



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate:
PACKAGE LIQUOR DEALERS ASSOCIATION

FOOD & BEVERAGE REPORT

VOL. 3, NO. 12

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

DECEMBER 1992

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LEGISLATIVE UPDATE

Food Stamp Fraud Bill Likely To Be Reintroduced Next Year

Senator Mitch McConnell (R-KY) introduced legislation, S. 3314, on Saturday, October 3, to identify and curtail fraud in the Food Stamp Program. According to Senator McConnell, "For every 1% of Food Stamp Program funds that are lost to fraud, there could be \$200 million to give as benefits to the food stamp recipients...More than 25 million Americans are enrolled in this program, which hands out over \$20 billion in benefits a year." The 1990 Farm Bill required the submission of identification numbers by retailers and beefed up the penalties to assist USDA in targeting and punishing the violators. His bill, the "Food Stamp Anti-Fraud Act of 1992," will increase penalties to retailers and recipients and expand the use of the application information and identification numbers provided by retailers to the Food and Nutrition Service.

AFD Supported Congressmen Win

The AFD supported 40 candidates for seats in the House of Representatives in the November 3rd general elections. Of these, 35 won their seats, which translates to an 88 percent success rate.

Get Ready For Tobacco Floor Stocks Tax

Many of the nation's retailers and wholesalers must pay a one-time federal floor stocks tax on cigarettes held for sale on January 1, 1993. The Bureau of Alcohol, Tobacco and Firearms (ATF) is the agency responsible for collecting the Federal tobacco taxes.

See Tobacco Tax, Page 8

HAPPY HOLIDAYS



BE PROUD OF YOUR INDUSTRY



As 1992 comes to a close, we ask you to reflect on your industry and the impact it has on our economy and the livelihood of all Americans. Because we all have to eat, no other industry effects U.S. citizens as much as the food industry.

The Supermarket Industry is One of the Most competitive and Efficient in the World.

Food retailers and wholesalers serve as the purchasing agents for our nation's consumers and the distribution agents for farmers and grocery suppliers. Intense competition has led to innovative distribution techniques and increased efficiencies that benefit consumers. Today, Americans spend a smaller amount of their disposable income on food than do consumers in any other major economy in the world. In 1991, consumers spent only 7.2 percent of disposable income on food-at-

home, down from 9.1 percent in 1980. The extremely competitive nature of the industry is reflected in its after-tax profits, which frequently fall below a penny on a dollar. For the fiscal year ending March 1992, after-tax profit for the industry was only 0.77 percent, well below a penny on the dollar.

Food Marketing is One of the Largest Employers in the Nation.

Food retailers and wholesalers employ more than three million skilled workers in grocery stores and warehouses, supermarket company offices and wholesale food company facilities. From 1981 to 1991, the number of employees in grocery retailing increased by 33 percent, and the industry may add an estimated 600,000 more jobs by the next century. Labor is the largest expense for supermarket companies, about half of total operating

expenses. (Operating expenses are the costs of running the businesses — everything but product cost.)

1992 Food Price Increases are Predicted to be the Smallest in 25 Years.

Based on the first 10 months of the year, U.S. Department of Agriculture economists believe food prices will increase only about one percent this year, the smallest increase since 1967. This is the second year in a row of very modest food price increases. The 1991 rise was the lowest in six years. In comparison, the overall Consumer Price Index (CPI) for all consumer products and services rose 4.2 percent in 1991.

Annual Meeting Notice

All AFD members are invited to attend our annual meeting. A review of the year will be presented, along with our direction for the future. The meeting will be held at the AFD offices on Monday, December 21, at 6:30 p.m. Dinner will be served and we ask you to call in advance so we can reserve a seat for you.

The AFD is located at 18470 West 10 Mile Road, just west of Southfield Road in Southfield. Call (313) 557-9600. We hope to see you there.

1992 SUPERMARKET FACTS

140,000	Total number of grocery stores
3.2 Million	Total number of employees
\$376.2 Billion	Total of grocery sales
30,670	Number of supermarkets above \$2 Million in annual sales
\$280.4 Billion	Total of supermarket sales
0.77% (less than 1¢ per \$1)	Net profit after taxes for fiscal year 1991 - 1992
\$183.775	Average of weekly sales per supermarket
30,000	Median number of items in a supermarket

Happy Holidays

And Happy Shopping!



Stock Up Now On These Favorites ...



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AFD CHAIRMAN'S REPORT

Year Review - A Time to Reflect

By Frank Arcori, AFD Chairman

As we come to the close of another year, it is a good time to reflect on what has been accomplished and then look forward to our plans for the future.



We have faced many problems over the years, and battles are constantly waged to further strengthen the retailer's position.

Look at the legislatures and the agencies that regulate the retail food and alcohol beverage industries. Study our relations with local governments and our inter-trade relationships. In so many ways, trade associations, pleading the cause of their membership, have contributed towards the establishment of a better industry, business and regulatory environment for their membership.

It seems to me that this powerful story of achievement ought to be told and retold, not nearly so much for the credit it earns the

associations, but for its value to the retailers they represent. Like the family doctor and the cop on the beat, we look to our trade associations in times of emergency. But all too often, we ignore them and the day-to-day leadership they give to protect and further the interests of their membership.

Every kind of business is stronger for the trade associations that hold it together and fight for its common aims. In every industry they are important. In the retail food industry, the trade association is a necessity.

Almost alone in American business, we in the retail food industry are constantly subject to public approval. Laws and regulations define, limit and

Every kind of business is stronger for the trade associations that hold it together and fight for its common aims.

restrict every phase of our operation. We are at the mercy of legislative bodies. We are made scapegoats for "evils" that are neither our responsibility nor our doing. Overnight, we can be

encumbered with strangling tax levies or restrictive regulations that mean the difference between livelihood and bankruptcy.

As individuals, we are a voice in the wilderness. Organized, we take on strength that grows in direct proportion to the numbers our association represents.

The AFD has helped us through some tough legislation and has spoken well on our behalf. But when I look back on the year and all that has been accomplished, I also see problems that have surfaced and future perils that we face.

Especially during difficult economic times, the temptation is there to make a little money "under the table." Before you give in to the urge, stop and think about the damage you could be doing to your business, your family and the food industry. You have worked hard and you have a great deal to lose. Don't take chances. Make it a New Year's resolution to review all your store policies to be sure you are complying with all of our laws and regulations. If you have questions, call the AFD. Remember, your association is here to help.

Statement of Ownership

The Food & Beverage Report (USPS 082-970; ISSN 0894-3567) is published monthly by the Associated Food Dealers at 18470 W 10 Mile, Southfield, MI 48075. Subscription price for one year is \$3 for members, \$6 for non-members. Material contained within *The Food & Beverage Report* may not be reproduced without written permission from the AFD. Second Class postage paid at Southfield, Michigan.

