

AFD ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate:
PACKAGE LIQUOR DEALERS ASSOCIATION

FOOD & BEVERAGE REPORT

VOL. 3, NO. 2

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

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LEGISLATIVE UPDATE

Electronic benefit transfer regulation on food stamp usage

The U.S. Department of Agriculture's Food and Nutrition Service printed a proposed regulation in the *Federal Register* recently establishing Electronic Benefit Transfer (EBT) systems as a way to provide food stamp benefits. This proposal sets operational standards that EBT systems would be required to meet to be approved for operation. The final legal deadline in April 1, 1992. However, several associations have asked for more comment time than the 60 days provided for in the proposed rule.

—FMI

OSHA reform

The House Education and Labor Committee is to hold hearings on legislation to revise the Occupational Safety and Health Act of 1970. The legislation would require employers with more than 11 workers to establish safety and health committees comprised of equal numbers of employer and employee representatives. It includes increased criminal penalties, and would implement a national surveillance program to identify and collect data on work-related illnesses.

—FMI

Recycling Bill

The first half of comprehensive legislation to reauthorize the basic law governing solid waste, the Resource Conservation and Recovery Act, was introduced last fall. The law was last reauthorized in 1984 and is in need of significant revisions. The other half of the legislation was to be introduced in January, with hearings in February, and mark-up slated for March. A House vote on the entire package could occur before July 4, 1992. The legislation, H.R. 3865, titled the National Waste Reduction, Recycling and Management Act, would require all packaging materials to be made of materials recycled at a 25-percent rate (increasing to 50 percent by 2001); or contain at least 25 percent recycled materials (50 percent

See UPDATE, page 38

Make a date for the Sweetheart Ball

It's not too late to make reservations for the AFD Sweetheart Ball Trade Dinner Feb. 14, and now there are even more great reasons to do so.

AFD has unveiled its exciting Feed the Hungry program, in which all members can get involved while having fun at the Sweetheart Ball, too. AFD has committed \$1,000 each to Mother Waffles, Lighthouse and Focus: HOPE. These three fine organizations feed the hungry, needy and elderly in the Metro Detroit area. To participate, have your picture taken with your sweetheart at the dinner for a small donation. All proceeds from the photos will go to the charities and you and your sweetheart will have a wonderful souvenir to remember the gala evening forever.

If you anticipate feeling a little camera shy on that date, AFD will accept any corporate or personal donations sent directly to the office or taken at the trade dinner. Those donations received on or before Feb. 14 will be recognized at the Sweetheart Ball.

The Feed the Hungry program is reason enough to attend the event, but what would the trade dinner be without fabulous food? The evening starts out with hors d'oeuvres of sausage, cauliflower, chicken strips, meatballs, spinach rolls, potato skins,

a vegetable and dip tray, cheese and crackers, and fruit. But don't spend too much time at the hors d'oeuvres table, because dinner will be served shortly after. On the menu are cream of broccoli soup, rotini primavera, caesar salad, filet mignon and stuffed chicken, green beans almondine, and dinner rolls, topped off with baked Alaska for dessert.

If that isn't enough to get your

mouth watering, consider these exciting door- and raffle prizes and those who donated them:

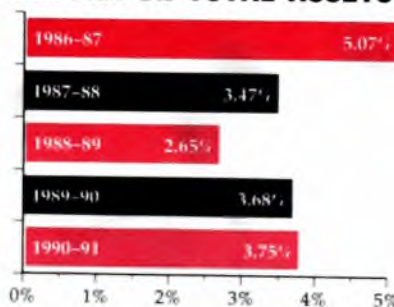
- Super Nintendo, Pepsi
- Eight Piston Tickets, Raad Kathawa, Sam Yono, Mark Karmo, Frank Arcori
- 10 seats in the Pepsi suite for the March 3 Red Wings game
- A 16-foot freezer (chest or upright), Detroit Edison
- A microwave oven, H&R Appliance
- Four Red Wings tickets for March 31 game, Creative Risk
- Dom Perignon, 1983, Wine Chateau
- Nintendo, Nabby Yono
- A 13-inch color tv, Concord Drugs
- Fox Theatre Suite for Victor Borge concert, Sat., April 25, Miller Brewing
- Two Red Wings tickets for the March 24 game, Rose Exterminators

The Sweetheart Ball will be located at Penna's of Sterling Heights, and begins at 5:45 p.m. Sponsors are Coors Brewing Company, Pepsi Cola, Frito Lay, Inc., R.M. Gilligan, Prince Macaroni, General Wine, and the Pfeister Co.

Tickets cost \$600 for a table of 10 or \$150 a couple. Call Vicky at 557-9600 to make your reservations today!



RETURN ON TOTAL ASSETS



ROA reflects the total capital needed to run a company and includes both debt and equity. The 1990-91 figure illustrates that the industry is still recovering from a period of high debt, large interest payments and low profits.

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Looking forward to challenges of 1992

By Frank Arcori
AFD Chairman



Arcori

1991 was a year full of many challenges and many accomplishments.

Early in the year, we experienced the Gulf War crisis, which put consumers' perception of our

Chaldean retail members in jeopardy. AFD fought back successfully with public relations aimed at keeping Chaldean retailers in good standing with their communities.

The recession the country felt in 1991 touched nearly everyone, especially the retailers. But even in the hard times, AFD members dug deep to give to feed-the-hungry programs, charities and holiday turkey drives. In addition, AFD awarded a record-breaking number of scholarships to deserving young students connected to the industry. AFD members can be proud of the way they rose to the occasion when their communities were in need.

AFD was always well represented in Lansing, where Executive Director Joe Sarafa's testimony became instrumental in defeating legislation that could have had a negative impact on your business.

Also last year, AFD added the Golden Dental Plan to its long list of

benefits, proving once again our members are privileged to the finest selection of insurance and health plans for every need.

1992, I am sure, will bring about a whole new set of challenges, and AFD is determined to address them aggressively. But in the mean time, AFD has additional goals I would like to see it meet.

First, AFD must continue to serve as the voice for the food industry, but that voice must get louder. That means AFD needs to take an even more active role in the politics that govern the way we run our stores, including the privatization issue and a recycling campaign.

Communication is crucial. In addition to AFD's commitment to keep members better informed about issues that pertain to them in 1992, AFD needs to hear from members in order to learn their problems and concerns. It is hoped AFD can use information from members to its best advantage by initiating plans of action to address those concerns.

AFD is also determined to help members run their businesses better through these tough times. Members are encouraged to share their success stories with AFD, which can be passed along to other members through the *Food & Beverage Report*. And AFD is committed to educating members better through more seminars and training classes, both in the Detroit area and throughout the state.

In turn, I would like to see more members commit themselves to AFD

by getting more involved in the work we do. This can be achieved by joining a committee, writing letters to legislators about issues of concern to our industry, or participating in an event. AFD needs the support of all of its members to remain strong.

I look forward to meeting and working with as many members as possible in 1992. Remember it is up to all of us to maintain AFD's standing not only as a powerful voice in the industry but a close-knit group serving the needs of individual business—big and small—throughout the state.

ASK AFD

Q. I have a small parking lot for my store. Do I have to comply with the ADA law that says I must provide parking spaces for the handicapped?

—N.N., Ann Arbor

A. The ADA law, for which the deadline of compliance was Jan. 26, states that if enough parking space is available, you must designate a parking space for the disabled. However, if parking is relatively tight, it may not be readily achievable to designate a parking space solely for the disabled, especially if the loss of the space would result in lost sales.

The handicapped parking spot is "readily achievable" if it is easily accomplishable and able to be carried out with little difficulty or cost.

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.

Statement of ownership

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AFD works closely with the following associations



The Grocery Zone By David Coverly



"LET'S SEE... THAT'S A GALLON OF MILK, A LOAF OF BREAD, AND ONE BIG-SCREEN T.V. DINNER..."

How to reduce slips and falls in stores

Nearly 60 percent of accident claims in the convenience store industry arise from slips and falls by customers or employees. Many of these accidents can be easily prevented.

The equipment on your safety checklist should include "Wet Floor" signs, a mop, a broom and dust pan, warning paint for curbs and ramps, and properly functioning temperature control for your coolers. Below are the most common causes of slips and falls and their preventive action.

EXTERIOR

- Fill all potholes until they can be professionally smoothed and repaired.
- Sweep parking lot and sidewalks daily, and report any large cracks that can cause tripping.

- Paint curb stops and handicap ramps bright yellow. Check to make sure supporting rods and bars are not exposed.

