

# **ASSOCIATED FOOD DEALERS OF MICHIGAN** and its affiliate: **PACKAGE LIQUOR DEALERS ASSOCIATION** **FOOD & BEVERAGE REPORT**

VOL. 3, NO. 1

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

JANUARY 1992

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## LEGISLATIVE UPDATE

### Alcohol SOT repeal bill introduced

Rep. Robert Matsui (D-Calif.) recently introduced H.R. 3781 to repeal the Bureau of Alcohol, Tobacco, and Firearms (BATF) Special Occupational Tax (SOT) levied on all producers, wholesalers and retailers of alcoholic beverages.

The 1987 Budget Reconciliation Act increased the SOT to \$250 per year for each store. Not a single congressional hearing was held prior to this increase of the SOT. Often occurring with this tax is the instance of a family-owned chain of five grocery stores being required to pay \$1,250, while a major corporate brewer pays only \$1,000. Alcohol retailers pay 91 percent of the total SOT and receive no regulatory benefit. The repeal of this tax would allow BATF to focus on law enforcement and excise tax compliance.

Please contact your representative and ask him or her to cosponsor H.R. 3781.

### Minors prohibited from operating balers and meat slicers

The Wage and Hour Division of the Department of Labor (DOL) recently issued a final rule clarifying that the operation of paper balers by minors under 18 years of age is prohibited. DOL also reiterated its position that the placing of material into the baler is a violation and it added language to that effect to the relevant Hazardous Occupation Order (HO 12.) The Labor Department has been aggressively enforcing these prohibitions even before this latest action and AFD urges all members to review their policies and especially to communicate to all employees that minors may not place any material into paper balers. DOL will issue citations to retailers for violations based solely upon statements from minor employees or former employees that they have on occasion

See UPDATE, page 17

## Make reservations now for Sweetheart Ball

The 1992 AFD Sweetheart Ball trade dinner promises to be an evening full of dining and dancing in a romantic Valentine's Day theme.

Located at Penna's in Sterling Heights on Feb. 14, the evening kicks off at 5:45 p.m. with cocktails and hors d'oeuvres. Strolling musicians will entertain throughout the cocktail hour and dinner. Five caricaturists will be on hand to capture lovers' likenesses from 7:30 p.m. to 12:30 a.m.

The evening's dinner will be one everybody is sure to love. On the menu are soup, salad and rolls, an entree of filet mignon and stuffed chicken, a vegetable, pasta, and baked Alaska for dessert.

Table centerpieces will be a sparkling combination of balloons, glitter and champagne.

Neal Shine, publisher of the *Detroit Free Press* will be the evening's emcee.

At 9:45, renowned '50s and '60s band, Phil Dirt and the Dozers, will make you want to grab your



Phil Dirt and the Dozers will take you down rock and roll memory lane at the 1992 AFD Sweetheart Ball trade dinner.

sweetheart and relive the sock-hop days as they take the stage rocking and rolling your favorite classic hits until 12:30 a.m.

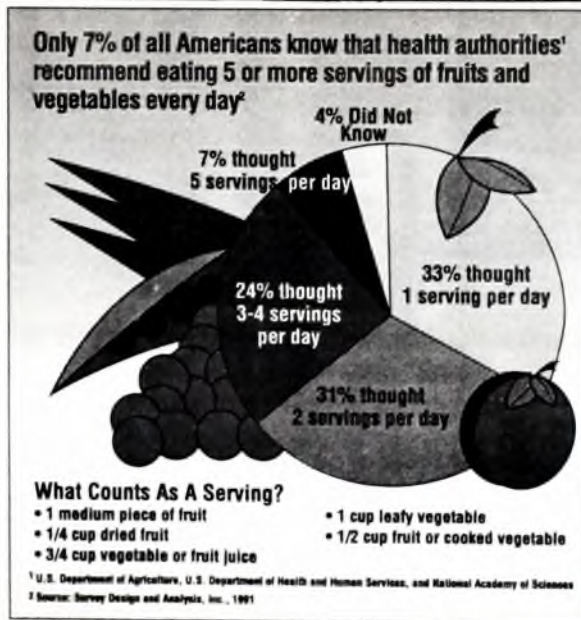
Formal dress is the preferred

mode of fashion for the evening, but many of the more frivolous and romantic attendees, in light of Valentine's Day, will go "red-tie," shedding their traditional black ties for those in the color of amour.