POSTMASTER: Send address changes to Food & Beverage Report, 18470 W 10 Mile, Southfield, MI 48075.

ADVERTISERS: For information on advertising rates and data, call AFD, Ray Amyot, 18470 W 10 Mile, Southfield, MI 48075. (313) 557-9600 or (517) 386-9666

AFD works closely with the following associations:



The Grocery Zone

By David Coverly



A FEW OF THE ACTIVE CULTURES IN YOGURT...

Big Business in Wine Helps Small Market Grow



Anthony Lufty has been welcoming customers to Cloverleaf Market since 1961

Anthony Lufty started Cloverleaf Market on the south-west corner of Telegraph and 12 Mile Road in 1961. He had previously owned stores in Detroit and in Highland Park. In 1961, when Cloverleaf opened, Telegraph was a two lane road. Since then the store, like the area, has undergone unprecedented growth. Thirty years later Cloverleaf is located at a major intersection and the store is one of the highest-volume wine retailers in the Metro Detroit area.

Tony's legacy to his family is a thriving grocery business which supports all the Luftys and their many employees.

Cloverleaf is unique among small markets. Appearances can be deceiving, which is certainly the case in regards to this store. Cloverleaf doesn't have a distinctive building or entrance and the interior appears crowded with produce cases spilling over into the aisles and cereal boxes that nearly brush the ceiling. The store is packed into a corner between a gas station and bank with a parking lot that is difficult to get into and frequently jammed with delivery trucks and the cars of customers.

These factors might spell trouble for some stores but not to Cloverleaf. In fact, due to Cloverleaf's highly specialized wine business, much of its merchandise isn't sold from a shelf or case in the store. The phone is ringing constantly, indicating that high-volume wine sales are being made without the customer ever

entering the market. It seems sometimes that every employee is permanently attached to a phone.



Paul, Nancy, Jimmy and Tony Lufty stuck between stacks of wine

Six family members work at Cloverleaf, each with his or her own area of responsibility. Son Paul wasn't born when Cloverleaf first opened but he generously credits his father with its success. "My Dad is the backbone of the business," says Paul, "he's always here." Father "Tony" is responsible for the meat and produce. He is constantly on the go, picking up, sorting, stocking and greeting the customers, many of whom have become old friends. Sister Nancy works the longest hours and is responsible for the cash registers, billings, and taking care of the customers. His mother and another sister Lisa fill in whenever they are needed.

Paul is responsible for the beer, pop, nuts, juices and stays busy cutting meat.

It's Jimmy Lufty, Tony's eldest son, who is credited with the tremendous growth that has taken place at Cloverleaf and changed the store so completely.



Jimmy Lufty keeps track of wine deals without a computer. It's all in his head!

In a tiny office at the top of a narrow staircase, Jimmy directs the wine sales. The walls are covered with invoices, but there is no computer system to keep

track of the enormous inventory of wine that reaches to the ceiling and crowds the aisles on the second story. The computer is in his head.

In addition to keeping his purchases and sales straight, Jimmy is considered one of the foremost authorities on wine in the area.

When Jimmy was 17, his father was ill and he had to take responsibility for the wine. "I was sinking, not swimming," Jimmy recalls. He scrambled to become knowledgeable and soon wine was his passion. Ten years ago, when Jimmy was 22, there was only one employee in the wine department, now there are 11. The wine is sold individually from shelves on the first floor, from cases on the second floor and from a warehouse in Novi.

In the Detroit area, Cloverleaf Market frequently teams up with exclusive restaurants, like the Golden Mushroom, to offer their wines for tastings in lovely settings, with fine cuisine. These dinners bring wine purveyors together with wine aficionados. Most come for the chance to try fine wines they would like to taste before buying. Some order wines in quantity for investment purposes. Over the years Cloverleaf has compiled a mailing list of more than 5,000 names. In their newsletter dates for the tastings are given, along with specials on wines they want to move. Jimmy also shares wine discoveries with his customers.

Jimmy tests the wines he recommends. During the day he tastes and spits. It is important for him to stay sharp. Only in the evening does he enjoy a glass or two. Even then he is experimenting and usually discards partial glasses. He travels to France two times a year.

Jimmy, like his dad and the rest of the Luftys, is constantly on the go. Work is their life blood. Still, in spite of the sometimes nearly frantic work load, the Luftys always manage a friendly greeting for their customers and take the time to offer excellent advice on wine purchases.



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Happy Holidays Season Greetings



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Senator Virgil Clark Smith Welcomes Change in Attitude

by Virginia Bennett, contributing editor

Senator Virgil Clark Smith understands many of the problems of the small business owner in Detroit. His father has owned and run small businesses in Detroit for forty-five years. Senator Smith worked in his father's gas station from the time he was ten, which makes him sensitive to the problems of retailers. He understands the importance of keeping theft down, meeting payroll and hiring and keeping good employees.

These important issues are among the causes Virgil Smith indirectly pursues in the Senate. His current work focuses on



improving education in his district and for the state because he thinks many of the problems faced by businesses stem from the fact that urban residents don't always receive a quality education. Without this, they are less employable.

Smith represents Michigan's Second Senatorial District of Highland Park, Hamtramck and a northeast portion of Detroit. He was elected to the Senate in March of 1988 and served on the Finance, Local Government and Veterans' Committees, the 21st Century Commission on the Courts, and the Law Revision Commission. Currently Senator Smith serves on the Standing committees on Finance; Reapportionment; Judiciary; and Family Law, Criminal Law, and Corrections. He continues to serve on the Law Revision Commission and is a member of the African-American Legislative Caucus.

It is under the jurisdiction of the Taxation & Finance Committee that Senator Smith has put together a package of bills that, once passed, he feels will have a major impact on the quality of education in Michigan. Smith's school finance equity plan is under the Senate joint resolution G and Senate bills 180-195.

He is especially concerned with tax equalization to refinance kindergarten through 12th grade public education. He thinks the present system is inequitable and feels that the state should eliminate the funding of education by homeowners' property taxes.

Smith believes education should be financed by statewide commercial businesses and industry. Under his plan, businesses would receive tax cuts of up to eight mills in his district and some high millage areas, such as Flint, would also receive reductions. Business taxes would go up in other areas but the Senator insists that higher taxes are not a disincentive to business in the state if the educational system provides a better-prepared employee. Smith's plan calls for:

- Equity by constitutional amendment: All 1,665,726 pupils in Michigan would have \$5,000 appropriated to their educations per year, regardless of where they live.
- Property tax relief: Smith would like to relieve homeowners by levying school taxes on the value of land and not their home. Land is approximately 15 percent of the value of the property. Land will be taxed at 35 mills for school operating. Many taxpayers will see up to an 85 percent savings on school operating taxes.
- Income Tax Increase: Income tax will increase by one half of one percent.

