustible solid waste. Their process removes glass,

aluminum, iron-containing metals, corrugated cardboard, and some plastics from solid waste. What remains is mixed with limestone and is made into pellets which can replace coal. (R&D Magazine, Dec., 1991)

### Staphylococcus and salad bars

University of Nebraska scientists inoculated salad bar items with *Staphylococcus aureus* to determine how well this food pathogen would grow at temperatures typically found on salad bars. The microbe did not grow well on produce items they studied: lettuce, olives, tomatoes, green peppers, or celery. Nor did it produce the toxin responsible for *S. aureus* foodborne illness. Their data does not suggest that there is no risk of *S. aureus* foodborne illness from fresh produce. (J. Food Protection, Nov., 1991).

### Genetic and insect control

Crop genetics (Hanover, Md.) and Du Pont will jointly commercialize insecticidal virus products (IVPs). IVPs are naturally occurring organisms that are selective against specific insects. Crop Genetics will manufacture the IVPs; Du Pont will distribute and market them. (Chemical & Engineering News, Jan. 6, 1992). —PMA

**Providing the Very Best to AFD Members**

See you at the AFD Trade Show April 28th.

### Health Benefits:

AFD offers group coverage underwritten by Blue Cross and Blue Shield of Michigan (BCBSM) providing maximum coverage for your individual group needs.

AFD has three (3) options for you to select from:

1. Blue Traditional
2. Blue Preferred Plan (PPO)
3. Blue Care Network (HMO)

Each of these programs offer several different choices of plans

In addition to these programs you can add additional benefits (depending on your group size) such as:

- dental coverage
- vision
- prescriptions, etc.

We are able to service groups of all sizes including one person groups

With AFD's group coverage you have:

- the most widely recognized and accepted health care card
- claims that are handled locally
- the privilege of group rates
- personal contact person in the AFD office, and
- the best combination—AFD and Blue Cross and Blue Shield of Michigan

### The Group Life:

Coverage is underwritten by Fort Dearborn Life of Chicago, a Best "A" rated company. Fort Dearborn offers varied levels of benefits at very competitive rates. Guaranteed issue of up to \$35,000 is available to employees with two or more employee participants.

Several plans are available and the excellent rates are based on benefits chosen.

In addition, Sole Proprietors are eligible for Group Life. This is an exclusive benefit available only through AFD. Certain restrictions may apply.

### Group Short Term Disability

This income plan provides for a percentage of salary to be paid to insured individuals who are disabled as a result of sustaining accidental bodily injury or sickness.

**FORT DEARBORN LIFE**

GADALETO, RAMSBY & associates



# Produce Nutrition goes to the store

The Produce for Better Health Foundation has developed a new brochure called *Produce Nutrition—News You Can Use!* The informative piece, which will complement the 5 a Day program, gives consumers the nutrient values of the top 40 fresh fruits and vegetables. The brochure provides information on serving sizes, calories, protein, carbohydrate, fat, sodium, dietary fiber, vitamin A, vitamin C, calcium and iron.

The supply of in-store nutrition information on the top 40 fresh fruits and vegetables is part of a nutritional labeling program. Currently the labeling program is voluntary, and retailers can provide nutrition information in the form of brochures, posters, notebooks, leaflets, or signs. If enough stores don't provide this consumer information, however, the U.S. Food and Drug Administration will require that the information be placed in stores. Distribution of this brochure in a supermarket would satisfy the FDA's compliance requirements for the new voluntary produce nutrition labeling recommendations.

All 5 a Day retailers are being provided with free copies of the black and white reproduction, with which they can print copies for distribution to their customers. A two-color sample copy has been

printed by PBH to demonstrate how the black and white artwork can be used.

Retailers can purchase four-color preprinted copies of the brochure from PBH's distributor, Try Foods International. The company has ordered a quarter million copies and

can print individual company logos on the brochures.

Any company that has ordered or received PMA's Nutrition Edge program will also get a sample brochure and the black and white artwork as part of the program.

## No real growth in food-based retailing

Food-based retailing has not recorded any real growth in the past three years, according to The Food Institute, Fair Lawn, N.J. The food trade information and research association indicates that constant-dollar grocery store sales in the 1989-91 period fell at an average annual rate of 1.5 percent. Commercial eating and drinking place sales, after adjustment for inflation, fell at an annual average 0.2 percent rate. Slowed growth in consumer incomes, higher food prices, the recession, and the changing nature of the business itself are all cited as reasons for the negative growth trend.

"Consumers saw per capita personal income growth move into the 'negative' column as the 1990's began," says Frank Panyko, Food

Institute vice president. "This compelled shoppers to trade down to a less costly market basket at the supermarket."

Food prices in 1989-90 grew at the highest rates since early in the decade, Panyko notes. This put an additional crimp in family budgets. Even though food price inflation moderated considerably in 1991, real food store and restaurant sales (adjusted for changing prices) continued to slide, along with the rest of the economy, says the association's annual Food Retailing Review study. The 310-page report is available from The Food Institute, 28-12 Broadway, Fair Lawn, N.J., 07410. The report is priced at \$170 to Food Institute members, and \$340 to non-members.

## \$7,000 added to AFD's Scholarship Fund

The AFD Scholarship Fund received a \$7,000 boost last month, thanks to the participation of 7-Up and Hawaiian Punch in the AFD donation-per-unit scholarship program.

The donation-per-unit scholarship program is one in which everybody wins! For every case of Hawaiian Punch sold through participating retailers in the months of November and December, 7-Up contributed 35 cents toward the education of youths in the industry. Retailers got to participate in the program by encouraging sales of Hawaiian Punch in their stores, and the best sales were rewarded with great prizes from 7-Up.

Companies participating in the program receive two free consecutive full-page ads if the *Food & Beverage Report* to get sales off to a good start.

AFD's donation-per-unit is a great way to help provide deserving young students with an education while boosting sales of your products. AFD needs more companies to join the handwagon. For more information about AFD's donation-per-unit program, please contact Sarah Humphreys at 313-557-9600.

### Visit Us At The AFD Trade Show April 28th



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Since 1984 we've introduced over 10 new products... all backed by the most powerful merchandising machine in frozen foods today.

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## NUTS

from page 8

ing to senior citizens who needed softer food, Goin' Nuts began to feature fudge developed from a family recipe of the Frankenmuth store's manager, Nancy Austin. Carrying the product line further, the store also began to carry peanut brittle taken from a recipe passed on through Seccombe's family. Both the fudge and the peanut brittle recipes were adapted so they could be made in the nut-roasting machine.

Seccombe has a strong attention to detail, which prompted her to decorate the booths and stores in a German theme. Flower boxes dress up the outside, while on the inside, employees complement the decor by wearing traditional dirndls. The dirndls, she says, "really add a lot to the showmanship of doing a show."