- Check the lot area for standing water, debris, high grass and weeds and any unused equipment which are not only dangerous to customers and cars but also breed insects and rodents.

- Regularly empty and drain refuse containers.

- Remove snow promptly and place it well away from traffic around the store. Salt or sand icy spots.

INTERIOR

- Place "Caution: Wet Floor" signs at the front door in wet weather.

- Mop up spills immediately and place "Wet Floor" signs on all approaches to the wet area.

- Check the fast-food area regularly for spills, leaking or dripping equipment, and food on the floor that can cause slips.

- Check the temperature control on your coolers to prevent them from "sweating."

- On stock day, remove clutter as soon as possible. Break down empty

boxes and remove them from the floor.

- Clean the bathroom floor and area regularly.

- Watch for water dripping during ice deliveries. Post "Caution" signs if necessary and mop immediately.

- Check floor for broken or damaged tiles. Check for loose rugs, mats, or turned-up edges of rugs.

While all slips and falls are not preventable, following these tips should help make your store a safer place for both employees and customers.

—NACS

COMING EVENTS

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

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

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

Feb. 23-26: FMI Distribution Conference 1992. Scottsdale, Ariz. For more information call 202-429-4529.

March 1-4: FMI Loss Prevention Conference. Scottsdale, Ariz. For more information call 202-452-8444.

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

March 22-24: FMI/NAWGA/NACS 1992 Public Affairs Assembly. Washington, D.C.

March 22-27: FMI 1992 Supermarket Operations Management Course. West Lafayette, Ind. For information call 202-452-8444.

April 5-10: FMI 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.

May 14-17: SIGMA Convention. Amelia Island, Fla. For information call 703-7009-7000.



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New instant ticket validation system up and running

By Jerry Crandall
Michigan Lottery Commissioner



Crandall

In January, the Michigan Lottery launched a new instant ticket validation system for online and instant ticket retailers statewide. The validation system in the GTECH terminal went online

in early January and the installation of the GVT units, free-standing validation systems for instant ticket retailers, also began and should be completed statewide by mid-April. These new systems will enable retailers to validate instant tickets through the use of a barcode scanner, making the validation process both faster and more accurate.

Already after the first week of operation, we can report that 766,491 ticket validation for prizes worth \$2,570,986 were completed. Also in this week, 4,999 orders of 18,066 books of instant tickets were processed. While there have been a few situations that have required special attention, as there are with the implementation of any major startup

program, the systems are now up and running successfully. For those of you who may have experienced any difficulties, we appreciate your patience during this transition period. We are confident you will reap the benefits of the new system when it is fully operational.

In conjunction with the new validation systems, procedures have been simplified to assist retailers with the accounting of instant tickets. Since GTECH terminals and the GVT units are connected to the Lottery central computer system, all accounting is now automated. The computer system keeps record of all instant tickets validated through the system and retailers no longer need to return validated tickets to the Lottery. Automated validation should reduce the risk of stolen and fraudulent tickets since retailers are not required to keep validated tickets in their stores any longer.

The existing Touch Tone validation system (LITIS) will remain available for use as backup for the barcode system and for retailers who did not receive any barcode reading equipment. The new validation system will operate from 6 a.m. to 11 p.m. seven days a week.

Keno promotion fun way to introduce customers to this great game

Michigan will kick off a KENO! bonus promotion in February. Beginning Feb. 9 and ending Feb. 21, the Michigan Lottery will conduct a KENO! newspaper coupon promotion. During the promotion, when a customer presents a valid coupon and purchases a \$1 KENO! ticket for the same drawing, the retailer will give the customer a \$1 KENO! ticket free.

Lottery introduces new instant game "Aces High"

The Michigan Lottery will promote "Aces High" as its feature instant game in February. More than \$9 million in total cash prizes is up for grabs in the new game which offers a top prize of \$1,000. "Aces High" is among several instant games on sale at Michigan Lottery retailers including "Win For Life" with a top prize of \$1,000-a-month for life and "Bowling" which has a top prize of \$300.

"Win for Life" a big hit with lottery instant game players

After being the first to win \$1,000-a-month for life in the Lottery's hottest new instant game "Win For Life," a Lansing woman said, "I scratched the ticket off right there in the store and I just couldn't hold back the tears when I realized what I had won. I was in shock."

A 49-year-old who works in customer service said she planned to buy Christmas gifts and put the rest of her winnings in savings. The winner requested to remain anonymous.

"Win For Life," which went on sale during the holidays, offers

See LOTTERY, page 37



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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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Phone Number	Contact Person
<small>For information on how to become a Michigan Lottery retailer, please return to: Bureau of State Lottery, 101 East Hillsdale, Box 30023, Lansing, MI 48905, Or Call (517) 335-5600</small>	



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.

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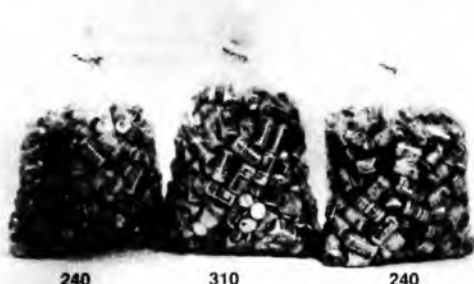


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Michigan liquor industry prepares for deregulation

By John Dagenais
SDD-SDM

As you probably read in recent issues of *Associated Food Dealers Food & Beverage Report*, the topic of privatizing Michigan's liquor industry is being discussed in the state legislature and amongst liquor retailers throughout the state.

Michigan's control-state operation has always been considered one of the best in the nation, and leads most of the nation in fiscal contributions to state government.

Yet there are many sides to the issue of deregulation. The Package Liquor Dealers Association of Michigan, in those years prior to the merger with AFD, has always contended that the small liquor stores and even large full-line beverage establishments would eventually suffer deep losses and gradually close or sell their operations to larger chain-store operations who could survive.

We all should be very attentive to the package of bills introduced in Lansing by State Sen. Jack Welborn (R-Kalamazoo) at Gov. John Engler's urging which would pave the way for liquor deregulation by January 1993. The governor has already made some bold moves in downsizing state government and we expect to see

some changes toward getting the state out of the liquor business.

But AFD believes our state leadership could not have picked a worse time to beat the drums for liquor deregulation than during this present economic crisis.

One has to become concerned when reviewing how deregulation changed some other industries within these United States. Since the deregulation of the airlines in 1978, more than a dozen large airlines have had to close down or merge.

Deregulation of the trucking industry helped close more than 100 trucking companies and cost more than 150,000 workers their jobs.

Deregulation of the savings and loan industry caused almost 700 S&Ls to fold. In short, the well-laid plans for a competitive market plan failed and prices went up.

There are many things both state and federal governments could do to assist the food and beverage industry without throwing the doors open to deregulation. We can't think of greater help than the government revising the present hodge-podge of business taxes and some of the many unnecessary licensing fees.

Permit us to advance a few more ideas where Michigan's liquor-control

operation could help liquor retailers by changing present laws, rules and regulations:

- Allow the package liquor outlet or SDD to sell directly to Class "C" bar and restaurant accounts. Let the SDD retailer who desires that sort of arrangement charge a delivery fee.

- What is wrong with a plan that would allow a certified SDD store owner to conduct tastings of new products within the category of spirits, wines and beers?

- The Liquor Control Commission (LCC) should throw out the present formula for determining the liquor dealer's discount and should calculate

the SDD discount on the FULL selling price and not just the LCC's Base Retail Price.

We need everybody's input. No idea or opinion will be ignored.

For the retailer, wholesaler, vendor, etc., we urge your participation through membership with the combined forces of Associated Food Dealers of Michigan and their subsidiary, Package Liquor Dealers Association.

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The bottle is packed in an attractive, full-color gift box carrying the dashing image of the Baron on the front.

Full-page FSI brings the message home

Over 40 million homes will receive a full-page FSI promoting the FREE Baron's ENCOUNTER cologne offer.

The FSI will stimulate additional sales with a 35¢ coupon good on any Red Baron pizza purchase.

Dramatic P.O.P. brings the legend to life

The Display and Rail Card features a powerful, ghost-like image of the legendary Baron and a distinctive color burst that calls out the FREE cologne offer.

An unforgettable ENCOUNTER for unforgettable sales

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Chef Bernéa



Spartan Foods celebrates 75th anniversary

1992 marks Spartan Foods' 75th anniversary in the business. But according to Spartan President and CEO Pat Quinn, it's only the beginning.