Smith correlates better education with the lowering of crime. Educated people with saleable skills are employable and less likely to commit crimes. Less crime also attracts business. Smith thinks education reform

would address the disproportionate number of African-American males in jail.

Smith is also concerned with the faltering economy and he is confident that a Clinton presidency will turn things around. "A jump start for the economy is necessary after cutbacks that have hurt us for three to four years," says the Senator. Under Clinton he anticipates a new era where division isn't the watchword. He is hopeful that unifying people will change attitudes. Senator Smith believes that the new

Smith believes education should be financed by statewide commercial businesses and industry.

government will recognize cities can't continue to decline. He looks forward to new solutions for health-care delivery and programs to retrain workers who have lost their jobs.

Regarding tensions between racial groups in the city, Smith is talking with Joanne Watson of the NAACP about ways to increase reciprocity between Arabs, Afro-Americans and other ethnic groups. He feels it is important to break down barriers between cultures and form alliances.

To lessen hostilities between Arab and Chaldean businesses and their clients, Smith suggests that storeowners hire more neighborhood young people and actively support church and community associations.

Senator Smith is also very sensitive to the level of contamination, destruction and vandalism that he sees in the city. Eyesores he finds particularly distressing are abandoned old cars and mounds of old tires that pile up illegally. He is committed to helping Detroit and its neighborhoods and believes that education, above all, is the key to the health and vitality of urban areas.



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LETTERS

Dear AFD:

After reading your Executive Directors Report, Nov. '92 (Liquor Sales to Minors Must Not Be Tolerated), I felt compelled to write.

I was one of the store owners who was involved, I was one of 13. The employee who made the sale was fired the next day.

There is no excuse for what happened. That employee knew that he could refuse the sale. Store policy states if they don't look 40, card them.

I have benefited from T.I.P. and T.A.M. training and that

knowledge has been passed on to all employees.

I have that employee's signature on an employee handbook that explains store policy and M.L.C.C. rules for alcohol purchases.

I stress, among other things, that you can't get into trouble for refusing a sale; that when in doubt, no matter how slight, politely refuse the sale, and that if you're caught you're fired.

With that said, I have some thoughts to express:

1. That employee should have been arrested and thrown in

jail right then! Now if that had happened and would have been included in the newspaper article, I bet a lot of retail clerks would be concerned and think twice about a doubtful sale.

2. I think we agree here that the minors who attempt a purchase and get caught have nothing to lose! What if their license to drive was suspended and maybe the minors be forced to lecture to other minors about what happened to them.
3. M.A.D.D. and S.A.D.D. are good organizations, why not

take them a step further and organize students and store owners to an informal sting of their own. Then store owners could terminate an employee without a liquor violation. Then report the store and employee and any action taken to the M.L.C.C. or local police, so that if they felt the need, they could proceed with a formal sting. They could charge me for such a service and I would be happy to pay, take the profit and use that for education.

I could go on forever. I'm a responsible store owner and I resent articles that only show one side. Let's initiate some changes!

Sincerely,
Cliff Street Grocery

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Tobacco Tax,

From page 1

The cigarette floor stock tax was imposed by the Omnibus Budget Reconciliation Act of 1990, which increased the federal excise tax on tobacco products in two steps — January 1, 1991 and January 1, 1993. The floor stocks tax rate for cigarettes is the difference between the old tax rate and the new tax rate. In order to comply with the law, wholesalers and retailers will have to inventory their cigarettes as of January 1, 1993. The tax on their inventory must be paid by June 30, 1993. A wholesaler or retailer may not owe any floor stocks tax if they hold in inventory not more than 30,000 cigarettes. The floor stocks tax rates for cigarettes are: Small Cigarettes (Class A) — \$2.00 per thousand; Large Cigarettes (Class B) — \$4.20 per thousand. A tax return must be filed by all cigarette wholesalers and retailers who hold tax-paid cigarettes in inventory for sale.

*Don't miss the AFD
ANNUAL MEETING,
Monday, December 21,
6:30 p.m. at the AFD
offices.
Call (313) 557-9600.
See you there.*

BOWL GAMES



From the first football tailgater of the year through the dying strains of Auld Lang Syne, your customers are in a festive mood. And when their holiday parties call for salty snacks, they'll be stocking up on creamy, smooth chip dips from Berne 'a Farms!

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Wholesale Profile

By Cristina Cleveland



Ken Gehlert V.P. of marketing

For over 100 years and four generations, the Gehlert family has enjoyed the aroma and taste of the coffee bean.

It was Richard Steven Gehlert who first became interested in the coffee business. A salesman, Gehlert peddled coffee beans along with pots and pans from his horse-drawn wagon on a route from Port Huron to Saginaw in the mid 1800s.

From the knowledge he gained, Gehlert soon became the local coffee expert and was asked to head the coffee division of a Detroit-based wholesale grocery company.

Making use of his experience, Gehlert founded the R.S. Gehlert Co. in 1888, which became

Michigan's first roaster of coffee beans. It produced such retail brands as "Cadillac," "Coronet," "DeSoto" and "LaSalle," and was renamed Cadillac Coffee Co. in 1950, after one of its popular retail brands.

The company was originally located near the shores of the Detroit River on Jefferson Avenue, in an impressive six-story building, which fell by the wrecker's ball to make room for Detroit's Cobo Hall Convention Center in the late 1950s.

Today, the executive offices are located at 4740 E. Nevada Avenue, in Northeast Detroit, with its roasting plant and central warehouse located in Fort Wayne, Indiana.

Richard Steven Gehlert brought his son, Richard Sherman Gehlert, into the business, as each generation of Gehlert family has done since.

From 1951 to 1990, Richard Sherman Gehlert's son, John "Jack" Richard Gehlert, served as the third president of the coffee

company, but the road to the company's top position took many years. At the age of twelve, Jack earned one cent per bottle for washing coffee jars,

half of the two cent deposit the customer received for returning them. More importantly, he recalls his grandfather's insistence on quality

of product and honesty in all business dealings. Jack credits the company's long history on these founding policies.

The mantle of leadership fell on Jack's shoulders in 1951 at the age of 28, when his father died.