The AFD Sweetheart Ball is sponsored by Coors Brewing Company, Pepsi Cola Company, Frito Lay, Inc., R.M. Gilligan, General Wine, and Prince Macaroni.

Tickets cost \$600 for a table of 10 or \$150 a couple.

Watch for an invitation in the mail and don't miss the gala event of the year—the AFD Sweetheart Ball.



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# AFD stands firm against privatization

By Joseph D. Sarafa  
Executive Director & Publisher



Sarafa

Privatization of the liquor industry in Michigan, proposed under Senate Bills 612 through 616, would spell disaster for businesses as well as the state. The reasons for this are clear:

\*Privatization will surely drive up liquor prices. It will make Michigan uncompetitive on liquor prices with bordering states. It will drive business out of our state boundaries. And it will have a negative impact on sales and a corresponding drop in state revenue.

\*Five hundred employees of the Michigan Liquor Control Commission (LCC) will lose their jobs.

\*Price wars will drive small businesses out of the market. The trouble-ridden trucking and airline industries are prime examples of what happens when deregulation occurs. As retail businesses, jobs will be lost, tax dollars will be lost, and eventually liquor prices will go still higher as there become less and less competition. Privatization could be the last

straw for many neighborhood convenience stores.

\*In the fiscal year ending Oct. 1, the state sold \$57 million worth of liquor. According to a 1990 Price-Waterhouse study, liquor prices would have to increase more than 30 percent for the state to keep its cut and for private distributors to make a profit. The study said the state could lose \$90 million in lost revenues.

\*If privatization were to become a reality, its implementation would be difficult. Currently, all liquor purchases come on a single day from a single source. But under the new plan, it is unclear how the liquor will be handled and delivered to the retailers. Most assuredly, service will suffer.

\*AFD asks, "Who is this program designed to benefit?" This program would make the rich richer. Only those few who have a great deal of money to purchase millions in liquor inventory will be able to become wholesalers and thus benefit from privatization.

Those favoring privatization, including Sen. Jack Welborn (R-Parchment), who introduced the bills, argue the state will benefit by realizing approximately \$25 million. That is not true. The state will realize substantially less after it pays off its accounts payable from from liquor and takes into account reverse expenses. Although AFD is not oppos-

ed to downsizing government, downsizing should not take place in profit-making departments of state government.

\*AFD is also concerned about the distribution system. It is imperative that no retailer be allowed to wholesale liquor and vice versa. In addition, exclusive territories for wholesalers as proposed would allow them to raise prices without any checks and balances.

The AFD office has received numerous calls from members wanting to know what they can do to protest the privatization bills. AFD encourages all interested parties to express their concerns about privatization by writing or calling: Sen. Jack A. Welborn, P.O. Box 30036, Lansing, Mich. 48909, 517-373-0793; or Arthur Ellis, Director, Michigan Department of Commerce, P.O. Box 30004, Lansing, Mich. 48909, 517-373-7230. Petitions are also available by calling the AFD office at 313-557-9600.

**COMING EVENTS**

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

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

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

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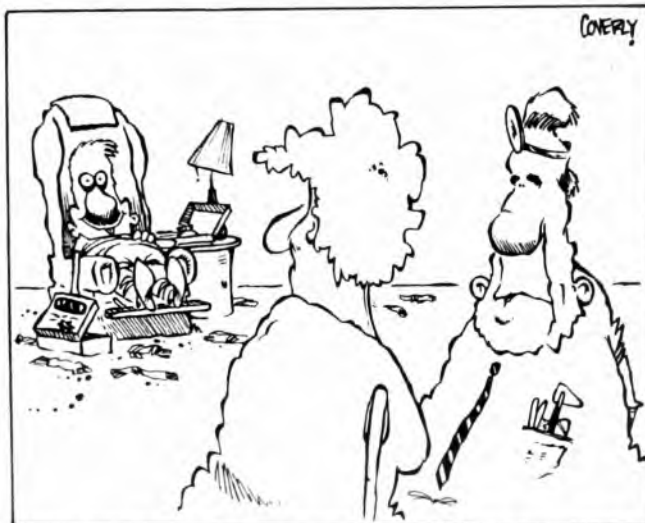
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# Dunaskiss has strong ties to food and beverage industry

Mat Dunaskiss, a first-term Republican senator from Lake Orion in Oakland County, cut his teeth on politics. His mom was secretary/treasurer of the local party, his uncle ran for drain commissioner, and his parents brought issues of the day to the table—literally—to be discussed at home.