The history of Spartan dates back to 1917, when 27 independent grocers, in an effort to compete against national chains, joined together for a cooperative wholesale organization named Grand Rapids Wholesale Grocery Company.

That organization, renamed Spartan Stores, Inc., in 1957, has come a long way since those early days. Today, this retailer-owned grocery wholesaler provides products and services to more than 500 independent Spartan stores throughout Michigan, Indiana and Ohio.

Spartan operates out of two distribution centers: the 135-acre headquarters in Grand Rapids and a second facility in Plymouth. The ever-expanding company recently added an \$8 million, 52,000-square-foot expansion to the Grand Rapids perishables warehouse.

The company warehouses 46,000 different products in all, including a complete line of grocery, frozen, dairy, produce, meat, general merchandise, deli, bakery and floral products. Currently, 870 products carry the Spartan brand name, the largest private label line of merchandise in Michigan.

Spartan is celebrating its 75th anniversary all year in a number of ways sure to excite its more than 2,000 employees, and millions of customers.

A monthly newsletter, Milestones & Memories, is currently in distribution with copies being sent to stores, boards, company retirees, members of the trade, and media. Milestones & Memories is a masterfully produced piece loaded with company history, interviews with the "old timers," photographs and nostalgia.

The Spartan man will be wielding his sword and bracing his shield in a special 75th-anniversary logo. The new logo will appear on all item/price TV spots in 1992 and Spartan retailer ads, as well as brand new four-color in/out door decals for all stores.

Several anniversary theme pieces will be issued including a thermal coffee mug, a mini flashlight, an acrylic desk clock, a travel mug, and an antique 75th-anniversary truck bank. Customers will also enjoy the

75th-anniversary coupon calendar and the 75th-anniversary design on the Spartan Sugar bags.

Spartan employees will be treated to cake-and-ice-cream celebrations in every Spartan building as well as those of its subsidiaries. Retailers and reps are invited to the First Annual Conference this June in Traverse City. It promises to be motivational, informative and fun.

After a company reaches a milestone such as 75 years of success, is there really anyplace else for

it to go? President Pat Quinn says yes.

"Our plans are to continue to grow," he says. "We hope and believe the company will continue to do well if we continue to operate as we have in the past."

Quinn points out Spartan survived The Depression, a few recessions and a lot of competition over the years it has been in operation. That triumph over challenges is something Quinn says he believes will continue for many years to come.

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FARM PRICES CONTINUE SLUMP AS YEAR ENDS

Lower food prices in 1992?

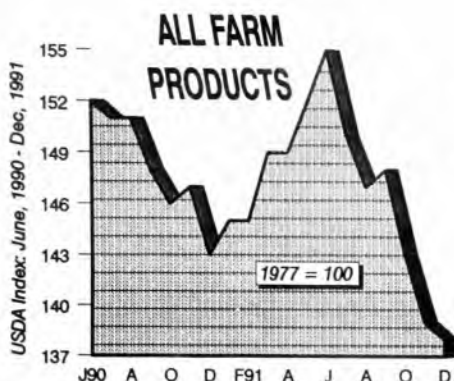
The last year saw farm prices fall and retail food prices this year are likely to continue in a moderate mode, according to The Food Institute. The Fair Lawn, N.J.-based information and research association reports that prices for food commodities at the farm level fell 2.5

percent in 1991 versus the previous year. For livestock-based food commodities prices in 1991 averaged 5.2 percent below 1990 levels, while crop-based farm foods averaged 2.3 percent above last year.

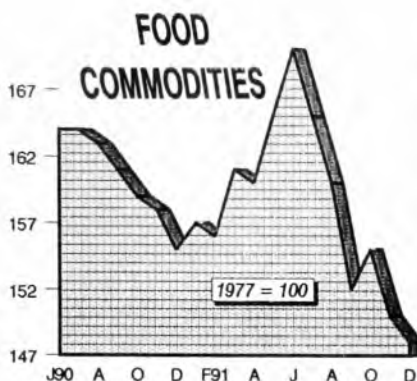
Continued moderation in farm-level prices will contribute to lower

food price inflation according to The Food Institute, but it's important to keep in mind that the raw product cost—the farmer's share—only accounts for an average 25 cents of every food dollar. The balance represents processing, transporting, storing, wholesaling and retailing costs.

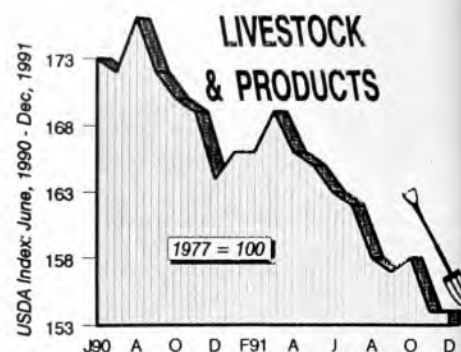
"The wild-card in the prospect of moderating food price inflation," according to Frank Panyko, vice president, information and research, "is Mother Nature. Many a food price forecast has been wiped away in the wake of weather that's too hot, too cold, too dry or too wet."



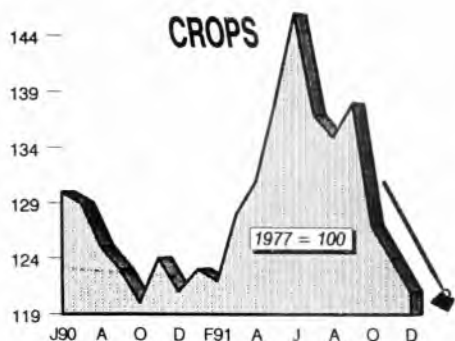
Prices received by farmers in December dropped for the third consecutive month, and for the fifth time in six months. December prices for all farm products (including non-foods such as cotton, wool, tobacco, etc.), fell by 0.7% from November. For all of 1991, prices for this USDA index averaged 2% below calendar 1990.



Farm prices for all food commodities also fell for the third consecutive month; the fifth drop in six months. December food commodity prices fell by 1.3%. The December USDA reading was 13% below the June peak. For all of 1991, prices averaged 2.5% below calendar 1990.



Prices for livestock and products were unchanged in December. For all of 1991, livestock prices averaged 5.2% below calendar 1990.



Prices for all farm crops fell 2.4% in December. For all 1991, prices here averaged 2.3% above 1990.

THE FOOD INSTITUTE
28-12 Broadway, Fair Lawn, NJ 07410

For more information on how to exhibit at AFD's 1992 Trade Show

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AFD

AFD 1992 Trade Dinner "Sweetheart Ball"

Formal Dinner Dance on Valentine's Day

- Cocktails • Hors D'Oeuvres
- Gourmet Dinner • Red-tie Preferred

The Associated Food Dealers of Michigan will present the 76th Annual Trade Dinner "Sweetheart Ball" on February 14, 1992. A limited number of corporate sponsorships are available. If interested, please call AFD for more information at 1-800-66-66-AFD. Your support is appreciated.



ENTERTAINMENT

- Phil Dirt and the Dozers
9:45 p.m. - 12:30 p.m.
- Strolling Musicians
6 p.m. - 9 p.m.
- (5) Caricaturists
7:30 p.m. - 12:30 p.m.
- Emcee, Neal Shine
Publisher, Detroit Free Press



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5 a Day-A Health Claim?

In November, FDA issued proposed regulations about food and health claims, and 5 a Day received positive comments. In the proposal, FDA referred to the 5 a Day program as one of dietary guidance and not a health claim.

FDA will publish final regulations for health claims in November 1992. 5 a Day participants should refer to their program Guidebook for appropriate use of the 5 a Day message. Licensed participants will be kept posted of future changes af-

fecting 5 a Day. Remember, *only* the following can be promoted as 5 a Day items:

1. All fruits and vegetables with the exception of avocados, coconut, olives, and nuts. The logo may be used to promote *recipes* with avocados, coconut, olives or nuts as ingredients if the recipe meets 5 a Day recipe criteria.

2. All fruits and vegetables processed by drying, freezing, or can-

ing (except avocados, coconut, olives, and nuts), provided that no fat or sugar has been added, and that sodium content is less than 360 milligrams per servings.

3. All juice products that are 100% juice or juice concentrate, without added fat or sugar.

Following 5 a Day Guidelines is critical. Inappropriate use of the 5 a Day message may result in FDA actions.