Jack and son John R. Gehlert Jr., who serves as vice president of operations, personally taste or "cup" each batch of coffee roasted at the plant. The coffee "cupping" has a touch of family ceremony and tradition. Third and fourth generation Gehlerts sit around a 100-year-old wooden table designed especially to hold trays of roasted whole beans and cups of brewed coffee. Experienced from a lifetime of testing, the Gehlerts can tell which country and what area in that country the coffee is grown. They sniff the aroma as they slowly stir the rich brew with spoons bearing their grandfather's and great grandfather's initials. Tasting merely confirms the first impression.

The company supplies coffee in ground or whole bean to restaurants, hotels and institutions, and has a complete in-house service department for clients' coffee brewing system.

Quality "Cadillac" coffees are also packaged under private labels for office coffee service companies, vending companies, and wholesale grocery compa-

nies, and are supplied in whole bean and valve packs to specialty stores and retail establishments.

Cadillac Coffee Co.'s warehouse facility, the first building in Fort Wayne's Summit Industrial Park, has allowed the company to "set the standard for development," according to John R. Gehlert Jr. The 45,000 square-foot facility houses state-of-the-art equipment within a natural, earthtone, low-profile building.

The production area takes up a 100 x 200 foot space. The 75 x 200 foot warehouse storage area is completely computer run. Computer communication systems tie Fort Wayne directly to the Detroit home office, as well as the international coffee market.

Ken Gehlert, vice president of marketing in Detroit, stresses that "quality makes the difference," which is the company's slogan. Ken believes that quality doesn't cost, it pays. He says that it only costs a couple of pennies more for a premium cup of coffee and that is what keeps the customers coming back for more.

Ken, who is brothers with John R. Gehlert Jr., and Guy Thomas Gehlert, president, enjoys a family business because he believes he talks to people who genuinely care about what he has to say.

Ken says that Cadillac Coffee Co. also treats their employees as extensive members of the family. Ken adds, "We have really good, loyal and hard-working employees."

The coffee company mainly services the Ohio, Michigan, and Indiana areas with five percent of its business servicing other areas of the U.S. and Canada.

Although they are not publically reported, sales approximate \$23 million annually.

According to Ken, Cadillac Coffee Co. is financially secure and ready for growth.

The history of Cadillac Coffee Co. and the quality of its business has resulted in record sales and an exciting future for the firm.



Providing the Very Best to AFD Members

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

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AFD On The Scene

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Charitable activities committee, chaired by Mark Karmo, discusses Turkey Drive '92.



DAGMR Chairman Ed Frost with AFD's Ray Amyot at the DAGMR annual dinner held at the Southfield Manor



Patrons enjoy the recent Harbortown Market Wine Collection night at the Whitney.

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PEOPLE

Seagram employee celebrates 25 years with company

John Newman receives plaque for his years of service.



From left to right: Joe Fisch, V.P. Atlantic/Pacific Region, John Wittig, state manager, John Newman, retail account manager and plaque recipient, Jim Ellers, state manager, Frank Bodi, state general manager



AFD Executive Director Joe Sarafa visited numerous stores in October.

Here are
some
shots:



George Abbo of Fenkell Food Center



Imad Naimi of Thrifty Scott poses with his sister, Attour, and Fred Dally of Medicine Chest.



Kevin Larsen of I & K talks to Ricky Farida as he unloads a Spartan truck for Greenfield Supermarket



Barney Kassab of Barney's Shop Rite standing in his new storage area.



Majid Hanna of Mac's Drugs



Lindsay Food and Drugs on West Seven Mile.



Frank Youkhanna stands in front of his newly painted store.



Jonni Kouza works long hours behind the counter at Grand River Community Market



Sam Kammo of Tel Kaif Market on West Seven Mile



State Party Store on Puritan sells a lot of toys and clothing to supplement their food and beverage line.

What's Happening At The Michigan Lottery?

Thank You Retailer!—You Did It!

By Michigan Lottery Commissioner,
Jerry Crandall

The Michigan Lottery's 20th anniversary year was a huge success. Thanks to the hard work and dedication of you — our retailers — Lottery sales soared to nearly \$1.22 billion in 1992 — the best ever in the Lottery's 20-year history! This impressive sales record means that retailers made nearly \$81 million in commissions (a 7.6 percent increase over last year)!

Preliminary unaudited figures for fiscal year 1991/92 which ended September 30, show total Lottery sales at \$1,218,611,897 — the highest ever in the Lottery's 20-year history. This sales figure reflects a seven percent increase over last year. The previous record was set in fiscal 1987-88 with Lottery sales at \$1,201,082,404. Not only did the Lottery set a new sales record, but we did it during a slow economic period and following a year in which sales had declined.

I couldn't think of a better way to celebrate the Lottery's 20th anniversary than to top it off with



Crandall

an all-time sales record. It could not have been accomplished without your enthusiasm, the excellent cooperation and extra effort of our Lottery staff, and the tremendous support of your customers — our players.

As a result, net revenues of more than \$474.3 million, 39 percent of the Lottery's gross sales, will be transferred to the state School Aid Fund this year to help support K-12 public education. Prizes awarded to players were also up almost nine percent at \$615.4 million.

We launched several new sales and marketing initiatives this year which made a record sales year possible. At the same time, we implemented operational changes that enabled the bureau to run more efficiently on decreased budget resources.

Much of the increase in sales is due to the new approach we've

taken to marketing instant games. Our multiple-game marketing strategy has led to an increase in instant game sales by 50 percent.

Other initiatives taken during the Lottery's 20th anniversary year include: introduction of the new "cash 5" on-line game; implementation of a computerized validation system for instant game tickets; a more effective sales monitoring system; a new plan for sales staff to meet with Lottery retailers more frequently; and a fully operational retailer services and telemarketing division.

All of these initiatives make the Lottery run more efficiently and are designed to enhance the Lottery's relationship with its retailers.

Overall in fiscal 1991, more than 44 million prizes were won by Lottery players, totaling \$615.4 million. In the Lotto game alone, there were 30 jackpot winners who shared more than \$214.5 million in second- and third-tier prizes. Players won approximately \$263.5 million in the Daily games, \$140.5 million in the instant games, \$20.1 million in "Cash 5," and \$18.9 million in the KENO! game.

All of the Lottery's retailers should feel exceedingly proud of

their contribution to this year's tremendous success of the Michigan Lottery.

Michigan Lottery Gets Into Holiday Spirit With New Instant Games

The Michigan Lottery gets players into the holiday spirit with two new instant games, "Win For Life" and "Slam Dunk!," this month.

Lottery players will get the chance of a lifetime with the new instant game "Win For Life." The Lottery's newest game, which goes on sale December 2, offers players the chance to win \$1,000-A-Month for Life.

There are great cash prizes up for grabs in the new game, from \$2 to the top prize of \$1,000-A-Month for Life. If players match three like dollar amounts, they win that amount, or if they get three "LIFE" symbols, they win \$1,000-A-Month for Life.