Because the stores have been so successful and the shows are so draining, Seccombe limits herself to two shows a year: the Plymouth Ice Show and the Dearborn Homecoming, the latter for sentimental reasons—Dearborn is where she and Robert were high-school sweethearts and where their families still live.

And family is a very big part of Goin' Nuts' business. Seccombe says the stores' loyal and diligent workers provide a family atmosphere, and Seccombe's own family is part of Goin' Nuts, too.

Daughter Cindy Pariseau is the

brains behind the marketing and presentation of the nuts on what her mother calls genius levels. She designs the colorful and unique packaging that gets featured in Jacobson's and Ohio's Lazurus chain, as well as the Goin' Nuts store. One of her most unusual packaging feats was a Mother's Day flower pot with nuts for the "soil" holding up a silk geranium.

Part of Pariseau's genius is knowing her market.

"What we do for Jacobson's is different from what we do for Lazurus, which is different from what we do for the stores," says Pariseau. "An important part of this business is knowing what we can sell and where we can sell it."

Pariseau is not the only family member who is Goin' Nuts. Seccombe's other daughter helps out, too. And, proving it's never too early to get family members in the business, her 5-year-old granddaughter is often crying, "Try a sample! Try a sample!"

Free samples, as well as word of mouth, have provided Goin' Nuts with some of its best exposure, but Seccombe's family says she is the product's best salesperson.

"I've really worked hard in this business to make it a success," Seccombe says. Although she hasn't reached the million-dollar mark yet, it's easy to tell if that goal can be attained on faith alone, she will make it.

## LOTTERY

from page 12

We also expect "Cash 5" sales will contribute to the trend of increased Lottery sales so far this fiscal year.

To play "Cash 5," players will select five numbers from a field of 39, or use the EasyPick feature where the computer terminal randomly picks five of 39 numbers for the player. The Lottery will randomly draw five numbers and players will win the top prize of \$100,000 for matching all five numbers, \$350 for matching four numbers, and \$20 for matching three numbers.

"Cash 5" drawings will be held on Tuesdays and Fridays each week during the regularly scheduled Lottery drawings. The cost of one play will be \$1.

### Winners of "Lotto \$200,000 Treasure Hunt" appear on Megabucks show

Twenty lucky winners of the Michigan Lottery's latest second-chance promotion "Lotto \$200,000 Treasure Hunt," won \$10,000 each and got a chance to appear on the "Michigan Lottery Megabucks Giveaway" weekly TV game show. The second-chance sweepstakes where five players win \$10,000 each week for four weeks, was designed to increase Lotto sales and offer customers something extra for purchasing a non-winning Lotto ticket.

### Following are the "Lotto Treasure Hunt" winners:

Kevin M. Walter, Woodhaven  
David M. Bila, Vanderbilt  
Harold Prather, Jr., Pottsville  
Ronald E. Booker, Detroit  
Charles Daughenbaugh, Freeland  
Terry R. Stiltz, Flint  
Raymond M. Grummell, South Bend, IN  
Arthur Hase, St. Clair Shores  
Kathleen Brown, Dearborn Heights  
Carol Konkell, Whitmore Lake  
Dennis Nering, Southgate  
June Day, Niles  
T.J. Kona, Beverly Hills  
James Groesbeck, Troy  
James Koester, Dearborn Heights  
Peter J. Kujowski, Detroit  
Robert Mikszewski, Mt. Clemens  
Bill Veselinowski, Utica  
Charles A. Petch, Mt. Clemens  
Linda Soldan, Hemlock

## COMING EVENTS

**Oct. 4-9:** FMI 1992 Supermarket Operations Management Course, West Lafayette, Ind. For information call 202-452-8444.

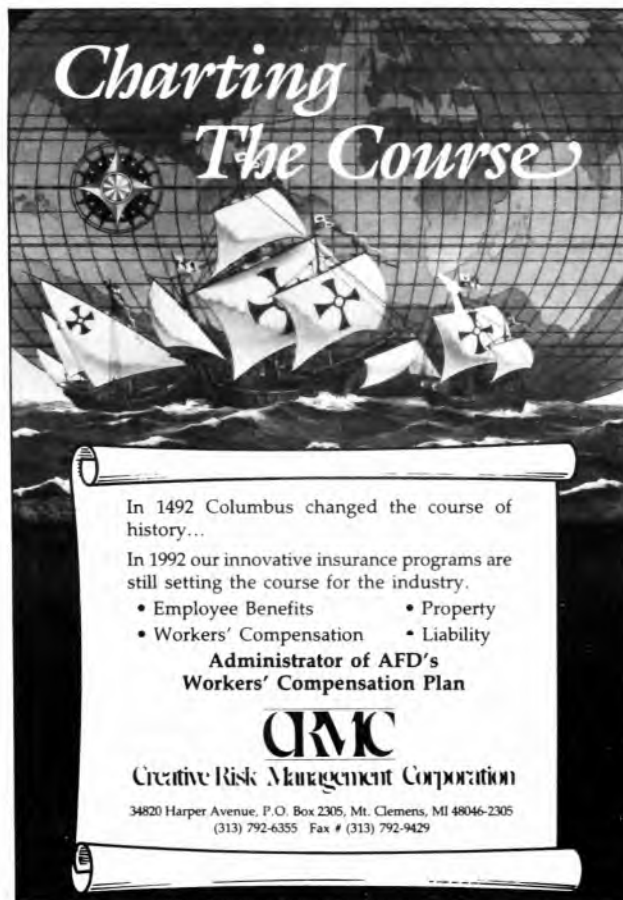
**Oct. 10-13:** PMA Convention & Exposition, Denver, Colo. For more information call 302-738-7100.

**Oct. 25-30:** FMI 1992 Professional Management Course, Hillsdale. For information call 202-452-8444.

**Nov. 7-9:** SIGMA Annual Meeting, New York, N.Y. For information call 703-709-7000.

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<b>DCI Food Equipment</b>	<b>611,613,710,712</b>
<b>MMI Distributing</b>	<b>110,112</b>



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Edison**

*A good part of your life.*

\* To be eligible for the special show discount, you must sign in at participating dealer booths and be a Detroit Edison business customer.

# PEPSI

from page 14

that will get consumers excited," replacing last summer's "License to Chill" campaign. Striking while the iron is hot, Pepsi has come back this season with the "You Got the Right One, Baby" advertisements, proclaiming April "Uh-Huh Month." And retailers can undoubtedly look forward to the increased traffic the promotions will bring.

Pepsi also has plans to drive consumers into stores with new flavors and new beverages. Having introduced the two new Slice flavors in December, Grape and Red, Pepsi is hitting competition with a one-two punch soon with the introduction of two new flavors, Strawberry and Fruit Punch.

The addition of more soft drinks and focusing on expanding to additional categories, such as juices and waters, is just one of the changes happening right now at Pepsi.

"Our company is going through a change," says Darrow, explaining that Pepsi's newest goal is to make the sales process 100-percent focused on its customers. "Our philosophy is that we want to exceed our customers' expectations. We call it turning the company right side up."