5 a Day meets your nutrition labeling needs

The Produce for Better Health Foundation (PBH) is currently developing a 5 a Day consumer brochure that contains nutrition information on the top 20 fruits and the top 20 vegetables that need to be labeled. The brochure will help you comply with the FDA regulations. Black-and-white slicks will be available to licensed 5 a Day participants and also will be distributed to recipients of Nutrition Edge, a

compliance guide for retailers from the Produce Marketing Association (PMA). Color copies will be available from the 5 a Day distributor.

PMA, as part of its Nutrition Edge program, is also developing a poster that matches the 5 a Day graphic style and includes the 5 a Day logo. Use of these materials would give you instant compliance with FDA's guidelines for nutrition labeling of the top 20 fruits and top 20 vegetables.

AFD- and Coca-Cola sponsored essay contest underway

AFD, Coca-Cola Enterprises and WKBD Fox 50 have teamed up to "Share the Dream."

To celebrate February's being Black History Month, the three groups have sponsored the "Share the Dream" Black History Month Essay Contest.

Each student who submitted by Jan. 31, 1992, a 500-word essay about an African-American role model who has had an influence on his or her life will be eligible to win a \$10,000 scholarship, a \$3,000 savings bond, or one of four \$500 savings bonds.

The contest was open to all high-school students in Wayne, Oakland and Macomb counties.

Each school may submit one essay in the grand prize competition, the winner of which will go on to attend the awards ceremony Feb. 26, where the grand-prize winners and runners up will be announced.

Isiah Thomas, captain of the Detroit Pistons, and Amyre Makupson, Ten O'Clock News anchor and public affairs manager for WKBD Fox 50, are the spokespeople for this year's contest.

AFD board elections bring new faces, changes

Five new people joined the ranks at the board table last month as a result of December's board member elections.

New to the General Members category are Alan Stotsky, owner of Concord Drugs, and Chris Zebari of Pepsi-Cola Company.

Raad Ayar of Harvest Foods, Jamal Garmo of Galaxy Foods, and Raad Kathawa of Ryan's Foods were elected under the Retail Members category.

Elections held at January's board meeting brought changes to the executive board of directors, as well.

Pounding the gavel as chairman in 1992 is Frank Arcori, owner of Vegas Food Centers. He replaces Amir Al-Naimi of Metro Grocery,

Inc., who will sit on the executive board as immediate past chairman.

Nabby Yono of Xtra Foods was elected first vice chairman, a post previously held by Arcori.

The two new vice chairmen are Thom Welch of Hollywood Super Markets and Mark Karmo of Royal Food Center, replacing Jerry Yono of D & L Market and Tony Munaco of Mack-Bewick Super Market, neither of whom will continue to sit on the executive board.

Richard George of Wine Barrel was elected secretary, replacing Mel Larson of Club Cars, Inc.

Bill Viviano of Marks Sales & Marketing Co. retains the post of treasurer.

Are we putting environment before food safety?

Nowhere is the national concern for environmental issues more evident than in today's supermarkets.

Many product packages are biodegradable, recyclable, returnable and refillable. To be environmentally friendly has become a marketing advantage, also known as "green" marketing.

But a consortium of technical professional organizations recently issued a consensus statement that urges caution in placing priority on environmental protection at the potential expense of food safety.

"We feel compelled to urge that policy actions aimed solely at minimizing the environmental impact of food packaging do not compromise the high degree of food safety, quality and nutrition presently provided to the American consumer," said the Institute of Food Technologists in its report *Food Packaging, Food Protection and the Environment*. The report was produced in a consensus conference of professional scientific societies.

The report makes 11 recommendations for ensuring food safety. It supports national uniformity in all regulations and laws affecting packaging to better protect consumers and the environment in a cost-effective manner, and opposes bans and taxes on specific packages if food safety, quality or nutrition would be compromised.

Another recommendation sup-

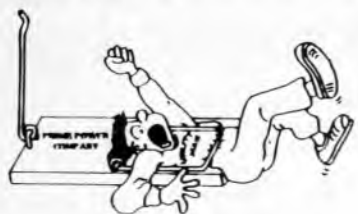
ports integrated waste management, which receives substantial discussion in the body of the report. It recommends giving greater emphasis to a variety of methods including source reduction, recycling, waste-to-energy conversion, composting, anaerobic digestion, landfilling and new emerging technologies.

Moreover, the report says source reduction should be given top priority, while promotion of improved recycling methods, such as collection, sorting and processing systems, should be secondary.

In fact, food packaging has significantly reduced the amount of waste entering landfills. "The reduction (in food waste) is considerably greater than the waste added by the packaging material itself," according to the report. For example, 53 percent of nine common vegetables are sold as canned or frozen. If they were sold fresh, the hulls, husks, pods and stems that are now processed into animal feed would otherwise add 3 million tons of municipal solid waste.

Source reduction is also achieved in packaging design. The amount of packaging materials in landfills has grown at a slower rate than the U.S. population. Consumers today purchase more total packages, but less total materials than 20 years ago, according to a report of the Environmental Protection Agency.

—Food Insight



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With Present Utility Company

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- 10) Never needs replacing

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(517) 288-5442
(517) 288-4567**

**or
Mike Sutton
at
PRIME POWER PRODUCTS
13556 Elm Rd.
Lake Odessa, MI 48849
(616) 374-7700**

Name _____

Company _____

Type of Co. _____

Contact Person _____

Phone _____

**Mail to:
Bill's Food Center
311 N. Oak St.
Durand, MI 48429**

Don't miss National Frozen Food Month 1992

Boost your sales and reap the profits in March by participating in National Frozen Food Month promotions.

The theme for the 1992 National Frozen Food Month promotion is "A Salute to Excellence." In an effort to encourage greater participation in the

promotion, the National Frozen Food Association (NFFA) has produced the 1992 promotions kit. The kit contains camera-ready clip-art, sample newspaper ads and flyers, and order forms for newly designed point-of-sale materials and specialty items.

Also enclosed in the kit is a

registration form for the 1992 National Frozen Food Month Kick-Off Dinner. Join your friends and colleagues in Indianapolis, Ind., for a night of celebration in preparation for the 1992 National Frozen Food Month promotion. Sponsored by the Central Indiana Frozen Foods

Association, the Kick-Off events will take place March 6, 1992, and will feature an exciting industry workshop, cocktails, dinner and dancing.

To obtain a kit, call NFFA at (717) 657-8601. The first kit is free, and additional kits are \$5 each.

NFFA publishes 1992 membership directory

The National Frozen Food Association Inc. (NFFA) has announced the publication and availability of its 1992 NFFA Membership Directory.

An annual publication, the 1992 NFFA Membership Directory includes information on the more than 1,000 member companies of NFFA contained in its more than 200 pages. The information is arranged in a "user-friendly" format, with tabbed sections for each membership category of NFFA including: Brokers, Manufacturers, Distributors/Warehouses, Retailers/Foodservice Operators, Suppliers, and Associations/International. Additionally, most categories list companies alphabetically by state, to help members of the frozen food industry find contacts within specific geographic boundaries.

The Supplier section of the 1992 Directory lists companies according to the services they supply, with an alphabetical index immediately following for those interested in a specific company. The Manufacturer

section lists companies alphabetically, but includes a convenient "Index of Manufacturers by Product" section to help interested parties locate companies that manufacture specific products.

The 1992 NFFA Membership Directory also includes information about NFFA, a message from current chairman Jack Gunn, lists of NFFA directors, advisory directors and past chairmen, a list of educational affiliates, a directory of related food-industry associations and a "Yellow Pages" section listing all companies alphabetically, and giving the section in which they can be found.

The 1992 NFFA Membership Directory is available to non-members at a cost of \$50 plus shipping. Members of The National Frozen Food Association receive two directories as a benefit of membership, and may receive additional copies at a cost of \$10 plus shipping. For more information, or to order a 1992 Directory, contact NFFA, 4755 Lingleston Rd., Suite 300, Harrisburg, Pa. 17112; 717-657-8601.



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Be sure to ask about our special magic Touch debit program for AFD members.

Now your customers can pay with their Magic Line ATM cards!

Michigan Bankard Services is affiliated with Michigan National Bank, Lansing, Michigan.

Owning a power plant a good idea for stores

Most retailers don't see themselves ever owning power plants.

But now they can, with a little help from Prime Power Products Co. in Lake Odessa—not the likes of Consumer Power or Detroit Edison,

but power plants just big enough to provide power for one store each.

Prime Power Sales Representative Bob Jones says retailers are already familiar with generators that kick in when the power goes off.

Prime Power, he says, goes one step further with the generator idea, providing a power source independent of the big power companies for year-round use.