So Mat grew up with partisan politics in his blood—Democratic partisan politics, that is. That's right. His mom and dad are Democrats (the conservative kind, he says) who raised their son to appreciate Democratic ideals.

But a funny thing happened to young Mat on his way to the Michigan legislature. He grew up, went away to college at the University of Michigan, served on student council, and became a Republican.

What, defy family tradition?

You bet. Why?

"Republicans have a better way of handling things," answered Dunaskiss, who put himself through college as a small business person working in photography. It was this small business experience that changed his political leanings.

"I became anti-tax. They were asking so much of my profit, my sweat."

And what did mom and dad say?

"At first, when I ran for county commissioner in 1978, they felt the area was very Democratic, and that I was making a major mistake," he said. Dunaskiss won. "Since then, they've become very supportive."

"They did say, however, that politics is not a good lifestyle."

Since then, Dunaskiss has soared to greater and greater political heights. After a one-term stint on the Oakland County board of commissioners, he opted to run for state representative against incumbent Democrat Alice Tomboulion. He won the seat, serving five full terms in the House before moving on to the Senate in 1990.

But Mat admits that mom and dad were right about one thing.

"It's a strain on the family," admits Dunaskiss, who is the father of three children ranging in age from 2 to 10. To accommodate the needs of his young family, Dunaskiss makes the drive from Lansing back to his home every night. He also foregoes some events so that his wife, who also has a full-time career, can meet her scheduling obligations. "We try to balance things."

The kids, he says, are used to the lifestyle.

"They've grown up with dad always being in office."

As one of the new kids on the block in the Michigan Senate, Dunaskiss is enjoying his new, heightened status.

"It's a smaller body (the Senate

has only 38 members compared to the House's 110), so your voice and your vote are given greater weight. And being a member of the majority means there is certainly a great deal more responsibility in the Senate."

Needless to say, he likes the Senate better—"There's no comparison," he says—despite the fact that his colleagues tend to be more rigid about rules and protocol than his friends in the House.

"I have more opportunity to impact the system here," says Dunaskiss, who won kudos from colleagues on both sides of the aisle with the recent passage of the telecommunications bill he sponsored. "Being in the House and in the minority, we never had the opportunity to really move a major piece of legislation. It just wouldn't happen."

"Now we can say 'There is a change in the state of Michigan that Mat Dunaskiss made happen.'"

His ability to make things happen could bode well for members of the Associated Food Dealers and other independent business owners.



Senator Mat Dunaskiss

Although Dunaskiss hasn't studied the issue in depth yet, he has a tendency to oppose the liquor privatization legislation currently being considered in the Senate because of its possible impact on small business. His record is one of consistent support for the small, independent business person and would have to be convinced that privatization would not harm small stores.

As to one of the hottest issues to be debated in the coming year—tax cuts—Dunaskiss strongly supports Gov. John Engler's "Cut and Cap" proposal.

"In my last 10 years, it seems like every two years there's some tax proposal that I'm out on the streets trying to promote. This time with the Cut and Cap, I really like it. I like the fact that we can have the assessment cap on it as well as the property tax cut."

"Needless to say," he continued, "with the budget the way it is, we're concerned about the future and being able to afford the tax cut. That will be difficult to do, but if it's passed by the voters, we'll manage it."

Dunaskiss stressed that the Cut & Cap proposal protects business by retaining the Capital Acquisition Deduction (CAD), thus saving business \$750 million.

"Without the deduction, we'll lose businesses. That would just be one more reason not to come to Michigan or to leave Michigan if you're on the edge. And that sends the wrong message," he said.