"Right side up" means acknowledging everything starts with the customer, and the voice of the customer drives Pepsi's actions through the guidance of shared values

including diversity, integrity, honesty, teamwork, accountability, and balance.

"We want to get to know our retailers business in its entirety," adds Don Hall, regional sales manager.

"Focusing on exceeding our customers' expectations to create the best products and supply the best service," Darrow says, "is Pepsi's nationwide vision that's shared by 26,000 employees."

## ASK AFD

**Q. What does membership in AFD do for me?**

—N.M., Grand Rapids

**A. What would you like AFD to do for you?**

AFD has an array of services and programs to assist you and save you money in every facet of running your business. But if that's not enough, we need to hear from you.

Please remember, only eight full-timers and two consultants make up the AFD staff, so unfortunately, staff members can't always visit you personally at your store or call you to address your concerns. We're here to help, so if you have a suggestion for AFD or problem we can work out for you, don't hesitate to call the AFD office at 800-66-66-AFD and we will always do our best for you.

If there's still a doubt in your mind about what AFD does for you, keep this in mind: Negotiations between Joe Sarafa and the Michigan Department of Agriculture resulted in the proposed \$100 food-license fee's being chopped in half. There you go; AFD just saved you \$50!

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.

# AFD 1992 TRADE SHOW



## COME SEE THESE INDUSTRY LEADERS...

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| Absopure Water Co          | Greater Detroit Rest. Supply | Pabst Brewing Co         |
| Advo Systems               | H & O Dist. Fairlee Juice    | Paul Inman Associates    |
| All American Cash Register | Hiram Walker & Sons          | PDK, Labs Inc.           |
| American One Insurance     | Hobart Corporation           | Pepsi-Cola               |
| Anheuser-Busch             | House of Seagram             | Pest Elimination         |
| Basket Fantasy             | I & K Distributors           | Pfeister Co              |
| Berne's Food Service       | Impulse Sign System          | Philip Morris            |
| Big Chief Sugar            | J. Lewis Cooper Co           | Point Dairy Services     |
| Blue Cross Blue Shield     | J & J Wholesale              | R.M. Gilligan, Inc.      |
| Borden Ice Cream           | Kar Nut Products             | Rousana Cards            |
| Brehm Broaster Sales       | Kowalski Sausage             | Royal Crown Cola         |
| Canadaigua Wine Co         | Kraft General Foods          | Soot Lad Foods           |
| Central Foods              | Kramer Foods                 | Security Express         |
| Central Alarm Signal       | Liquor Control Comm          | Seven-up of Detroit      |
| Check Point Systems        | Mid-American Money Order     | Spartan Stores           |
| Closed Circuit Comm        | Melody Farms                 | Stark & Company          |
| Coca-Cola Bottling         | Merchant Cash Register       | Statewide Food           |
| Coors Brewing Co           | Michigan Bankcard            | Stroh Brewery            |
| Creative Risk Mgt.         | Michigan Bell                | Sunshine/Salerno         |
| DCI Food Equipment         | Michigan Cash Register       | Taystee Baking           |
| ELC Associates             | Michigan Lottery             | Telecheck MI             |
| Faygo Beverages            | Michigan Sugar               | TJ Graphics              |
| Frito-Lay                  | Midwest Wholesale Foods      | Tom Davis & Sons Dairy   |
| General Liquor Co          | Miller Brewing Co            | Tony's/Red Baron Pizza   |
| General Wine Co            | MMI Distributing             | Variety Foods            |
| Gallo Wine                 | Mr. Pure Juices              | Viner's /Sterling Shores |
| Garden Foods               | News Printing                | plus more...             |
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Jim Avery - Borden Dairy Division**