The diesel- or natural-gas-powered generating plants rid retailers not only of the burden of relying on the big power companies, but also rid them of the paying their big bills, says Jones. In fact, he says, retailers never need the power companies again—a concept they often find difficult to accept.

"It's hard to make people understand they don't need the power companies," Jones says.

Part of that is fear of the unknown, Jones explains, because the concept is fairly new in Michigan. Businesses' relying on their own power sources has been done for 40 to 50 years in the East, and in Texas, every rig has its own power source, he says.

Jones says the biggest reason retailers should look into Prime Power is for the money it will save them.

"Prime Power is able to generate electricity at less than half the cost of what people are now paying," says Jones, adding the cost per kilowatt hour is just 3.5 cents.

With easy, affordable financing Prime Power provides, customers' payments are usually less than what they were previously paying to Consumers Power or Detroit Edison.

"You'll save a little to a lot of money each month and still be building equity in the system," Jones says. "You'll pay it off in five to seven years and then it becomes extremely profitable."

Part of that profit may show up when the store is sold; the Prime Power system adds to a store's resale value.

Implementation is easy, Jones adds. Retailers can simply purchase gas or diesel fuel on the open market and store it in above-ground tanks near their stores. In metropolitan areas where lot sizes do not allow for tanks, retailers use natural gas right from the pipeline.

Owner Mike Sutton developed Prime Power about four years ago. Since then the company has put eight systems in operation with "quite a few more on the verge of signing," says Jones.

Every deal is different in regard to amount of savings, Jones says, but each one has a common thread:

"Every customer to date has been a happy customer."

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For information, call (313) 557-9600 or 1-800-66-66-AFD and receive a no obligation starter kit.

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FAVORITES

GIFT WRAPPED FOR SPECIAL OCCASIONS

Steps to opening an in-store pharmacy

For many years in-store pharmacies have continued to grow in popularity. Both the supermarket and the consumer benefit. According to FMI's *Supermarket Pharmacies*, combination stores report increased sales of HBC products because of the in-store pharmacy.

For these reasons, many operators are considering establishing their own in-store pharmacy. Before the first prescription is filled, retailers should consider the following:

•Is there a need for a pharmacy in your supermarket?

For example, have your customers been asking for pharmacy services? Also, consider the

demographics of your customer base. If you have a large number of elderly customers, they may appreciate the convenience of one-stop shopping offered with the pharmacy.

What type of services and products would your pharmacy offer?

For instance, would you offer home delivery or computerized

medication profiles?

Who would staff your pharmacy department?

Statistics show that most pharmacies have two or more full-time pharmacists on staff. In addition, customer services have increased and may require additional staff to manage sophisticated services such as

customized written health care information on a health phone line. Services offered will vary by pharmacy size due to the space or staffing requirements.

For more information or for a copy of *Supermarket Pharmacies*, contact FMI's Publication Sales Office.

Sample 20-step timetable for opening an in-store pharmacy

	ACTION	WEEK											
		1	2	3	4	5	6	7	8	9	10	11	12
1	Evaluate Trade Area												
2	Select/Interview Pharmacy Manager												
3	Define Corporate Goals for Pharmacy												
4	Apply for State/Federal Licenses												
5	Select Drug Wholesaler												
6	Select Pharmacy Computer System												
7	Design Pharmacy												
8	Select/Order Pharmacy Fixtures												
9	Order Pharmacy Supplies												
10	Construct Pharmacy												
11	Set Up Pricing/Promotional Plan												
12	Select 3rd Party Prescriptions Programs												
13	Interview/Select Staff Pharmacist												
14	Pharmacy Fixtures Delivered												
15	Pharmacy Supplies Delivered												
16	Pharmacy Computer Delivered												
17	Detail Physicians/Prescribers												
18	Pharmacy Opening Inspection												
19	Pharmaceutical Inventory Delivered												
20	Grand Opening												

LETTERS

For all the wonderful things you do for others, may you be richly blessed today, tomorrow, and always.

Thank you again.

Rev. C.M. Nyath and The Agape House—Hunger Task Force

I would like to thank Mark Karmo and Associated Food Dealers for donating 100 turkeys and soft drinks on Nov. 26, 1991. Thanks for being so thoughtful for remembering those Needy families during the Thanksgiving Holiday. The bible teaches us in Philippians 4:6a "Be careful for nothing; but in everything by prayer and supplication for thanksgiving." Thanks once again.

Sincerely,

Rev. Obie Mathews, Pastor
Christ Cornerstone Missionary
Baptist Church

I wanted to let you know how pleased the Lighthouse was to receive a donation of 50 turkeys at Thanksgiving from the Pontiac members of the Associated Food Dealers. Sam Dallo of In 'N' Out Foods, 310 W. Kennett, Pontiac, organized the contribution, and we are most grateful for their generosity.

Lighthouse and Lighthouse North provided 2,100 Thanksgiving baskets and fed over 7,000 people this year. Our numbers are up 25 percent over 1990. The recent State budget cuts and the economic slowdown have affected many people in north Oakland County.

Many businesses, schools, organizations, churches, and individuals contributed to the Lighthouse Thanksgiving Project. We are so grateful for the donations of food, money, and time to help provide a healthy and happy Thanksgiving to people in need.

Thank you again for your support, and best wishes for a Happy New Year.

Sincerely,

K. Noreen Keating
Executive Director, Lighthouse

Canadian beer tax threatened

U.S. trade officials have announced that a retaliatory tax may be slapped on Canadian beer imports unless fees imposed on American beer imported into Canada are removed or lowered. The tariff on brands like Molson's, Labatt's, Carling Black Label and Moosehead could be imposed by April 10, 1992, according to Deputy U.S. Trade Representative Julius L. Katz. Complaints had been filed by two major U.S. brewers. —FMI



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In memory of Cal Abbo

Long-time AFD board member Cal Abbo died Dec. 26, 1991, at the age of 54.

Mr. Abbo was born in Detroit in 1937 and grew up working in his father's stores. He attended community college in Detroit and served in the U.S. Army.

The first store he owned was the Tireman & Prairie store, which he purchased in the late '60s. He went on to own Two King Cole markets and a store called Food World.

As well as serving on the board of directors at AFD for a number of years, Mr. Abbo was also on the original board of directors for Southfield Manor.

He is survived by his wife of 24 years, Hana; five children, Richie, Jack, Zina, Theresa and Mike; two sisters; and one brother.

SERVICE OF THE MONTH

North Pointe liquor liability insurance

Because minors can be mischievous and drinkers can be dangerous, Michigan law requires alcohol licensees to protect themselves by providing proof of financial responsibility (at least \$50,000) in one of three ways.

One could get a \$50,000 bond, but those are expensive and scarce.

One could deposit \$50,000 cash or equivalent securities with the Li-

quor Control Commission (LCC).

Or one could do as most do, and sign up for liquor liability insurance through North Pointe Insurance Company of Southfield.

More Michigan retailers get their liquor liability from North Pointe for a number of reasons: North Pointe employs its own staff attorneys, offers competitive prices, is financially stable, provides excellent service, and works with more than 700 agencies in the state.

North Pointe Chief Operating Officer Matt Petcoff attributes the company's successful operations to its "extremely large amount of experience with liquor liability." North Pointe, he says, has been writing liquor liability insurance for five years.

Part of that success is based on the way North Pointe will fight in court for those it insures. Corporate Counsel Steve June points to a case in which the lower court of appeals said a minor and family of a minor could receive damages where the minor unlawfully obtained alcohol from a bar or store. The case is currently pending in the Michigan Supreme court. North Pointe is defending the licensees.

"North Pointe is very active in defending the interests of liquor licensees in the state of Michigan," June says. "North Pointe vigorously opposes the extension of remedies to minors and families of minors who unlawfully purchase alcohol from liquor licensees."

One way retailers can protect themselves further is with the TIPS seminar, a program frequently offered by AFD designed to discourage the sale of alcohol to minors and those who are already intoxicated. TIPS-accredited North Pointe customers receive a 5-percent credit on rates.

"Because of North Pointe's vast experience in the liquor liability market, its commitment to outstanding service, and financial stability," says Petcoff, "we believe North Pointe is the only choice in the liquor liability marketplace today."

For more information about what North Pointe Insurance has to offer your business, call Jim Holycross at 313-358-1171.



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Valentine's Day**

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PEOPLE

Calorie Control Council elects 1992 officers and directors

The Calorie Control Council elected its officers and directors for 1992 at its Annual Meeting, held recently in Orlando, Fla.