If both are on the general election ballot in November '92, however, Dunaskiss predicts both will be defeated.

"People don't like change."

And yet some change may be in the air, at least in the House. Dunaskiss anticipates an extremely competitive battle for the majority next year. Out of power in the house for more than 25 years, Republicans

could pick up additional seats in Oakland, Kent and Livingston Counties because of reapportionment.

The Associated Food Dealers has both a friend and a colleague in Dunaskiss because he has more in common with its members than meets the eye. When he was a youngster, his parents owned a grocery store on Fort Street near Livernois in Detroit.

"I used to stock shelves, clean the shelves, work the meat counter, go to the wholesalers," he said.

"I have fond memories of when I was a very, very young boy going to the candy wholesalers and just seeing this warehouse of candy and saying, 'Wow! What is this place?'"

Dunaskiss believes that the emergence of stores like Wal-Mart will pose the biggest challenge in the future to small stores in Michigan. "With the buying power and the economic impact that they can have, it's pretty difficult for the smaller stores to continue to grow and compete."

Although the senator knows there's nothing the legislature can do about the Wal-Marts of the world, he indicates a need to "keep the playing field as far as possible. For example, if we have liquor deregulation in Michigan it would put some of our members right out of business."

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**SEE OFFICIAL RULES ON BACK**

# Retailers tighten the belt moving forward into 1992

By John Dagenals  
SDD-SDM

What's in store for those who own the stores? There's not a food and beverage retailer not truly concerned with his business and what new surprises await up the retailers' bumpy road into 1992.

Not only did the economy slump down during the past year and the unemployment rolls increase, but we witnessed higher taxes and an avalanche of government regulations. Good business people learn to understand and cope with regulations, but find the accompanying paper work and red tape a greater burden.

No matter how tough the times may be, it just seems that our retailers are determined to tighten their belts and make the best of our present economic situation.

It is truly amazing that from the little mom-and-pop store to the giant supermarket, all have managed to stay afloat with few bankruptcy filings compared to other businesses not engaged in the food-and-beverage industry.

It is even more amazing that those retailers licensed to sell liquor, beer and wine have stood firm in the face of downtrends in alcohol beverage sales—especially the full-

line beverage party store. The package-liquor store, beer-and-wine store and, yes, the Michigan lottery agents deserve much credit for their support of state revenues and a tight state budget. An upward trend in beverage and lottery sales during 1992 will be a good indicator for the future. We only hope our government leaders and those bureaus or departments controlling such businesses will help us solve our economic woes.

Let's take a look at some of the key issues during 1992 and attempt to predict their course or how the various subjects could affect the food-and-beverage industry.

First, and before proceeding, let us point out that 1992 is a big election year and the local, state and federal politics reach high-pitch levels. Touchy subjects are always held in balance and sway from one

side to the other. Lawmakers like to be with the majority in their districts and public polls do have some influence. If a major issue arises, and we can certainly count on a few, the particular subject matter may be pushed aside until after November elections, but will certainly surface later.

Those strong supporters of environmental affairs will make a big push this year for better recycling programs and restructuring the Department of Natural Resources. Citizen lobbying groups want additional returnable bottles, cans and other containers with deposits running higher than Michigan's traditional 10 cents per container. One good source told this writer recently that some groups feel that amending the original "Bottle Law" to include additional returnables is too difficult a task because the original intent was to stop the flow of beer and pop containers onto roads, parks and countryside. They feel ballot proposals are slow and limited.

People are now concerned more over other forms of rubbish like tires, grass clippings, motor oil, chemicals, etc., and are asking for more government support at all levels. This is a wait-and-see situa-

tion, but the action on this front will be very strong in '92.

Another big issue to reach a full-scale fight this year will be to reduce drunken driving and reduce teenage or minor drinking of alcohol beverages. We support that endeavor with qualification. We cannot see placing harsh burdens on the shoulders of retailers if an equal burden of enforcement is not assigned to parents and minors. We honestly feel that distillers, brewers, wineries, wholesalers and retailers are all working together on these problems.