**(313) 871-2110**





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S. Family Foods 1965 ◊ Carrow's Supermarket 1966 ◊ Giant Foods 1966 ◊ Goff Food Stores 1966 ◊ Grand Valley Food Center 1966 ◊ Polla's Market 1966 ◊ VG's Food Center 1966 ◊ Alward's Market 1967 ◊ Central Food Center 1967 ◊ Clark's Food Center 1967 ◊ Fisher's Market 1967 ◊ Hyde Park Market 1967 ◊ Jerry's Food Market 1967 ◊ Long Lake Market 1967 ◊ Patio Market 1967 ◊ Plagen's Market 1967 ◊ Quanton Market 1967 ◊ Stan's Market 1967 ◊ Tony's Market 1967 ◊ Valuland Food Center 1967 ◊ Your Better Market 1967 ◊ Colony Market 1968 ◊ Pat's Food Center 1968 ◊ S.Y.s Market 1968 ◊ Wide Awake Market 1968 ◊ Bob's Market House 1969 ◊ Double D Supermarkets 1969 ◊ F & M Market 1970 ◊ Stahl's Market 1970 ◊ Frank's Shop-Rite 1971 ◊ Mignano Food Beer 1971 ◊ Ransom's Food Center 1971 ◊ Robertson's Market 1971 ◊ Friendly Owl Food Market 1972 ◊ Ken's Foodland 1972 ◊ The Market Basket 1972 ◊ Tom Boy Super Market 1972 ◊ Agency and Son, Inc. 1973 ◊ Gordy's Supermarket 1973 ◊ Great Day 1973 ◊ Holiday Food Center 1973 ◊ Plum Hollow Market 1973 ◊ Sav More Foods, Inc. 1973 ◊ Bunch's ShopRite 1974 ◊ Cutlerville Shop Rite 1974 ◊ Howard City Foods 1974 ◊ Plum's 1974 ◊ Super Giant Super Market 1974 ◊ The Village Market 1974 ◊ West Saginaw Shop-Rite 1974 ◊ Bud's Country Market 1975 ◊ Country Style Market 1975 ◊ Dexter Target Food Center 1975 ◊ E & H Market Place 1975 ◊ H & B Market 1975 ◊ Henkel's Market 1975 ◊ Hutch's Food Center 1975 ◊ K & G Food Mart 1975 ◊ Leadway Supermarket 1975 ◊ Moreys Food Market 1975 ◊ Parkway Foods 1975 ◊ S. M. Markets 1975 ◊ Wagon Train Food Market 1975 ◊ Bath Shop-Rite Market 1976 ◊ Ben's Supermarket 1976 ◊ E & H Friendly Market 1976 ◊ East Town Foods 1976 ◊ Grand Food Mart 1976 ◊ Hamson's Super Market 1976 ◊ La Rose Market 1976 ◊ Mayfair Market 1976 ◊ Puntin Super Foods 1976 ◊ Regal Food Center 1976 ◊ Rick's Super Market 1976 ◊ Savon Foods 1976 ◊ Savon Foods Super Store 1976 ◊ Schoenherr Super Market 1976 ◊ Alpine Food Center 1977 ◊ Center Shop-Rite 1977 ◊ D & S Food Center 1977 ◊ Fairway Foods 1977 ◊ Food A Rama Super Market 1977 ◊ Greenfield Super Market 1977 ◊ Ivanhoe Food Market 1977 ◊ J & R Markets 1977 ◊ Merchant Food Center 1977 ◊ Pastoor's Family Market 1977 ◊ Riviera Food Center 1977 ◊ Bill's Food Center 1978 ◊ Food Town 1978 ◊ Gruber's Valu World 1978 ◊ Hi-Lite Super Market 1978 ◊ Ric's Food Center 1978 ◊ Sinclair's Market 1978 ◊ Super Save Super Market 1978 ◊ Village Food Center 1978 ◊ Wixom Food Mart 1978 ◊ Jerry's Foodland 1979 ◊ Maxbauer's Market 1979 ◊ Pick 'N Save Food Market 1979 ◊ Town & Country 1979 ◊ Universal Super Market 1979 ◊ Big Valley 1980 ◊ Frank's Super Market 1980 ◊ Imo's Food Mart 1980 ◊ Luke's Supermarket 1980 ◊ Metro Complete Foods 1980 ◊ Petersen's Grocery 1980 ◊ Pioneer Super Market 1980 ◊ Shop & Save Food Center 1980 ◊ Chalmers Garden Foods 1981 ◊ Delta West Shop-Rite 1981 ◊ Food Town Super Market 1981 ◊ Pinny Food Center 1981 ◊ Chene Trombly Market 1982 ◊ Dan's Market 1982 ◊ M & J Food Market 1982 ◊ Madison Food Center 1982 ◊ McDonald's Food Center 1982 ◊ Riverside Market 1982 ◊ Hamilton Food Center 1983 ◊ River District Super Market 1983 ◊ Schoenberger's Market 1983 ◊ Tom's Shop Rite 1983 ◊ Big Giant 1984 ◊ Bryan's Market 1984 ◊ Five Brothers 1984 ◊ Galaxy Super Store 1984 ◊ Huton Food Center 1984 ◊ Russell's Trading Post 1984 ◊ Standale Shop Rite 1984 ◊ Banner Super Market 1985 ◊ Dublin General Store 1985 ◊ Grand House of Food 1985 ◊ New Super Fair 1985 ◊ Redford Food Center 1985 ◊ Tenuta's Food Lane 1985 ◊ Beech Food Center 1986 ◊ Busch's Valu-Land 1986 ◊ East Bridge Food Center 1986 ◊ Old Redford Foods 1986 ◊ Save Guard Supermarket 1986 ◊ Sumpter Food Center 1986 ◊ Sy's Market 1986 ◊ Uncle Joe's Market 1986 ◊ Churchill's 1987 ◊ Dan's Food Center 1987 ◊ Grator Super Food Center 1987 ◊ Harbortown Foods 1987 ◊ Joy Super Foods 1987 ◊ MGM Food Center 1987 ◊ Deluxe Food Center 1988 ◊ Fenkell Food Center 1988 ◊ Franklin Big Save 1988 ◊ Oak's Food Center 1988 ◊ Ryan's Foods 1988 ◊ Saturn Food Center 1988 ◊ Save Mart 1988 ◊ Saveland Super Market 1988 ◊ Wingert's Food Center 1988 ◊ Denny's Valuland 1989 ◊ Felice Family Food Center 1989 ◊ Great Lakes Foods 1989 ◊ Home Pride Food Center 1989 ◊ Joy Thrifty Store 1989 ◊ Lafayette Super Foods 1989 ◊ McCormick's Shop-Rite 1989 ◊ Pete's Super Foods 1989 ◊ The Corner Store 1989 ◊ Thrifty Store 1989 ◊ Value Center Market 1989 ◊ Xira Foods 1989 ◊ Ed's Thrift Shop Center 1990 ◊ Foodtown 1990 ◊ Fruitport Foods 1990 ◊ Hollywood Food Center 1990 ◊ Hubbs Food Center 1990 ◊ Muri Village Market 1990 ◊ Orchard Foods 1990 ◊ Panchos 1990 ◊ Seven Star Food Center 1990 ◊ Sheridan Village Market 1990 ◊ Star Foods 1990 ◊ Broadway Food Center 1991 ◊ Save-Up Food Center 1991 ◊ Tom's Food Center 1991

## PRODUCTS



### Play hide-and-seek with "Waldo" in a new line of SpaghettiOs®

Kids all over America have been asking "Where's Waldo now?", but starting this month, they will be able to find Waldo in the canned pasta section in supermarkets across the nation.

Campbell Soup Company, makers of Franco-American® SpaghettiOs® canned pasta, announced recently the national introduction of new SpaghettiOs® Where's Waldo® canned pasta.

"SpaghettiOs® Where's Waldo®" pasta contains pasta shapes identified with Waldo, the loveable, bespectacled star of books and Saturday morning television. The new SpaghettiOs line challenges children to search amid the tomato sauce and sea of Os for pasta in the shape of Waldo's hat, face, walking stick and his dog Woof.

SpaghettiOs® Where's Waldo® canned pasta is available nationwide in 14½-ounce and 14-3/8-ounce cans in two varieties—plain and with meatballs. Suggested retail price is \$.69 and \$1.09 respectively.

Campbell is supporting the SpaghettiOs® Where's Waldo® introduction with television advertising and unique consumer promotions that reinforce the "hide-and-seek" appeal of Waldo. The advertising, to be launched in June 1992, was developed by Bayer Bess Vanderwarker, Chicago.



### Pierre Frozen Foods introduces new jumbo bacon cheeseburger sandwich

Pierre Frozen Foods announces an addition to its Microwiches® line of microwaveable sandwiches with their new jumbo bacon cheeseburger. It features a pre-cooked 3-ounce all-beef patty with real American cheese topped with four pieces of crisp premium-quality bacon. All this plus the world's greatest microwaveable bun.

Pierre's new jumbo bacon cheeseburger is ideal for convenience stores, vending machines, cafeteria lines, mobile catering... anywhere there's a refrigerated case and a microwave or hot box.

Pierre's new jumbo bacon cheeseburger features a 14-day refrigerated shelf-life, eye-catching packaging and great merchandising materials to help operators sell.

For more information, contact Frank Madsen at Pierre Frozen Foods, 9990 Princeton Road, Cincinnati, Ohio 45246. Telephone: 800-543-1604.



### Canadian ale, once smuggled during prohibition, now available to Detroit drinkers—legally

The boat trip across the Detroit River had to be quick, quiet and under cover of night. Canadian brewer Gorge Sleeman's timing had to be perfect, for on that night in 1933, there were great obstacles to overcome, the greatest of which was Prohibition.

Despite all this, the president of Sleeman Brewing & Malting Co., Ltd. was determined to deliver his family's most popular Canadian brew, "Sleeman Cream Ale," personally to his neighbors. Word of his superb flavor had already crossed the border.