The Council's officer directors for 1992 are: Chairman, James Ball, Dr. Pepper/Seven Up Company, Dallas, Texas; President, Robert Kellen, the Robert H. Kellen Company, Atlanta, Ga.; Vice-President, George Osborn, The Fawcett Company, Jonesboro, Ark.; Vice-President, Dr. James Stanley, PepsiCo, Inc., Valhalla, N.Y.; Secretary, Robert Callahan, Jr., The Coca-Cola Company, Atlanta, Ga.; and Treasurer, Dr. John Beam, Planters LifeSavers Company, Winston-Salem, N.C.

The Council's directors for 1992 are: Dr. Abraham Bakal, ABIC International, Fairfield, N.J.; Franta Broulik, McNeil Specialty Products, Skillman, N.J.; Marvin Eisenstadt, Sweet 'N Low Division of Cumberland Packing Corp., Brooklyn, N.Y.; Michael Foley, Abbott Laboratories, Abbott Park, Ill.; Scott Griffith, A & W Brands, Inc., White Plains, N.Y.; A.L. Maiocco, TKI Foods, Inc., Swarthmore, Pa.; Jimmy McKinstry, Royal Crown Cola Co., Columbus, Ga.; Dr. Gerhard Mikuschka, Hermes Sweeteners, Ltd., Zurich, Switzerland; Dr. A.K. Nanda, PMC Specialties Group, A Division of PMC, Inc., Rocky River, Ohio; Richard Nelson, The NutraSweet Company, Deerfield, Ill.; Jerry Schindler, Borden, Inc., Columbus, Ohio; Edward Silk, Sunette Division of Hoescht Celanese Corporation, Somerset, N.J.; John Venardos, Pfizer Specialty Chemicals Group, New York, N.Y.; and Winfried Vermijs, Holland Sweetener Company, the Netherlands.

The Calorie Control Council is an international association of manufacturers of low-calorie and diet foods and beverages.

Heinz makes changes to staff

H.J. Heinz Company recently announced the appointment of David R. Williams as vice president, finance and chief financial officer. R. Derek Finlay, previously senior vice president, corporate development and chief financial officer, will retain his responsibilities for corporate development activities and will assume management of Heinz operations in Africa, Australia, China, Korea and Thailand. Additionally, he will oversee developing companies in Asia.

The appointments are effective immediately. Both executives will be based at Heinz World Headquarters offices here.

Williams has been vice president and controller since July 1988.

A native of London, he joined Heinz in 1967 as a supervisor of inventory control at H.J. Heinz Company, Ltd. in Hayes Park, Middlesex. Williams held a number of positions in finance and computer services with Heinz-U.K. before transferring in 1976 to World Headquarters as manager, corporate audit. In 1983, he moved to Long Beach, Calif., where he held the post of vice president-finance for the company's StarKist Seafood affiliate.

Williams earned a B.A. degree in economics from Exeter University in England and is a chartered accountant.

He and his wife, Gillian, and their four children reside in Upper St. Clair, Pa.

Finlay started his Heinz career in 1979 when he was appointed managing director for Heinz-U.K. Prior to that time, he had been a management consultant for McKinsey & Com



Williams



Finlay

pany, where he worked for 18 years.

In 1981, he moved to Pittsburgh as senior vice president at World Headquarters and was elected to the company's board of directors.

Finlay, a U.K. citizen, holds B.A. and M.A. degrees in law and economics from Cambridge University.

He and his wife, Una, reside in Sewickley.

Controller named at Archway

Archway Cookies, Inc., announces that James Patric Baldwin has joined the National Corporate Office as the company controller. Baldwin began his duties with Archway on Nov. 18, 1991.

Prior to joining Archway, Baldwin was employed by Rockwell International, Inc., as manager of financial planning and analysis for automotive operations.

Born in Covington, Ky., James Baldwin received a B.A. Degree from Thomas More College, Ft. Mitchell, Ky., in 1976. In 1979 he earned a J.D. Degree from the University of Cincinnati College of Law.

Baldwin and his family, made up of wife, Susan, and two children, will soon be relocating to the Battle Creek area from Troy.



Baldwin

FMI names director, central marketing operations

Jeff Rumachik is the Food Marketing Institute's (FMI) director of central operations. FMI is a Washington, D.C.-based international trade association conducting programs in research, education and public affairs on behalf of its members—food retailers and wholesalers. Member companies represent over half of the grocery sales in the United States, with companies operating in 60 other countries.

The Central Regional Office is responsible for service to members in nine states. Within the Central Region are over 25 state and local associations which participate in FMI's Association Council.

Jeff's background includes 16 years of experience in the food industry. His career path has taken him through all levels of store management in both medium and high volume retail food stores. Jeff has also worked in supervisory and advisory roles with independently owned and supermarkets and chain stores of various formats.

Prior to joining FMI, Jeff was Instructor of Supermarket Management Training with Super Valu Stores, Inc., in Minneapolis, Minnesota.

He is originally from southeastern Wisconsin, and currently resides in the Chicago area.

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Dept: AFD Food & Bev Report

LOTTERY

from page 6

players prizes ranging from \$2 to the top prize worth \$1,000-a-month for life and guarantees the top prize winner a minum of \$250,000. More than \$9 million total prizes is up for grabs in the new game.

Instant tickets are on sale at the nearly 9,000 Lottery retailer statewide.

A Grosse Pointe woman got a big Christmas gift this year from the Michigan Lottery. She was the second player to scratch off three "Life" symbols to win \$1,000-a-month for life in the "Win For Life" game.

The 69-year-old winner and her husband bought instant tickets for each other for Christmas gifts. After the holiday, they went to the store to redeem their prizes and bought a few more tickets. The "Win For Life" winner was in the second set of tickets that they bought.

A Detroit woman said she knew this was going to be her year. Sure enough, three days after the New Year she became the Lottery's third "Win For Life" winner.

The 56-year-old laid-off General Motors employee said she plans to use her winnings to buy a new "used" car, a trip to Las Vegas, and gifts for her grandchildren, and will make investments with the rest.

Clarkston and Walled Lake residents ring in the new year with jackpots

It was an especially "Happy New Year" for two Detroit-area residents after winning the Lottery's first two jackpots of 1992.

A Clarkston resident, who requested anonymity, won \$4 million in the Lotto drawing on New Year's Day. But he forgot to check his ticket until that following Friday.

The 49-year-old winner said he plans to buy an American-made Cadillac Seville, give some of the winnings to his four children, donate to the school he attended and make investments with the rest.

On Jan. 4, a 47-year-old Walled

Lake resident, who also requested anonymity, matched all six Lotto digits to win a \$2 million jackpot.

The winner, a district manager for Speedway, said the family always puts their lottery tickets on their refrigerator. His wife, a Pontiac Motors employee, said she saw the winning numbers at a retailer on Sunday, but didn't check their tickets right away.

He said they plan to use their winnings to help pay for their children's education, buy a new car and make investments.

Pressware Int'l. announces major expansion



Pressware International, a division of Packaging Corporation of America-A Tenneco Co., has recently finished a major 82,000-square-foot expansion of their facility in Columbus, Ohio. The new space will be used for additional forming capacity, warehousing and administrative offices.

The new warehousing space will allow customers significantly greater flexibility and expanded hours for pick-ups and deliveries.

Pressware produces dual-ovenable packaging for many of the nation's major frozen food manufacturers. They also produce trays for foodservice and supermarkets.

All Pressware products are produced primarily from paperboard, a renewable resource.

Harry Gardner, vice president and general manager of Pressware, says that their plant expansion was made necessary by pressware's significant sales expansion.

"The market has been steadily switching to our kind of packaging for the past several years because of our ability to offer complex graphics on a tray that offers the consumer an extremely high level of convenience. We're also benefiting from the trend away from plastic and foam."

Pressware is alone in having the ability to print up five-color graphics both inside and out of trays, an appealing benefit to today's highly style-conscious manufacturers and retailers.