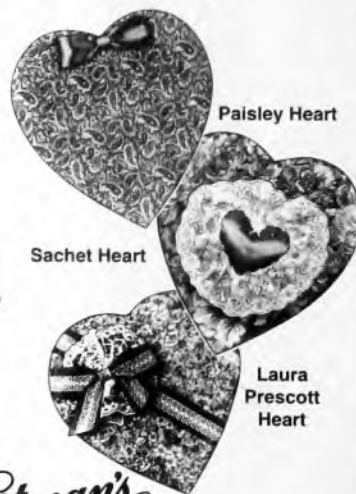
Insofar as drunken driving is concerned, we see strong laws in the making this year that will include some revival of a new format on "check-lane" enforcement which is not a dead issue.

And now comes more talk of liquor deregulation from Lansing which could have serious effects on small and medium package liquor outlets, depending on how you size up the picture. Granted, there can be some good points to deregulation, but do they outweigh the bad effects of privatization? Election-year politics play a big hand in this '92 issue. We think it is important enough to watch and keep you informed. Meanwhile, let us have your thoughts.



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# IGA returns to Lapeer

After an almost 33 year absence, the IGA® name is about to return to Lapeer. Walter Wypych, Douglas Mowat and Gary Reichle announced recently that their new Lapeer IGA would be opening soon at its new location at 401 West Genesee, just east of M-24.

The new owners, starting almost from scratch, have created a bright, spacious shopping experience for Lapeer shoppers. To meet this goal, the chosen building was completely rebuilt from floor to ceiling, including the stunning entrance and up-

to-the-minute scanning checkouts.

Store manager, Joe Gurlick, is planning to run a service-and-value-oriented IGA store featuring the popular Fame® brand as well as the national brands their customers expect. The service will begin right up front at the service counter, and continue right on through to the fast and accurate checkout, with the friendly staff to serve you and answer your questions.

The Lapeer IGA store will have just about everything for today's busy shopper. Features include large, high

quality produce department, quality, 1/4" lean and trim meats, floral and greeting cards, bakery and delicatessen with hot and cold foods, full selection of groceries and frozen foods, and fresh dairy department featuring London Farms Dairy products. Additionally, the store is designed for easy access off West Genesee (M-21) and, inside, will offer an automatic teller machine (ATM) and charge card acceptance, including Visa® and MasterCard® or your Cirrus or Magic Line debit card for your convenience.

## Calendars aiding children available for sale

Start the new year off right by selling the Detroit Superstars 1992 calendars in your store.

Profits from the sale of the calendars benefit the Rainbow Connection, a non-profit organization dedicated to fulfilling the wishes of chronically and terminally ill children. Through fundraising such as the sale of the calendars, about 100 such children will have their wishes fulfilled this year alone.

The calendar features brilliant photos by Andy Greenwall of Detroit sports superstars Isiah Thomas, John Salley, Joe Dumars, Mike Hennehan, Barry Sanders, Jim Arnold, Steve Yzerman, Cecil Fielder, Allen Trammell, Eddie Murray and Jimmy Carson, accompanied by snappy commentaries from sportswriter Mitch Albom. The calendar's high quality makes it perfect for collecting autographs of the featured athletes, who are more than happy to sign it.

These calendars would usually sell for \$12.95, but because it is for such a special cause as the Rainbow Connection, the retail price has been set at \$6.99. The straight purchase price for retailers is \$3.50 each or \$4.90 if sold on consignment.

The Rainbow Connection asks all retailers to help by selling calendars in their stores or making a donation. For more information about the Rainbow Connection and the Detroit Superstars 1992 Calendars, please call 1-800-541-0089.

## Food & Beverage Report wins two awards

The Food Industry Association Executives (FIAE) bestowed two awards on AFD's monthly tabloid, *Food & Beverage Report*.

*Food & Beverage Report* was named Most Improved publication and took the red ribbon in tabloids. Entries in the FIAE 1991 Publications Contest were submitted from all over the country.

Judges commended *Food & Beverage Report* on its lively format, good editorial content and interesting layout.

## COMING EVENTS

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

**Feb. 14:** AFD Trade Dinner. Panna'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 7-10:** FMI/PMA/NAWGA/UFFVA Annual Produce Conference. Fort Myers, Fla. For information call 202-452-8444.