Canadian police, however, were watching his every move. When they finally met up, George Sleeman was ordered to pay all taxes on the smuggled beer, and sell the brewery. The taxes were promptly paid, but the Sleeman family was unsuccessful in its first attempt to allow American beer drinkers access to its popular family brew.

Now, almost 60 years later, John Sleeman, grandson of George Sleeman and the company's president and CEO, is successfully—and legally—exporting Ontario's fastest growing brand of beer to Detroit.

Once again, the export was prompted by "across the border" demand for the unique taste of Sleeman Cream Ale. The cream ale, which is brewed using only natural ingredients, offers the smoothness of an English ale and is as refreshing as a German lager.

Since re-opening, The Sleeman Brewing & Malting Co. Ltd. has cornered more than 1 percent of the Ontario beer market and doubled its brewing capacity in less than three years.



### Randell introduces a complete line of display merchandisers

Randell Manufacturing is introducing display merchandisers in a wide variety of configurations: wall-mount, countertop, pass-thru, single service, drop-in, freestanding, refrigerated or dry style units. Sizes are available to fit your space requirements.

Standard features include thermal-pane glass, self-closing doors on most units, solid stainless-steel construction, powerful refrigeration systems, sleek styling, smooth finishes and eye-catching interior lighting.

Units are designed for maximum point-of-purchase impact for delis, bakeries, quick-food operations, cafeterias and more.

Randell (A Dover Industries Company) offers an extensive line of quality commercial food-service equipment including: hot food tables, refrigeration and freezer units, ice cream cabinets, pizza prep tables, vent systems, urn stands, cooking-

equipment stands and more. Randell also supplies custom-made backbar assemblies, island assemblies and cheftable assemblies.

For more information, please contact: Randell, 0520 S. Coldwater Road, Weidman, Mich. 48893. Telephone 1-800-621-8554.

### Heinz forms new venture

H.J. Heinz Company recently announced the formation of Cairo Foods Industries SAE and officially opened a newly constructed tomato products factory in Cairo, Egypt.

Cairo Foods and the plant will be operated under a joint venture agreement between Heinz and Kuwait Foods Company.

The factory, 154,900-square-foot facility, is located 25 miles southwest of downtown Cairo and near the Great Pyramids of Giza. Initial production will be of ketchup and various other sauces under both the Heinz brand and the Americana name, the flagship line of Kuwait Foods Company.

Future plans call for the addition of processing lines for tomato concentrates and pastes, mayonnaise, mustard and salad cream.

In addition to processing tomato products, Cairo Foods is contributing to tomato growing and harvesting practices in the delta by introducing new tomato breeds and hybrids specifically developed for Egypt.

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- Readily determine what goes into empty rows.
- Having correct price/change updates in an easy to use sheet form reduces time and errors when doing price changes.

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## PRODUCTS



### Pierre Breaded Veal is golden brown, crunchy, delicious

Operators serving breaded veal will be pleased to try Pierre Frozen Foods' Breaded Veal Patty because it offers a significant improvement in taste and ease of operation.

Delicious in appearance and in taste, Pierre has perfected a breading process that gives the product a golden brown appearance with a crunchy bite that's never greasy.

Pierre Breaded Veal Patty is portion-controlled, pre-cooked and then individually quick frozen to save labor, time and money. To prepare, simply reheat and serve. It maintains its flavor, texture and appearance even after holding in steam tables or insulated trays for several hours.

Pierre's Breaded Veal is highly versatile, perfect for both lunch and dinner. It can be served as a sandwich or center-of-the-plate entree.

For more information, please contact Pierre Frozen Foods, 9990 Princeton Road, Cincinnati, Ohio 45246. Telephone 513-874-8741 or 800-543-1604.

Pierre Frozen Foods produces a full line of portion control uncooked and fully cooked boneless meat products for foodservice.

### Micozall® makes its Motown debut—suits up with the Detroit Pistons

Tired of sitting on the sidelines? Try new Micozall® antifungal sports cream. Micozall®, the official sports cream supplied to the Detroit Pistons, will help you get back in the game. Major Pharmaceuticals, Inc., one of the largest generic pharmaceuticals distributors in the nation, introduces Micozall® antifungal cream to its over-the-counter (OTC) product line.

New Micozall® antifungal cream is the brand alternative to Micotin® and is clinically proven for use in the treatment of athletes' foot and a variety of other fungi, including jock itch and ringworm.

Micozall® is value savvy, offering consumers far more value per ounce than other footcare cream on the market today. Micozall® is available in a 1-ounce size tube and retails for 50 percent less, per ounce,

than other foot care creams and antifungal ointments available OTC.

New Micozall® made its national debut at independent pharmacies and better drug stores across the United States in early March. In the Detroit Metropolitan area, Major's new Micozall® antifungal cream made its debut Feb. 24.

For information about how your store can carry Micozall®, call 1-800-521-5098.

### Groen unveils revolutionary new electric steamer

Groen, A Dover Industries Company, has announced plans to introduce a radical new two cavity convection steamer in 1992. HyPerSteam features separate electric-heated atmospheric steam generators for each steam cavity. This generator design is derived from Groen's Convection Combo, oven-steamer and features twin 9KW boilers that deliver over 2KW per pan INPUT.

HyPerSteam also features a powerful "turbo" blower in each cavity, which increases steam velocity and reduces cook time. A magnetic door switch cuts power to the blower when the door is opened.

This unique steam generator design eliminates the need for pressure gauges and pressure switches, simplifies drain hookup and allows for simple boiler deliming through the steam port in each cavity.

The operator can choose to use only one cavity and steam generator, matching steamer capacity to his production needs and saving energy.

HyPerSteam incorporates a Combo style door, which is field reversible for right or left swing, resists hard use and has a long life no-leak gasket. The 60-minute timer includes a constant steam setting. A simple diagnostic system and CLEAN ME warning light tells the operator when the boiler needs cleaning.

For more information call (708) 439-2400; Fax (708) 439-6018 or write: Groen, A Dover Industries Company, 1900 Pratt Blvd., Elk Grove Village, Ill. 60007.

### Chep pallet pool program launches new service for North America

Recognizing the strategic importance of the U.S.-Canada Free Trade Agreement, the Chep organization has reacted to provide integrated international pallet pooling service for cross border trade flows.

Chep USA and Chep Canada are members of the Chep organization, created in Australia in 1958. Chep offers a rental service for pallets and other materials handling units to the grocery, produce, household product and other consumer goods industries and other industrial clients.

Worldwide, Chep owns and provides 30 million pallets in pooling operations in 12 countries.

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## PEOPLE

### William LaMothe receives NAWGA's Herbert Hoover Award

William LaMothe, who for 12 years was the head of Kellogg's, the largest cereal company in the world, was awarded the prestigious Herbert Hoover Award at the annual banquet of the National-American Wholesale Grocers' Association (NAWGA) last month in Miami Beach.