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UPDATE

from page 1

by 2001); or be refilled or reused at least five times; or be reduced in weight or volume by 15 percent. H.R. 3865 would also require states to create comprehensive waste management plans. —FMI

Dairy amendment fails

The Senate killed legislation which would have raised milk price supports by \$1 per hundredweight and created a diversion program for dairy cows entering the beef market through 1995. After the dairy amendment was rejected, legislation relating to the WIC program was withdrawn. This would have prohibited retailers from selling WIC milk at more than \$1.06 per gallon or \$.59 per half gallon above a "state" milk price. —FMI

Verifying Legal Workers

The Immigration and Naturalization Service's (INS) form I-9 and some rules and procedures used under the Immigration Reform and Control Act of 1986, have been modified. The law requires employers to verify the identity and work eligibility of all new hires. A voter registration card has been reinstated as another acceptable form of identification, and workers rejoining a former employer can be re-verified using the same I-9 form, rather than a new one. —FMI

SOT Tax Repeal Sought

Legislation has been introduced in the House to repeal the Bureau of Alcohol, Tobacco and Firearms (BATF) Special Occupational Tax (SOT) on alcohol. The tax which has been in effect since the Civil War was raised by more than 1,000 percent under the 1987 Budget Reconciliation Act—from \$54 to \$250 a year for each store location. Wholesalers and producers also had their taxes skyrocket. The bill is H.R. 3781, introduced by Congressman Matsui (D-Calif), a member of the House Ways and Means Committee. —FMI

Electronic Benefit Transfer Regulations

The Department of Agriculture's Food and Nutrition Service has proposed a regulation establishing Electronic Benefit Transfer systems as a way to provide food stamp benefits. The proposal sets operational standards that EBT systems would be required to meet to be approved for operation. The rule deadline is April 1, 1992. Several associations asked for more comment time than the 60 days provided in the proposed rule, because of the complex issues involved, but this request was turned down by the USDA. —FMI

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PRODUCTS



Randell introduces a new line of convenient roll-in units

Roll an entire cart of prepared items including entrees, salads, salad bar or prep table pans, desserts and more into Randell's convenient new roll-in units. Choose from refrigerated, freezer or heated versions with one or two doors. All offer easy access and stainless steel construction.

The new roll-ins complement Randell's full line of solid or glass door reach-in units which offer refrigerated, freezer, pass-through, dual temperature or heated options.

All Randell refrigerators and freezers are engineered with refrigeration coils designed and built by Randell. The company's higher horsepower compressor motors provide years of reliable performance and better cooling.

For more information, please contact: Randell, 0520 S. Coldwater Road, Weidman, MI 48893. Telephone-U.S. 1-800-621-8560; MI only 1-800-621-8554; Fax 1-800-634-5369.

Good ole Rocky Top Soda Pop tastes as good as it sounds

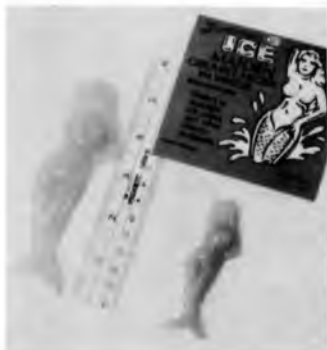
John Denver may have captured the splendor of Rocky Top in a song, but Detroit-headquartered Pearl's Beverages, Inc., has canned and bottled it in brightly colored aluminum 12-oz. cans and two-liter recyclable bottles—Rocky Top Soda Pop that is.

Rocky Top Soda Pop is distributed throughout the state of Michigan by Pearl's Beverages, Inc., and is enjoying national acclaim for its flavorful taste and sparkling effervescence. Currently available in the metropolitan Detroit area, Rocky Top Soda Pop will soon expand into additional Michigan markets.

Rocky Top Soda Pop is available in more than 15 flavors and includes diet and caffeine-free sodas. From traditional Cola, Cherry Cola, Lemon Lime, Orange and Grape flavors, to more unusual flavors such as Cherry Lemon Lime, Sparkling Punch, Sweet Ginger Ale and Black Cherry, Rocky Top Soda Pop is sure to please the palate of even the most finicky soda pop drinker. Rocky Top Soda Pop is packaged in individual

12-ounce aluminum cans, 6ix-packs and two-liter recyclable bottles.

Pearl's Beverages, Inc., is a minority-owned business founded in May 1989 by Mr. Jefferson Hicks, president of Pearl's Beverages, Inc. For more than 25 years, Mr. Hicks has been involved in various merchandising programs across the country, including the city of Detroit where he is an active participant in several community service projects.



New novelty polymers

JRM Chemical, Inc., has introduced its new line of novelty polymers. Safe and non-toxic, the polymers absorb more than 100 times their weight in water and more than double in size. The Ice Maiden, when fully absorbed with water and frozen, replaces ice cubes and can be used for novelty fun and for other purposes. To reuse the Ice Maiden, simply replace with water and freeze again. When the product thaws out, it will not dilute any beverage drink because the water stays inside the product.

It is available in several colors or with custom designs for corporate logos and other promotions. For more information, please contact JRM Chemical, Inc., 13600 Broadway Ave., Cleveland, Ohio 44125. Phone 1-800-962-4010.



Nemco's Easy Cheeser® instantly slices cheese into uniform cubes, sticks, squares and rectangles

Nemco's extremely versatile Easy Cheeser® uniformly cuts cheeses into appealing sizes and shapes—in record time. The Easy Cheeser is ideal for preparing cheese cubes, sticks, squares or rectangles for salad bars, party/deli trays, in-store sampling,

hors d'oeuvres, school cafeterias, restaurants/hotels and airlines. It even makes scrap ends profitable.

The easy-to-use machine is available with a 3/8-inch cutting bow, a 3/4-inch cutting bow or with both. The stainless steel cutting wires are user replaceable.

A simple design makes care and cleaning easy. And the all-metal construction provides for a durable machine that will perform reliably for years.

For more information and complete specifications on the Easy Chopper, please contact: Nemco, Inc., Food Equipment Division, 301 Meuse Argonne, Hicksville, Ohio 43526. Telephone 419-542-7751. Fax 419-542-6690.



Groen unveils revolutionary gas steamer

Groen, a Dover Industries Company, has announced plans to introduce a radical new two-cavity convection steamer. AtmoSteam™ features separate gas-fired atmospheric steam generators for each steam cavity.

This patented steam generator design is derived from Groen's Gas Combo oven-steamer, and features a 42,500 BTU/hr. firing rate in each boiler, delivering over 10,000 BTU's per pan INPUT. A dependable standing pilot with electronic ignition is standard.

This unique design eliminates the need for pressure gauges and pressure switches, simplifies drain hookup and allows for simpler 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 production needs and saving energy.

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

This new steamer 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.

AtmoSteam™ unit is only 21½ inches wide and has a single point drain connection. Each cavity can hold up to three 12 x 20 x 2½ inches deep steamer pans.

AtmoSteam™ like Groen's entire line of steam jacketed kettles, braising pans, steamers and convection combo steamer-ovens, is covered by a three-year limited warranty.

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

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PRODUCTS



Mrs. Paul's introduces new low-fat breaded seafood line

Campbell Soup Company's Mrs. Paul's line is creating a new segment in the frozen breaded seafood category using new technology and a breakthrough formulation that duplicates the taste and texture of breaded, fried seafood—without the fryer. The result is Mrs. Paul's Healthy Treasures, a line of frozen breaded fish sticks and fish fillets with only 3 grams of fat per serving. The line became available in supermarkets nationwide last month.

By eliminating the frying process, the fat content of the Healthy Treasures line is reduced by more than 60 percent versus regular breaded seafood products. The Healthy Treasures line is also controlled for calories, cholesterol and sodium. Campbell has filed for three patents on the proprietary technology behind the new line.

Healthy Treasures fish fillets and sticks are as lean as half a skinless chicken breast. The new low-fat line should attract new users to the breaded seafood category as well as former users who left the category due to nutrition concerns.

Beyond delivering an exceptional nutrition profile, the new Healthy Treasures line also delivers great taste. The Healthy Treasures line scored extremely high in consumer taste tests.

The suggested retail price for the Healthy Treasures fish sticks and fish fillets is \$2.89. The introduction is being supported by consumer advertising, promotion and public relations.

Ann Arbor woman seeks to create snack niche for pasta

Pasta is a real family affair for the Oliver family of Ann Arbor Mich.

In 1980, Marguerite Bertoni-Oliver started her Pastabilities restaurant here, specializing in home-made pasta. But the art of making pasta for Bertoni-Oliver actually began years earlier, when as a child, she learned to make pasta in the home of her grandmother in Rapallo, Italy.

"Homemade pasta is a passion in Italy, and it must be made perfectly," Bertoni-Oliver recalled.

The childhood lessons were well learned and became tenants in the Pastabilities' handbook for quality and consistency. Eventually, Marguerite Oliver's husband, Dr.