Michigan Lottery players will have a "ball" with the new instant game "Slam Dunk!," which goes on sale December 15. If "your score" beats "their score," the player wins the prize shown for that game. There are three games on each ticket, which means three

See Lottery, page 19



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

The Michigan Lottery can increase your store traffic and increase your profits.

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.

With thousands of people playing every day, the Michigan Lottery can attract a lot of people to your store — where they will not only play our different games, but they will also

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Contact Person _____

For information on how to become a Michigan Lottery retailer, please return to:
Bureau of State Lottery, 101 East Hillsdale, Box 30023, Lansing, MI 48909. Or Call
(517) 335-5600



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.

ASK AFD

Q. I'm trying to understand what female customers want in a convenience store that male customers don't. Can you help?

A. Both male and female customers want "convenience of location" as the number one consideration when deciding whether to frequent a convenience store. In descending order, the following attributes are important to customers:

- cleanliness
- feeling of safety while shopping
- employees' attitudes
- quality of merchandise

However, female shoppers rated almost every attribute higher than did males. To attract female customers, operators must meet these expectations.

A study found that women had significantly different preference ratings on product categories. Fresh produce, an item not carried by many convenience stores, may be a key to attracting more women.

If you have questions you would like AFD to answer in this space, write to "Ask AFD," Food & Beverage Report, 18470 W. 10 Mile Rd., Southfield, MI 48075.

Significant Differences, Men and Women's Product Preferences



Men Prefer

Fast Food Type Items
Automotive Supplies
Beer
Wine

Women Prefer

Milk
Bread
Fresh Produce
Health & Beauty Aids

Source: Consumer Attitude Study, 1992.

Election Results: Largest Freshman Class Since 1948

When the 103rd Congress convenes in January, 110 new House members will raise their hands and be sworn in, the largest class since 118 freshmen were elected in 1948. Of the new freshmen, 23 are women and 16 are minorities. The freshman class includes 64 Democrats and 46 Republicans. Of the 110 freshmen, just 19 defeated incumbents on Tuesday. An additional 19 incumbents were beaten at the polls during the primary elections. The primary defeats, along with redistricting, a post-war record number of retirements, two deaths, and five incumbent-vs.-incumbent matchups caused by redistricting, created 91 open districts heading into the elections. California will bring the greatest number of freshmen to the Hill with 17 new members; Florida will have 10 freshmen, making it the state delegation with the most turnover. The Senate will have 11 brand new faces and a handful of committee switches.



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CRIME ALERT



How to Handle a Shoplifter

Q As a district manager, covering eight stores, I am periodically asked by my managers what they should do when they suspect a customer may be shoplifting. Some of them have already apprehended would-be shoplifters while other refuse to become involved. What do you recommend we adopt as a company policy?

Protect Your Profits

A. Unfortunately, this scenario, or something similar, occurs all too frequently. There are several guidelines store employees can follow when they witness a theft.

The first key is "witness a theft." A basic rule of thumb must be: If you didn't see it, it didn't happen. In order to take any action at all, a member of management or a trained loss-prevention specialist should have personally observed the actual theft. In the 1990s every retailer wears a large bull's eye on their back. In other words, if any

person, employee or customer is falsely accused of theft the retailer may be held civilly liable for their actions.

I recommend six steps to follow before you or your employees take action:

- See the customer approach the item in question. This eliminates a later claim that the item belonged to him previously.
- See the actual selection of the article.
- See where the article is placed or concealed.
- Keep the subject(s) under constant surveillance. If the individual drops the item, don't stop him.
- Let the subject pass the last point of sale, without paying, before stopping him. This eliminates the claim "I intended to pay for it."
- Know where the articles are concealed when making the stop. Tell the person in a calm

rational manner that you are aware of the situation.

When confronting the suspect(s) be firm and positive. Identify yourself by name and as a store employee. If possible, take one or more employees with you to make the stop. Avoid arguing with the suspect and attempt to address him in a low-key, polite manner.

You should consult with your attorney on this point, but basically, a store employee may use reasonable force to detain a shoplifter or protect himself from attack. Remember, no amount of merchandise is worth risking serious injury.

When escorting the detainee back to the office, make sure he doesn't discard the stolen merchandise. If possible, recover the article(s) before moving back to the office.

The purpose of any detention is four-fold.

- To recover stolen merchandise
- To identify the suspect(s) for future reference

To learn the reasons for their actions, if possible

To take criminal and/or civil action

To remain profitable in today's retail atmosphere a retailer must not only increase profits by improved sales, but also by protecting merchandise from theft. Company policies and procedures should be planned in advance and carried out routinely as a rule. Following reasonable guidelines and using the law to your advantage can help reduce and prevent the shrinkage that affects your bottom line.

Pointers On Handling Shoplifters:

- ✓ If possible, have more than one person watching the potential shoplifter.
- ✓ Be able to pick this person out in a crowd — make a mental note of appearance.
- ✓ Don't let the potential shoplifter out of your sight —

See Shoplifter, page 21

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U.S. to Count Millions of Business Firms in the 1992 Economic Census

More than 3.5 million American businesses will receive 1992 Economic Census questionnaires from the U.S. Census Bureau in December.

The due date for returning the completed forms is February 15. Firms receiving census forms are required by law to respond.

This is the most comprehensive Economic Census ever undertaken. For the first time, activity in finance, insurance, real estate, communications and utilities will be measured, in addition to sectors traditionally covered: retail and wholesale trade, service industries, transportation, manufacturers, mining and construction industries. Censuses now measure nearly 98 percent of all economic activity in the nation. Taken every five years, the Economic Census identifies trends in business activity that are vital to measuring and encouraging growth in the American economy.

The Federal Government relies on census data to develop important measures of economic change, such as monthly retail sales and the gross domestic product. State and local agencies use the Economic Census in regional planning, economic development, and in efforts to attract and keep business activity in their areas.

While Economic Census data are used extensively by governments, associations, and news media, businesses receiving census forms should be aware that they too can benefit. Businesses use the data to develop business plans, calculate market share, and compare themselves to industry averages. The Economic Census also is important for business-to-business marketing; the locations of retail outlets and the design of distribution systems frequently are influenced by the results.

Information requested in the Economic census includes number of employees, annual payroll, and the value of goods and services provided during calendar year 1992.

To simplify reporting, the Census Bureau has designed over 500 versions of the basic census questionnaire, each tailored to a particular industry or size of firm.

Many very small businesses will not receive a census form.

The information provided in the census is absolutely confidential. By law, only sworn Census Bureau employees may see individual responses, which are also exempt from the Freedom of Information Act.