The Herbert Hoover Award is presented annually to a leader in the food industry exemplifying outstanding business, civic and leadership qualities. The Herbert Hoover Award was first issued in 1961, and was endorsed at that point by former President Hoover, who led U.S. food relief efforts overseas in the first decades of the 20th century, prior to his presidency.

LaMothe, 65, a native of Brooklyn, served as C.E.O. and chairman of the board of Kellogg's from January 1980 to January 1992. He was named chairman emeritus of Kellogg's two months ago, and still is a member of the board of trustees of the W.K. Kellogg Foundation, and is a co-trustee of the W.K. Kellogg Foundation Trust.

### NAWGA elects new chairman at convention

The National-American Wholesale Grocers' Association (NAWGA) last month elected a new chairman and vice-chairman, while naming 22 other people to its Board of Governors, during NAWGA's annual convention in Florida.

The new chairman of the NAWGA Board of Governors is Boyd George, chairman of the board of Merchants Distributors Inc. The new vice chairman of the NAWGA Board is John Woodhouse, chairman and CEO of SYSCO Corp. Harold Finch, chairman of the board and CEO of Nash Finch Co., was re-elected to the office of NAWGA treasurer. All of them will serve a two-year term.

### The Vinegar Institute announces officers

The following officers were recently elected to the board of directors of The Vinegar Institute at its 25th Annual Meeting at the Marco Beach Hilton, Marco Island, Fla.

Fred Galyean, Indian Summer, Inc., Lyndonville, N.Y., was elected chairman of the board; Dr. Jerry Shoup, H.J. Heinz Company, Holland, Mich., vice chairman; Alex Wolff, National Vinegar Company, Inc., Houston, Texas, secretary; and Clarice Moore, Speaco Foods, Inc., Kansas City, Mo., was elected treasurer.

The Vinegar Institute is an international trade association representing manufacturers and bottlers of vinegar and suppliers to the industry.

### Tomlinson's John Chernak is elected vice president of NAFEM

John A. Chernak, president of Tomlinson Industries, was elected vice president of the National Association of Food Equipment Manufacturers at the organization's recent annual meeting.

Chernak previously served as NAFEM's treasurer, and is currently a member of the board of directors. He has been an active member of several NAFEM committees since the 1960s, in particular, the NAFEM-MAFSI Joint Liaison Committee.

In a separate announcement, Chernak was awarded "Level 1" as a Certified Foodservice Professional.

Chernak was graduated with a BA from Brown University in 1951, after which time he served in the U.S. Marine Corps; he then received a J.D. from Northwestern University Law School in 1956, joining a Cleveland law firm the same year. He began his career with Tomlinson Industries in 1957. Chernak was named Sales Manager in 1958, and has served as the company's president since 1966.



Chernak

## OLSHOVE

from page 6

acquired in his administration and to build on it."

In 1989, Representative Dennis Dutko, of the 25th district in Warren, resigned for personal reasons. Olshove, who lived in the 25th district, marshalled his forces and planned his quest for the seat in a special election.

Encouraged by friends, family and colleagues, Olshove decided to run in the special primary election that December. With less than six months to execute a campaign and make his name known, Olshove and wife Fran went to the doors of nearly 8,000 families to spread his message.

But it wasn't enough. Olshove finished second, losing by a mere 296 votes. Less than a year later, however, Olshove would get another chance.

Using the same door-to-door campaigning strategy, Olshove won the 1990 primary election and went on to win the general election in November. He won by more than 1,000 votes, beating out a short-time Republican incumbent.

Olshove loves being a Michigan state legislator for the exact same reason he loves life itself—the variety. In fact, according to Olshove, "the variety in the House is unbelievable and virtually amazing."

"The people I work with are as

different as the constituents they represent," he said. "I'm a city boy. That's why the outdoors-people, the farmers and the folks from the U.P. always fascinate me. We've truly got a great mixture of people here."

The people in Olshove's district have unique concerns. Not surprisingly, Olshove is acutely aware of both his constituents and their concerns.

"Important issues in my district are taxes and issues that involve seniors," he explained. "A great many of my constituents are seniors. The bottom line is, I want what they have to say to be heard in the Legislature."

Also at the forefront of Olshove's concerns is the issue of privatizing the distribution of liquor. He believes it would be bad business for Michigan's small food retailer.

"Privatization proposes to fix a system that is not broken," he said. "It would, no doubt, adversely affect many food dealers and the entire public at large. By sitting on the Liquor Control Committee, I hope to have some impact on what happens."

Olshove is a member of the committees on Economic Development and Energy, Liquor Control, Senior Citizens and Retirement, and Transportation. Moreover, he serves as Majority Vice Chair on the Liquor Control Committee and the Transportation Committee.

Olshove is also the father of two boys, Steven, who is 5 and Michael, who is 4. Olshove's wife of 12

years, Fran, is expecting twins.

She'll be in good hands. Because if there is anything this legislator cherishes more than championing the issues and causes of the people of Warren, it is championing the issues and causes of his one and true love—his family.

To reach Representative Olshove write: Room 720, Roosevelt Bldg., P.O. Box 30014, Lansing, MI 48909 or call: (517) 373-1772.

## SDD/SDM

from page 4

the owners of some 4,000 liquor take-out stores in Michigan—if we make some changes and allow more freedom to enterprising beverage retailers.

Privatization talks proceeding at this very moment in Lansing will NOT take care of some problems discussed in this article. As a matter of fact, it would have a worse impact on liquor retailers in that prices would go up more and have little change in state regulation.

Associated Food Dealers of Michigan and its affiliate, Package Liquor Dealers Association, seem to have the Liquor Control Commission privatization study and legislation firmly in their grasp. All the more reason for the SDD licensees of this state to be a part of our trade group. We need your support to get the changes we need to help your business grow.

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Awrey Bakeries, Inc.	522-1100
Koeplinger Bakeries, Inc.	967-2020
Mr. Dan's Gourmet Pound Cake	923-3111
S & M Biscuit Distributing	893-4747
Sunshine/Salerno	352-4343
Taystee Bakeries	476-0201

## BANKS:

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

## BEVERAGES:

Absopure Water Company	358-1460
Anheuser-Busch, Inc.	354-1860
Bellino Quality Beverages, Inc.	946-6300
Brooks Beverage Mgt, Inc.	(616) 393-5800
Cadillac Coffee	369-9020
Canandaigua Wine Co.	379-3644
Central Distributors	946-6250
Coca-Cola Bottlers of Detroit	585-1248
Coors Brewing Company	451-1499
Don Lee Distributors, Inc.	584-7100
Eastown Distributors	867-6900
Everfresh Juice Company	755-9500
F & M Coffee	851-5774
Faygo Beverages, Inc.	925-1600
Frankenmuth Brewery	(517) 652-6183
G. Heileman Brewing Co.	(414) 796-2540
E & J Gallo Winery	643-0611
General Liquor	868-5100
General Wine	867-0521
Hiram Walker & Sons, Inc.	626-0575
House of Seagram	622-1375
Hubert Distributors, Inc.	858-2340
J. Lewis Cooper Co.	835-6400
Miller Brewing Company	(414) 259-9444
Mr. Pure Juices	(312) 379-3000
Nestle Beverages	489-9349
Oak Distributing Company	674-3171
Paddington Corp.	345-5250
Pepsi-Cola Bottling Group	641-7888
Powers Dist.	682-2010
R.M. Gilligan, Inc.	553-9440
Royal Crown Cola	(616) 392-2468
Serv-U-Matic Corporation	528-0694
Seven-Up of Detroit	937-3500
Spirits of Michigan	521-8847
St. Julian Wine Co., Inc.	(616) 657-5568
Stroh Brewery Company	446-2000
Viviano Wine Importers, Inc.	883-1600