William Oliver, a pediatrician, became a consultant for the nutritionally rich products. Finally, 10 years ago, the couple's daughter Cathy discovered a "snack form" of her mother's pasta.

For the next decade, Marguerite Bertoni-Oliver experimented with her daughter's discovery. Now, the Ann Arbor restaurant owner is ready to market her snack food called Pasta Crespa!

Pasta Crespa! is available in two varieties, sweet and savory and offers the nutritional value of pasta over other snack foods such as potato chips.

"Our Pasta Crespa! offers 100 percent more protein than potato chips, and 65 percent less fat," Bertoni-Oliver said. "It has 40 percent less calories than chips and 20 percent more carbohydrates. There is no cholesterol, and we don't use MSG. Pasta, of course, is also a great energy food source."

After testing the Pasta Crespa! product in her Pastabilities Restaurant, which also supplies fresh pasta to many area restaurants, Bertoni-Oliver laid out a realistic goal for her product.

"We'd just like to see the Pasta Crespa! carried by specialty grocery stores or outlets, especially the ones that feature nutritional products," she said. "With more and more people becoming more conscientious of what they eat, we think there is a place for our Crespas. We will support our effort with packaging and point-of-purchase materials."



Whizard® Handguard II gloves help stop costly employee lacerations

Employee lacerations can take a huge slice out of supermarket and convenience store profits due to lost work time, workers' compensation and insurance costs. Whizard Handguard II gloves from Bettcher Industries, Inc., can help to protect workers' hands and wrists, especially workers who clean slicers, handle knives and handle sharp-edged trash.

Whizard Handguard II protective gloves use a unique combination of ultra-high strength Spectra®, Kevlar® and stainless steel to virtually eliminate the high cost of lacerations. They offer superior cut resistance and protection from serious lacerations along with the market's

best softness, comfort and wearability.

Whizard Handguard II gloves are ideal for virtually all areas in the store and are especially valuable in the deli, meat, bakery, produce and seafood departments.

Whizard Handguard II gloves stand up to both abrasion and wear. Because of the outstanding wear life, the Handguard II can significantly reduce glove replacement costs.

Five glove sizes are available.

For more information about Whizard® Protective Wear, contact Bettcher Industries, Inc., P.O. Box 336, Vermilion, OH 44089. Phone 216-965-4422.

Editor's note: Whizard Protective Wear is extremely cut-resistant, but not cut-proof. Do not subject to high-speed or serrated blades. Always disconnect power before cleaning or removing slicer blades.



Campbell Soup Company to relaunch LeMenu dinner line

Taking inspiration from America's favorite casual dining spots, Campbell Soup Company is relaunching its LeMenu frozen dinner line under the name "New American Cuisine." LeMenu New American Cuisine's "menu" includes a broad range of varieties, many of which are new to supermarket freezer cases. Beyond its innovative varieties, the line offers consumers restaurant-quality taste and a new culinary approach to frozen dinners including grilled and roasted varieties. The New American Cuisine line became available in supermarkets nationwide beginning last month.

LeMenu's New American Cuisine is the result of extensive research examining eating trends and menu selections at casual dining restaurants such as Houlihan's, Benigan's and T.G.I. Friday's, currently the fastest growing segment of the restaurant business.

LeMenu New American Cuisine dinners are made with superior quality ingredients combined in unique and imaginative ways. Innovative side components such as spicy roasted potatoes, pilafs, mafalda pasta and cranberry cornbread stuffing along with unique "extras" such as hot sauces, blue cheese dipping sauces or

a piece of chocolate set the line apart from other frozen dinners in the supermarket.

The New American Cuisine line will replace regular LeMenu dinners in the freezer case. The line will have a suggested retail price of \$3.39. The New American Cuisine introduction will be supported by national television advertising and consumer promotion as well as introductory trade deals. The advertising, to be launched in February 1992 was developed by Ogilvy & Mather, New York.

LeMenu New American Cuisine is a product of Campbell Soup Company, Camden, N.J.

7-Up unveils two new products

7-Up of Detroit has introduced two new flavors of RC Diet Rite.

Diet Rite Tangerine and Diet Rite Peach are exciting new products which taste like they just fell off the tree and will move off your grocery shelves just as fast.

Ask your 7-Up sales representative for more details about these great new flavors!



Easy-to-operate Nemco Easy Slicer™

Eliminate the cost of several single-function, food prep machines with the Nemco Easy Slicer™. In record time, the Easy Slicer uniformly slices vegetables, fruits and garnishes as needed, without waste, for salads, sandwiches, entrees and desserts.

The adjustable Easy Slicer fresh-slices tomatoes, peppers, cucumbers, onions, olives, mushrooms, carrots, celery and more. Even firm fruits such as oranges, lemons, strawberries and apples can be prepared by the versatile Easy Slicer.

Adjustable and fixed thickness models are available. The adjustable model features an exclusive calibrated thumbscrew adjustment to set slice thickness (up to 1/2" thick slices in 1/16" increments). Optional shredding plates can produce mounds of freshly prepared cheese, eggs, carrots, potatoes and cabbage in seconds.

For more information, please contact: Nemco Incorporated, Food Equipment Division, 301 Meuse Argonne, Hicksville, Ohio 43526. Telephone: 419-542-7751.

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Cadillac Coffee	369-9020
Central Distributors	946-6250
Coca-Cola Bottlers of Detroit	585-1248
Coors Brewing Company	451-1499
DonLee Distributors, Inc.	584-7100
Eastown Distributors	867-6900
Everfresh Juice Company	755-9500
F & M Coffee	851-5774
Paygo Beverages, Inc.	925-1600
Frankenmuth Brewery	(517) 652-6183
G. Heileman Brewing Co.	(414) 796-2540
E & J Gallo Winery	643-0611
General Liquor	867-0743
General Wine	868-5100
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	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
Eatabrooks Marketing	(517) 548-3750
Hanson Faso Assoc.	354-5339
J.B. Novak & Associates	752-6453
James K. Tamakian Company	424-8500
John Huetteleman Co.	296-3000
Marks & Georgens, Inc.	354-1600
McMahon & McDonald, Inc.	477-7182
Northland Marketing	353-0222
Paul Inman Associates	626-8300
Pfeuster Company	591-1900
Stark & Company	851-5700
VIP Food Brokers International	885-2335

CANDY & TOBACCO:

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

CATERING HALLS:

Emerald Food Service	546-2700
Gourmet House, Inc.	771-0300
Karen's Cafe 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
Thna's Catering	949-2280
Vaseel's Banquet Hall & Catering	354-0121

DAIRY PRODUCTS:

American Dairy Assoc.	(517) 349-8823
Bernes 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	486-2172
Capital Insurance Group	354-6110
Creative Risk Management Corp.	792-6355
Fairlane Insurance	846-0666
Financial & Mktg Enterprises	547-2813
Gadaleto, 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
Sullivan-Gregory, Inc.	332-3060
Traverse Bay Insurance	(616) 347-6695

MANUFACTURERS:

Amato Foods	584-3800
Carnation Company	851-8480
Fimco	253-1530
Groeb Farms	(517) 467-7609
Hodgson Mill	771-9410
Home Style Foods, Inc.	874-3250
Kali 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
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
L.K.L. 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	541-3006
Detroit Free Press	222-6406
Detroit News	222-2006
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/WJOL-FM	222-2636

NON-FOOD DISTRIBUTORS:

Albion Vending	(517) 629-3204
Erica's Import Haus	(616) 942-1450
Gibralter 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
Gateway Outdoor Advertising	544-0200
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
Stanleys Advtg. & Dist.	961-7177
Stephen's NU-AD, Inc.	777-6823

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	948-0395
Detroit Edison Company	323-7786
Edward A. Shultie, P.C.	569-4490
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
Michigan Cash Register	545-8660
National Exposition Service	865-1000
News Printing	349-6130
Nona & Company P.C. CPA	351-1780
Oakland Realty	557-7700
O'Riley Realty	689-8844
Pappas Cutlery Grinding	965-3872
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) 827-5858
ICI Food Equipment	369-1666
Hobart Corporation	697-7060
Homestead Enter.	(616) 336-5244

MMI Distributing	582-4400
Market Mechanical Services	680-0580
Midwest Butcher & Deli Supply	332-5650
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
Central Foods	933-2600
Detroit Warehouse Co.	491-1500
Epcn Foods, Inc.	857-4040
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
Louren Kachigian Distributing	843-2898
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.

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GRAND RAPIDS MI 49512
(616) 949-7210

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SYLVANIA OHIO 43560
(419) 882-1616