Statistics from the 1992 Economic Census will be published in more than 500 printed reports and in formats for computers, including compact discs (CD-ROMs). Both printed reports and CD-ROMs will be available in hundreds of libraries across the nation, or may be purchased inexpensively from the Government Printing Office.

Lottery

From Page 16

ways to win up to \$300 in cash prizes.

Michigan Lottery players could have their holiday shopping paid for if they win playing "Win for Life." Lottery instant tickets also make great gifts for the mailperson, friends, family and co-workers. They also make great stocking stuffers and package tags.

Lottery Offers New "Holiday Gift Giving Wrap"

I'd like to "wrap up" this column by mentioning the Lottery's new "Holiday Gift Wrap" item designed to make gift giving a little bit easier this year. New as part of the Holiday Gift Giving Program is the "Ticket Wrap," a simple device to make it easy for retailers to sell instant tickets in multiple groups to be given away as gifts.

The "wrap" is designed so that if a customer purchases 5, 10, 15 or 20 tickets, they just stack the tickets, put the ticket wrap around them, then address and present the "package" to its lucky recipient. It's the perfect gift wrap for instant tickets.

On behalf of everyone at the Michigan Lottery, I'd like to wish everyone a safe and happy holiday season.



A Trade Show for the Food and Beverage Industry.

Be a part of this Product and Service Round-Up. The AFD 1993 trade show will showcase our state's finest companies at the two-day exposition. The show will be held at the Hyatt Regency Dearborn and over 2,000 retailers are expected to attend this event.

April 12, 1993 • 6 p.m. - 9 p.m.
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Hyatt Regency Dearborn

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PRODUCTS

Isiah Thomas Creates His Own Stroh's Ice Cream Flavors

Michigan's own "Ice Cream Dream Team," Detroit Pistons' Isiah Thomas and Stroh's Ice Cream, have teamed up to create and market a line of unique ice cream flavors.



From the left, Chairman Stuart W. Giller of Stroh's Ice Cream Company; Detroit Pistons' star, Isiah Thomas; and Phillip J. Roselli, president of Stroh's Ice Cream Company.

Ice cream-lover Thomas said it was a natural match with Stroh's, and that the two have worked closely together to create "Isiah's Favorite flavors." The eight, new Kosher-approved flavors, formulated to "tickle kids' (and adults') palates," are available in durable, plastic, pint-size collectible containers and conventional, round quart cartons. They are identified by the picture of Isiah on the package.

Although this marks the first time a sports celebrity has created and promoted a line of ice cream flavors, Isiah said he wasn't interested in

"just lending his name" to the promotion of a product. "I love ice cream" he said, "and always wanted to try to make flavors that would excite both kids and adults like me. I was elated when Stroh's gave me the opportunity to formulate my very own flavors."

Isiah's new flavors available in quart size are: Chocolate Chill & Chips; Honey Vanilla Twist; Double Clutch Vanilla/Chocolate Twist; and Twist & Shout Tropical Twist. The suggested retail price is \$2.99.

His "Finest Flavors" available in the collectible, plastic pint containers are: Champion Chill Caramel Vanilla; Rim Rattlin' Blue Moon Twist; Double Dare Raspberry Twist; and Orange Vanilla Twist. The suggested retail price is \$1.89.

Heinz U.S.A. Introduces Ketchup Jug, Syrup, Honey, Popcorn Cakes



Heinz U.S.A. is behind three new products: a 78-ounce plastic jug for ketchup; single-serve syrup and honey; and three Chico-San popcorn cake varieties.

The ketchup pack features a mail-in offer for a dispensing pump.

"This is a totally different ketchup packaging concept," says Rory O'Connor, marketing analyst. The new size, which replaced the 64-ounce product, is targeted to food-service customers and heavy ketchup users.

The Heinz syrup is sold in 1.5-ounce cups and boxed 100 to a case; the single-serve honey is packed 200 to a case.

Full-size caramel, mini white-cheddar, and mini butter-flavored are the newest varieties of Chico-San popcorn cakes and represent the top three popcorn flavors preferred by consumers.

Happy Holidays Five Ways From Nabisco

The Nabisco Biscuit Company is introducing a record lineup for holiday-themed versions of its most popular brands for the '92 season.

The company rolled out five holiday items, for a limited engagement. They include:

➤ White Fudge Covered Oreo

— Back by popular demand, Oreo cookies covered in white fudge have sold out each year on the market. The product comes in a 14-ounce package at the suggested retail price of \$3.29.



➤ 1992 Commemorative Oreo

Holiday Tins — Two different tins depict how Santa and Oreo "Unlock the Magic" of Christmas. Both tins contain a Christmas story for children to read. Designed as a keepsake, the tins which contain a 16-ounce package of Oreo cookies, will be sold at the suggested retail price of \$3.99.

➤ Holiday Sprinkled Chips Ahoy!

— Chips Ahoy!, America's leading chocolate chip cookie, gets sprinkled red, green and white for the holidays. These colorful cookies are available in 14.5-ounce packages at the suggested retail price of \$2.99.

➤ Teddy Grahams Holiday Bears

— "Beary merry" cookies, in chocolate and vanilla flavors, will come in six seasonal shapes including Santa Bear, Little Drummer Bear, Bear-in-a-Stocking and Sleigh Bear. Suggested retail price for the 10-

ounce limited edition box is \$2.29.

✓ Mini Oreo with Holiday Red

Creme — The tiny sibling of America's favorite cookie takes on a festive look for the holidays with red (vanilla flavor) creme filling. Each Mini Oreo is one inch in diameter and weighs a mere one-tenth of an ounce. The product will be sold in seven-ounce boxes, containing about 70 cookies, at the suggested retail price of \$1.99.

Value Packed Promotions & Sellers

The Peanut Factory celebrates holiday gift giving and entertaining with these stylish and seasonal packs. Handsome holiday graphics showcase PET jars of Cashews, Mixed Nuts, Pistachios and Macadamia Nuts in 14 oz. - 22 oz. sizes. And the three-can custom assortment

Gift pack is a "tasteful" way for your customers to share the holiday spirit.



This series of seasonal and special event neck ringers not only add sales excitement to your nut section, they are an excellent vehicle to heighten promotion awareness, deliver coupons or any message. They fit 16 oz. and 24 oz. PET jars and are available for Father's Day, Valentine's, Football season and the Holidays, or any chain specific promotional event.

The dilemma of the nutritious lunch snack is finally solved! The Lunch Box Express holds 20 one-ounce individual servings to pop in any lunch for any age group. Bright, fun graphics are a real attention getter for kids. And the single snack convenience will make this a hit the year around.



The poster that offers you all seven government postings!