## BROKERS/REPRESENTATIVES:

Acme Food Brokerage	968-0300
Ameri-Con, Inc.	478-8840
ELC Associates	624-5133
Estabrooks Marketing	(517) 548-3750
Hanson Faso Assoc.	354-5339
J.B. Novak & Associates	752-6453
James K. Tamakian Company	424-8500
John Huettnerman Co.	296-3000
Marks & Goergens, Inc.	354-1600
McMahon & McDonald, Inc.	477-7182
Northland Marketing	353-0222
Paul Inman Associates	626-8300
Pfeister Company	591-1900
Stark & Company	851-5700
VIP Food Brokers International	885-2335

## CANDY & TOBACCO:

M & M Mars	363-9231
Shermi's Candies	(517) 756-3691
Wolverine Cigar Company	554-2033

## CATERING/HALLS:

Country House Catering	(517) 627-2244
Emerald Food Service	546-2700
Gourmet House, Inc.	771-0300
Karen's Kaffe at North Valley	855-8777
Penna's of Sterling	978-3880
Southfield Manor	352-9020
Taste Buds	(517) 546-8522
Thomas Manor Catering	771-3330
Tina's Catering	949-2280
Vassel's Banquet Hall & Catering	354-0121

## DAIRY PRODUCTS:

American Dairy Assoc.	(517) 349-8923
Bernea Food Service	(800) 688-9478

Borden Company	583-9191
Borden Ice Cream	871-1900
Dairy Products of Michigan	552-9666
McDonald Dairy Co.	(517) 652-9347
Melody Farms Dairy Company	525-4000
Milk-O-Mat/Country Pride Dairy	864-0550
Stroh's Ice Cream	568-5106
Tom Davis & Sons Dairy	399-6300

## EGGS & POULTRY:

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

## FISH & SEAFOOD:

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

## FRESH PRODUCE:

Aunt Mid Produce Co.	843-0840
Detroit Produce Terminal	841-8700

## ICE PRODUCTS:

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

## INSECT CONTROL:

Rose Exterminators (Bio-Serv)	588-1005
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## INSURANCE:

America One	(517) 349-1988
Blue Cross/Blue Shield	1-800-486-2365
Capital Insurance Group	354-6110
Creative Risk Management Corp.	792-6355
Fairlane Insurance	846-0666
Financial & Mktg. Enterprises	547-2813
Frank P. McBride, Jr., Inc. Ins.	445-2300
Gadaletto, Ramsby & Assoc.	(517) 351-7375
Jardine Insurance Agency	641-0900
K.A. Tappan & Assoc. Ltd.	473-0011
Lloyd's Assoc.	356-0472
Macatawa Ent.	(616) 335-9551
Miko & Assoc.	776-0851
Mitzel Agency	773-8600
Murray, Benson, Recchia	831-6562
North Pointe Insurance	358-1171
Rocky Husaynu & Associates	557-6259
Traverse Bay Insurance	(616) 347-6695

## MANUFACTURERS:

Amato Foods	584-3800
Fimco	253-1530
Hodgson Mill	771-9410
Home Style Foods, Inc.	874-3250
Jaeggi Hillsdale	
Country Cheese	(517) 368-5990
Kalil Enterprises, Inc.	527-7240
Kraft Foods	261-2800
Michigan (Pioneer) Sugar	(517) 799-7300
Monitor (Big Chief) Sugar	(517) 686-0161
Nabisco, Inc.	478-1400
Nestle Food Company	851-8480
Philip Morris U.S.A.	489-9494
Prince Macaroni of Michigan	772-0900
Red Pelican Food Products	921-2500
Roll Rite Corp.	(517) 345-3434
Tony's Pizza Service	634-0606

## MEAT PRODUCERS/PACKERS:

Hartig Meats	832-2080
Hillshire Farm & Kahn's	778-3276
Holiday Farms	471-5696
Hygrade Food Products	464-2400
Kowalski Sausage Company	873-8200
LKL Packing, Inc.	833-1590
Nestle Foods	851-8480
Oscar Mayer & Company	464-9400
Pelkie Meat Processing	(906) 353-7479
Ray Weeks & Sons Company	727-3535
Smith Meat Packing, Inc.	458-9530
Swift-Eckrich	458-9530
Thorn Apple Valley	552-0700
Winter Sausage Mfg., Inc.	777-9080
Wolverine Packing Company	568-1900

## MEDIA:

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

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

## NON-FOOD DISTRIBUTORS:

Albion Vending	(517) 629-3204
Erica's Import Haus	(616) 942-1450
Gibraltar National Corporation	491-3500
Ludington News Company, Inc.	925-7600

## POTATO CHIPS/NUTS/SNACKS:

Frito-Lay, Inc.	287-9477
Goin' Nuts	437-9831
Kar-Nut Products Company	541-7870
Nikhlas Distributors (Cabana)	571-2447
Pioneer Snacks	525-4000
Variety Foods, Inc.	268-4900
Vitner Snacks	368-2447

## PROMOTION/ADVERTISING:

Advo-System	425-8190
Gateway Outdoor Advertising	544-0200
Insignia Systems	(612) 553-3200
Intro-Marketing	540-5000
J.R. Marketing-Promotions	296-2246
Northland Marketing	347-6300
PJM Graphics	535-6400
Point of Sale Demo Service	887-2510
Retail Demonstrators	846-7090
Stanley's Advtg. & Dist.	961-7177
Stephen's NU-AD, Inc.	777-6823
T.J. GRAPHICS	547-7474