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

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## •••CRIME ALERT•••

# Interesting conclusions in crime stats

*This is the first part of a series looking at issues of safety and security in our industry. Watch for more facts and valuable tips in upcoming issues of the Food & Beverage Report.*

Monitoring devices and an extra clerk may not be all it takes to prevent crime in your store. In fact, recent studies indicate those and other preventative measures may not have any effect on crime at all.

According to data revealed at the National Association of Convenience Stores (NACS) recent annual meeting in Orlando, convenience-store crime

in the U.S. isn't quite what we thought.

The facts are:

\*Nearly 80 percent of U.S. convenience stores did not experience a robbery in 1989 or 1990. Of those that did, 13 percent reported one per year while only 7 percent reported two or more.

\*Most homicides are unprecipitated and senseless. A detailed review of 79 homicide cases revealed

65 percent were random with no apparent precipitated event and 15 percent occurred between prior acquaintances. Of the remaining cases, 16 percent revealed evidence of clerk and customer resistance to robbery.

\*Overall crime rates are unaffected by the presence of two clerks. When measured across all stores, the implementation of two clerks in 230 stores of a 576 store sample yield no significant reduction in robbery rate over a three-year period. However, for less than 20 stores that experienced repeat robberies on an annual basis, the implementation of two clerks did appear to have an effect.

\*Convenience-store crime mirrors crime throughout the U.S. Studies indicate that crime in convenience stores occurs much like crime in America with respect to time of day, day of week, and month of year.

\*The total number of robberies counted by the industry for 1990 was 22,935 while the FBI count for that year was 38,995. Explanations for this difference may be found in the way locations are classified by the FBI as well as how robbery itself is defined. For example, the industry does not include gasoline driveoffs,

shoplifting and/or internal theft events.

\*No conclusions were reached on the effectiveness of bullet-resistant barriers. While the study took detailed information of 3,393 stores, less than 1 percent of these had the barriers in rendering analysis of their effectiveness impossible.

\*There were 189 stores with central-station based monitoring systems for which one year of pre-installation crime data and two years of post data were known. In these stores, there was a 31-percent reduction in robbery rates in the first year after installation, but a 23-percent increase in the second year. The first-year drop and second-year increase needs to be examined for third-year data as well as operational variables before any conclusions can be drawn.

The study concluded that certain convenience stores experience crime while the vast majority are crime-free. This skewed distribution underlies much of the study's findings in that most security countermeasures will have relatively insignificant overall effects since most stores do not have a crime problem.

## MANUFACTURER PROFILE

### Faygo's flavors add good taste to Michigan store shelves

Other soft drinks may have a strong hold on the market, but Faygo's variety of flavors will always make it a favorite in Michigan.

"Flavors are why we're around," says Faygo President Stan Sheridan, summing up his company's role in the soft-drink market.

While a cola company, for instance, can market its one or two products heavily, it's a different story for Faygo. Faygo has more than 30 products.

"We don't sell a lot of any one flavor," says Sheridan. "We sell several flavors, which when added up come to some pretty good totals."

Faygo got started in the flavored soft-drink business around the turn of the century. The founders of Faygo were descendants of people in the bakery business, who transferred their flavors and technologies into soft drinks.

"Some of the flavors we make today are probably still the same as they were in 1907," says Sheridan.

But Faygo still isn't making just the same old products. On the contrary! What has kept Faygo alive and exciting all these years, Sheridan says, is the introduction of new products every year or so to keep perk-ing consumers' interest.

Unfortunately, that means other products routinely have to go, and that philosophy is not always popular with customers devoted to certain flavors.

"Everybody has an item that they like the best," says Sheridan. Last year, he says, within two weeks after one product was eliminated, the plant received 10 to 15 calls from consumers.

One of the exciting new products added to Faygo's line last year was the sparkling water. Sheridan says the sparkling water is a prime example of how "in every case, every flavor is important to us."

Extra care was taken to achieve

the perfect packaging for the product, Sheridan says, even though it was a bit more expensive. Surprisingly, the smaller label used, designed to show off more of the product itself, cost more than a larger one. So did the white basecup—a first in the soft-drink industry—which was used for its bright, clean look.