Protect yourself from litigation and stop bulletin board clutter with the **ORIGINAL LABOR LAW POSTER**. Contains ALL REQUIRED government postings, including:

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Attention Food Brokers & Representatives

If you have new products or changes in current products, please let us know. Our readers are interested in learning what you have to offer and we reserve space for new products in each issue. Send information, along with photos or ad slicks to:

Michele MacWilliams; AFD Food & Beverage Report; 18470 West 10 Mile Road; Southfield, MI 48075.

Locked Exit Doors Lead To \$3 Million Fine by OSHA

A fire that claimed the lives of two workers led OSHA to propose fines totaling \$3 million against the McCrory Corp. The fatal fire occurred on May 16, 1991 at a Huntington Station, NY store. According to OSHA six of eight exit doors were locked when employees evacuated the store during the fire. OSHA proposed a fine of \$49,000 per locked exit door for a total of \$294,000.

The locked exit doors were considered alleged willful violations. Other alleged willful violations were failure to train the 58 employees at the Huntington facility in emergency evacuation procedures, including failure to conduct periodic fire drills. These citations carried proposed penalties of \$49,000 per employee for a total of \$2.8 million.

OSHA also cited McCrory for storing material in the basement of the store which blocked sprinkler heads. The agency proposed fines of \$24,500. An additional

\$27,500 in fines were proposed for seven alleged serious violations, including failure to provide emergency illumination, failure to maintain fire alarm systems, failure to identify a door as "not an exit" and failure to guard live electrical parts.

In a recent statement, OSHA Administrator Gerard F. Scannell said the agency, "cannot stress often enough the need for employers to take the threat of fire seriously. Locked exits and inadequate emergency procedures are absolutely unconscionable — clearly they lead to mindless deaths."

Are You Ready for Nutrition Labeling Inspections?

In November, FDA began making unannounced inspections of Produce and Seafood Departments across the country.

They are looking for visible posting of nutrition information for the top 20 fresh fruit, 20 fresh vegetables and 20 raw seafood items consumed around the

United States.

Under current guidelines, you have a lot of flexibility in how you provide customers with nutrition information for perishables. As long as you visibly post the necessary nutrition information, you are in compliance with the regulations.

If FDA determines that not enough retailers are voluntarily posting nutrition information, they will enact mandatory regulations.

Failure to comply with the mandatory regulations would result in steep fines and criminal penalties.

Avoid mandatory regulations. Post nutrition information today.

If you need more information, call the AFD at (313) 557-9600. We will send you an order form for Nutritional Guideline Posters.

Shoplifter

From Page 18

seeing him conceal items is important for apprehension.

- ✓ Know where the items are concealed.
- ✓ Let potential shoplifters pass the point of sale before stopping them.
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Grocery Stores No Longer the Only Game In Town

"The wholesale distributor industry is going through tremendous change," according to Dan Doherty of Arthur Andersen, Chicago. "There is tremendous pressure and in-fighting in the industry between suppliers, distributors and retailers. Distributors must look at their operations long term and change the way they do business."

Based on an Arthur Andersen study conducted this year for the National Association of Wholesaler-Distributors (NAW), "Facing the Forces of Change - The Year 2000," partnership will define the future of the wholesale distributor industry. "Distributors, suppliers and retailers must work together to improve cost structures," said Doherty. "Partnership will help reach the customer/consumer through alternative channels of distribution—that which is most direct, most efficient, most economical."

Doherty identifies four key developing issues: channel

dynamics, quality process, technology, and mergers and acquisitions.

Channel Dynamics

According to the study, channel conflict exists. "The industry is a market-share game. Everyone is trying to grab niches," Doherty said. "There is a debate over who will improve the market share, the manufacturer or the distributor, and who is the power in the customer's eye. Value-added services must be continually emphasized. Information sharing will increase across the channel."

Doherty pointed out that new segmentation is being driven by the fight for market share in a relatively flat market. Grocery stores are no longer the only game in town. New segments include traditionalists, progressive marketers, warehouse clubs and c-stores. Emerging trends require distributors to redefine customers and business, and re-

engineer their organization. To redefine their business, distributors must be an information developer, provider and marketer. They must get closer to their market. To re-engineer their organization, distributors should conduct in-store demonstrations, arrange ad and promotional programs for customers, coordinate with media on promotions and create excitement in the customer's location.

Quality Process

"Distributors must get back to basics — emphasize quality, track customer service and develop growth through better penetration of existing customers," said Doherty. "The distributor must become the local/regional marketing expert. What's delivered on the truck will be less important than the other marketing services distributors can provide. Distributors must learn how to sell again, by marketing services and their products. They must eliminate damage, out-of-stocks, delays and non-value added activities, while simplifying value added activities."

"Success in the '90s requires a new management philosophy. Ask customers what they want, listen and satisfy it," added Doherty.

Technology

Regarding technology, Doherty pointed out that the wholesale distributors industry is historically low in expenditure and applications. "Distributors must upgrade," he said. "Outside pressures from customers (50%), suppliers (25%), and retailers (25%) will call for implementation."

"EDI must be implemented. The system must be error free. There will be less tolerance among the partners and the system for errors — quality will prevail. Technology will help reduce paperwork, eliminate errors and encourage partnering."

"Information/technology improvements will continue to multiply geometrically. Point-of-sale data will be available. It must be shared and there must be a trust factor in the sharing between manufacturing/supplier and distributor and retailer/customer. Where it is feasible and economical for the product to go direct, it must do so. The distributor must learn to benefit from marketing services to supplier or customer, information services, and market uniqueness information. There must be just-in-time inventory at all levels in the channel," said Doherty.

Mergers & Acquisitions

From 1990 to 2000 there will be an aggressive period of restructuring, stated Doherty. Larger companies will greatly expand market share by 33 percent. The study also predicts a 20 percent decline in wholesale firms.

Globalization is also affecting our industry. Wholesale distributors are looking beyond the U.S. borders for products, services and customers. Key areas include Canada, Mexico, Eastern Europe, the Common Market—ECC and Asia.

"Define who your customers are. Look one step ahead," said Doherty. "Get out of the middle. Help serve and rethink the customer's mindset."