## SERVICES:

Akram Namou C.P.A.	557-9030
American Mailers	842-4000
AT&T	1-800-247-7000
Bellanca, Beattie, DeLisle	964-4200
Central Alarm Signal, Inc.	864-8900
Christy Glass Co.	544-8200
Closed Circuit Communications	478-3336
Detroit Edison Company	323-7786
Edward A. Shuttie, P.C.	569-4490
Follmer, Rudzewicz & Co., CPA	355-1040
Goh's Inventory Service	353-5033
Golden Dental	573-8118
Great Lakes Data Systems	356-4100
Guardian Alarm	423-1000
Karoub Associates	(517) 482-5000
Menczer & Urcheck P.C., CPA	561-6020
Merrill Lynch	656-4320
Metro Media Associates	332-5050
Michigan Bell	
Public Communications	221-7310
Michigan Cash Register	545-8660
National Exposition Service	865-1000
News Printing	349-6130
Nona & Company P.C. CPA	351-1760
Oakland Realty	557-7700
O'Riley Realty	689-8844
Pappas Cutlery Grinding	965-3872
PKD Labs Inc.	(516) 273-2630
Pest Elimination Products	296-2427
Rossman Martin & Assoc.	(517) 487-9320
Sarafa Realty	851-5704
Southfield Funeral Home	569-8080
Supermarket Development	
Inventory Services	573-8280
Telecheck Michigan, Inc.	354-5000
Travelers Express Co.	(800) 328-5678
Vend-A-Matic	585-7700
Whitey's Concessions	278-5207

## SPICES & EXTRACTS:

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

All American Cash Reg.	561-4141
Belmont Paper & Bag Company	491-6550
Brehm Broaster Sales	(517) 427-5858
DCI Food Equipment	369-1666
Hobart Corporation	697-7060
Homestead Enter.	(616) 236-5244

MMI Distributing	582-4400
Market Mechanical Services	680-0580
Midwest Butcher & Deli Supply	588-1810
Refrigeration Engineering, Inc.	(616) 453-2441
Sales Control System	356-0700
Statewide Food Equipment Dist.	393-8144
TRM Copy Centers	(503) 231-0230
Ultra Lite Supply Co.	751-1940

## WHOLESALE/FOOD DISTRIBUTORS:

Bremer Sugar	(616) 772-9100
Cabana Foods	834-0800
Capistar, Inc.	(517) 699-3605
Capital Distributors	369-2137
Central Foods	933-2600
Detroit Warehouse Co.	491-1500
Epco Foods, Inc.	857-4040
Family Packing Distributors	644-5353
Foodland Distributors	523-2100
Garden Foods	584-2800
Gourmet International, Inc.	(800) 875-5557
Great Lakes Home Food Service	(517) 835-6785
H & O Distributors	365-0930
J & J Wholesale Dist.	795-4770
J.F. Walker	(517) 787-9880
Jerusalem Foods	595-8505
Kehe Food Distributors	(800) 888-4681
Kramer Food Company	585-8141
Lipari Foods	469-0131
Maxwell Foods, Inc.	923-9000
McInerney-Miller Bros.	833-8660
Metro Packing Company	259-8872
Metropolitan Grocery	871-4000
Midwest Wholesale Foods	744-2200
Miesel/Sysco Food Service	397-7990
Mucky Duck Mustard Co.	683-5750
Norquick Distributing Co.	522-1000
Northern Michigan Food Service	478-6200
Northwest Food Co. of Michigan	368-2500
Rich Plan of Michigan	293-0900
Sackett Ranch	(517) 762-5049
Scot Lad Foods, Inc.	(419) 228-3141
Sherwood Food Distributors	366-3100
State Wholesale Grocers	567-7654
Spartan Stores, Inc.	455-1400
Super Food Services	(517) 777-1891
Superior Fast Foods, Inc.	296-7118
Tony's Pizza Service	(800) 247-1533
Tony Serra Food Service	758-0791
Value Wholesale	862-6900
Vitale Terminal Sales	843-4120
Warehouse Club	532-3399
Wholesale House, Inc.	846-6209
Ypsilanti Food Co-op	483-1520

## ASSOCIATES:

American Synergistics	427-4444
Bomarke Corporation	342-1679
Bureau of State Lottery	(517) 335-5600
Business Dining Serv.	489-1900
Club Cars	459-8390
Herman Rubin Sales Co.	354-6433
Livernois-Davison Florist	352-0081
Minnich's Boats & Motors	748-3400
Motor City Ford Truck, Inc.	591-1234
Pat's Hostess Del. Serv.	(517) 894-4906
Paul Meyer Real Estate One	341-4522
Power House Gym	865-0111
Rousana Cards	(201) 905-6700
Wileden & Assoc.	588-2358

The area code is 313 for above listings unless otherwise indicated.

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



# IS PROUD TO PRESENT OUR 12 TH ANNUAL



**COUPON  
EXPLOSION**

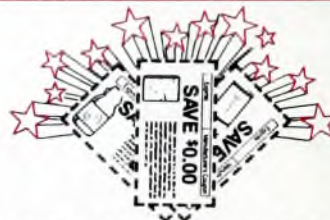
## PROGRAM DETAILS

- \* FULL COLOR FREE STANDING INSERT.
- \* PLUS A 2 PAGE DOUBLE TRUCK ROP AD IN THE MICHIGAN MULTI-AD GROUP SUPPLEMENTS THE FSI.
- \* THE PROGRAM RUNS THE WEEKS OF **MAY 4th AND MAY 11th, 1992.**
- \* ATTRACTIVE POINT-OF-PURCHASE MATERIALS AVAILABLE INCLUDE:  
WINDOW POSTERS \* DISPLAY CARDS \* SHELF CARDS \* FREEZER CARDS \* AD SLICKS.
- \* CONSUMER SWEEPSTAKES WITH WINNERS RECEIVING **\$12,000** IN FOOD GIFT CERTIFICATES REDEEMABLE AT THEIR "**FAVORITE**" SUPERMARKET.
- \* **35 COUPONS OR OFFERS WITH A VALUE OF OVER \$15.00**

## NEWSPAPER CIRCULATION STATE OF MICHIGAN - OVER 2.1 MILLION

MARKET	NEWSPAPER	CIRCULATION
ANN ARBOR	NEWS	54,000
BATTLE CREEK	ENQUIRER	28,000
BAY CITY	TIMES	40,000
DETROIT	FREE PRESS (MAR 4)	326,000
	NEWS (MAR 11)	334,000
FLINT	JOURNAL	106,000
GRAND RAPIDS	PRESS	75,000
JACKSON	CITIZEN PATRIOT	37,000
KALAMAZOO	GAZETTE	64,000
LANSING	STATE JOURNAL	71,000
MUSKEGON	CHRONICLE	48,000
OWOSSO	ARGUS-PRESS	13,000
PONTIAC	OAKLAND PRESS	75,000
PORT HURON	TIMES HERALD	29,000
SAGINAW	NEWS	58,000
TOTAL INSERT		1,430,000
MICH. MULTI-AD GROUP	ROP AD	673,000
TOTAL		2,103,000

**LOOK FOR  
PARTICIPATING  
ITEMS  
IN YOUR  
WHOLESALE  
MERCHANDISER**



**SEE YOUR PFEISTER  
REPRESENTATIVE  
FOR DETAILS**

**DETROIT**  
36300 SCHOOLCRAFT  
LIVONIA MI 48150  
(313) 591-1900

**SAGINAW**  
3159 CHRISTY WAY  
SAGINAW MI 48603  
(517) 793-8100

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