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Don Lee Distributing, Inc.	584-7100
E & J Gallo Winery	643-0611
Eastown Distributors	867-6900
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Faygo Beverages, Inc.	925-1600
Frankenmuth Brewery	(517) 652-6183
General Liquor	868-5100
General Wine	867-0521
Hiram Walker & Sons, Inc.	626-0575
House of Seagram	262-1375
Hubert Distributors, Inc.	858-2340
J. Lewis Cooper Co.	835-6400
Miller Brewing Company	(414) 259-9444
Mr. Pure Juices	(312) 379-3000
Nestle Beverages	380-3640
Oak Distributing Company	674-3171
Pabst Brewing Co.	887-2087
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	917-3500
Spirits of Michigan	521-8847
Stroh Brewery Company	446-2000
Tetley Tea Co.	(216) 331-4062
Viviano Wine Importers, Inc.	883-1600

BROKERS/REPRESENTATIVES:

Acme Food Brokerage	968-0300
Ameri-Con, Inc.	478-8840
Denha General Brokers	776-1610
ELC Associates	624-5133
Hanson Favo Assoc.	354-5339
J.B. Novak & Associates	752-6453
James K. Tamakian Company	424-8500
John Huettnerman Co.	296-3000
Marks & Goergans	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
Sherm'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 Cafe at North Valley	855-8777
Nutrition Services	(517) 782-7244
Penna's of Sterling	978-3800
Southfield Manor	352-9020
St. George Cultural Center	335-8869

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
Berne Food Service	(800) 688-9478
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	864-0550
Stroh's Ice Cream	568-5106
Tom Davis & Sons Dairy	399-6300

EGGS & POULTRY:

Linwood Egg Company	524-9550
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FISH & SEAFOOD:

Tallman Fisheries	(906) 341-5887
Waterfront Seafood Company	(616) 962-7622

FRESH PRODUCE:

Aunt Mid Produce Co.	843-0840
Detroit Produce Terminal	841-8700
Vitale Terminal Sales	843-4120

ICE PRODUCTS:

Great Lakes Ice	774-9200
Midwest Ice	868-8800
Union Ice	537-0600

INSECT CONTROL:

Pest Elimination Products	296-2427
Rose Extermination (Bio-Serv)	588-1005

INSURANCE:

America One	(517) 349-1988
Blue Cross/Blue Shield	(800) 486-2365
Capital Insurance Group	354-6110
Creative Risk Management Corp.	792-6355
Gadaleto, Ramsby & Assoc.	(517) 351-7375
Jardine Insurance Agency	641-0900
K.A. Tappan & Assoc. Ltd.	473-0011
Macatawa Ent.	(616) 335-9551
Marketplace Insurance	553-2280
Miko & Assoc.	776-0851
Mitel Agency	773-8600
Monroe George Agency	489-9480
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
Groeb Farms	(517) 467-7609
Home Style Foods, Inc.	874-3250
Jaeggi Hillsdale Country Cheese	(517) 368-5990
Kali Enterprises, Inc.	527-7240
Kraft Foods	261-2800
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Red Pelican Food Products	921-2500
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Singer Extract Laboratory	345-5880
Tony's Pizza Service	634-0606

MEAT PRODUCE/PACKERS:

Hartig Meats	832-2080
Hillshire Farm & Kahn's	778-3276
Hygrade Food Products	464-2400
Kowalski Sausage Company	873-8200
LKL Packing, Inc.	833-1590
Metro Packing	894-4369
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Pelkie Meat Processing	(906) 353-7479

Smith Meat Packing, Inc.	458-9530
Swift-Eckrich	458-9530
Thorn Apple Valley	552-0700
Winter Sausage Mfg., Inc.	777-9080
Wolverne 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
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WJBK-TV2	557-9000
WLTI-Lite-FM	354-9300
WJL-AM/WJOL-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
Nikhlax Distributors (Cabana)	571-2447
Pioneer Snacks	525-4000
Variety Foods, Inc.	268-4900
Vitner Snacks	368-2447

PROMOTION/ADVERTISING:

Advo-System	425-8190
Insignia Systems	(612) 553-3200
Intro-Marketing	540-5000
J.R. Marketing Promotions	296-2246
News Printing	349-6130
PJM Graphics	515-6400
Point of Sale Demo Service	887-2510
Safeguard Business Systems	548-0260
Stanley's Advig. & Dist.	961-7177
Stephen's Nut-AD, Inc.	777-6823
T.J. Graphics	547-7474

SERVICES:

Akram Namou CPA	557-9030
American Mailers	842-4000
Bellanca, Beattie, DeLisle	964-4200
Central Alarm Signal, Inc.	864-8900
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Closed Circuit Communications	478-3336
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Edward A. Shuttie, P.C.	288-2080
Follmer, Rudzewicz & Co., CPA	355-1040
Goh's Inventory Service	353-5033
Golden Dental	573-8118
Great Lakes Data Systems	356-4100
Karoub Associates	(517) 482-5000
Menczer & Urcheck P.C., CPA	356-1620
Merrill Lynch	656-4320
Metro Media Associates	625-0070
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Nona & Company P.C. CPA	351-1760
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Pappas Cutlery Grinding	965-3872
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Rossmann 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:

Belmont Paper & Bag Company	491-6550
Bollin Label Systems	(800) 882-5104
Brehm Broaster Sales	(517) 427-5858
DCI Food Equipment	369-1666
Hobart Corporation	697-7060
MMI Distributing	582-4400
Market Mechanical Services	680-0580
Midwest Butcher & Deli Supply	689-2255
Refrigeration Engineering, Inc.	(616) 453-2441
Statewide Food Equipment Dist.	393-8144
TRM Copy Centers	(503) 231-0230

WHOLESALE/FOOD DISTRIBUTORS:

Bremer Sugar	(616) 772-9100
Cabana Foods	834-0800
Capistar, Inc.	(517) 699-3605
Capital Distributors	369-2137
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Detroit Warehouse Co.	491-1500
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Foodland Distributors	523-2100
Garden Foods	584-2800
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Great Lakes Home Food Service	(517) 835-6785
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I & K Distributing	491-5930
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Kehe Food Distributors	(800) 888-4681
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Louren Kachigian Distributing	843-2898
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Metropolitan Grocery	871-4000
Midwest Wholesale Foods	744-2200
Miscel/Sysco Food Service	397-7990
Mucky Duck Mustard Co.	683-5750
Norquick Distributing Co.	522-1000
Northwest Food Co. of Michigan	368-2500
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Sackett Ranch	(517) 762-5049
Scot Lad Foods, Inc.	(419) 228-3141
Sherwood Food Distributors	366-3100
State Wholesale Grocers	567-7654
Stephenson & Stephenson	(906) 293-3851
Spartan Stores, Inc.	455-1400
Super Food Services	(517) 777-1891
Superior Fast Foods, Inc.	296-7118
Tony's Pizza Service	(800) 247-1533
Value Wholesale	862-6900
Weeks Food Corp.	727-3535
Ypsilanti Food Co-op	483-1520

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American Synergistics	427-4444
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Business Dining Serv.	489-1900
Club Cars	459-8390
Herman Rubin Sales Co.	354-6433
Livermore-Davison Florist	352-0081
Minnich's Boats & Motors	748-3400
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