The subtle differences are crucial to Faygo, says Sheridan. "We look at every product that way."

Another new product Faygo introduced just over a year ago is the Diet Raspberry Creme, which is considered by most Faygo management people as the number one diet flavor. "When you taste it, it's like biting into a raspberry," says Sheridan.

But if it's so good, some may ask, why wasn't the product flashed across our t.v. screens the way other soft drinks are?

Faygo carries too many products, Sheridan says. "It's difficult to advertise 'here's another flavor.'"

And often Faygo doesn't have to. The new flavor Moon Mist just recently hit shelves and Sheridan has already proclaimed it a success.

Some older products were discontinued to make room for the new, but Sheridan insists some old-time favorites will never be abandoned. Those include Rock & Rye, Red

See FAYGO, page 17



Faygo President Stan Sheridan is excited about new Moon Mist soft drink.

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# Second-chance promotion kicks off new year with a bang

By Jerry Crandall  
Michigan Lottery Commissioner



Crandall

\$10,000 prizes in the "Lotto \$200,000 Treasure Hunt" second-

After the first of the year, the Michigan Lottery will give players a chance to replenish their pocketbooks from the holidays with a special promotion. The Lottery will give away 20

chance sweepstakes.

To enter, players must send in a single Lotto ticket that has five non-winning wagers for a single drawing. The ticket must be for a drawing from Jan. 18 through Feb. 12, 1992. Drawings will be held on Jan. 30 and Feb. 6, 13 and 20.

The Michigan Lottery will support the promotion with two weeks of radio advertising. The first flight of spots will air one week prior to the promotion to tease and excite customers. The second flight will air during the second week of the pro-

motion to continue building player excitement and traffic through retailers' stores.

During the entire four-week promotional period for the program, the hosts of the "Michigan Lottery Megabucks Giveaway" TV game show will invite viewers to visit their favorite Lottery retailer to get in on the "Hunt," the "Lotto \$200,000 Treasure Hunt." In addition, each week on the "Megabucks Giveaway" show, the five \$10,000 winners from that week's drawing will be announced, along with the lottery

retailers who sold the winners their "losing" Lotto tickets.

## NEW BARCODE SYSTEM MAKES VALIDATION PROCESS EASIER

This month the Michigan Lottery will roll out a new instant ticket validation system, called GVT, to retailers statewide at no cost to retailers. The GVT will allow retailers to validate instant tickets through the use of a barcode scanner, making the validation process both faster and more accurate.

In conjunction with the installation of the GVT, procedures will also be simplified to assist retailers with the accounting of instant tickets. Since the GVT will be connected to the Lottery central computer system, all accounting will be automated. The computer system will keep record of all instant tickets validated through the system and retailers will no longer need to return validated tickets to the Lottery.

The existing Touch Tone validation system will remain available for use, however, in case the barcode will not read. Retailers will also be able to manually enter the validation numbers through a keypad on the GVT. The new GVT system will operate from 6 a.m. to 11 p.m. seven days a week.

## HOLIDAY SEASON FESTIVITIES

The November "Buy 5 Lotto and Get a Free KENO!" promotion, which was designed to increase Lotto sales and build KENO! game awareness, was a big success. During the three-week campaign that ran Nov. 5 through 25, Lotto sales increased by 40.4 percent compared to last year's figure for the same period. A high Lotto jackpot combined with the free KENO! ticket promotion to yield this dynamic sales increase.

A six-week retailer incentive program to increase Daily 3 and 4 game sales over last year's figures reaped some impressive results right from the start.

The prize structure, which was composed of 500 prizes to be awarded on a statewide basis, included prize levels of \$2,500, \$1,500, \$1,000, and \$200 for sales increases on a regional basis. An incentive prize of \$100 will also be awarded to eight district sales representatives and three regional managers.

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**MICHIGAN LOTTERY**

# The importance of food temperatures

By Edward Heffron, D.V.M.  
Director, Food Division  
Michigan Department of Agriculture

Ninety-eight point six (98.6) degrees Fahrenheit is a temperature we all learn as normal for each of us. A child's parent or a patient's doctor becomes alarmed with a temperature deviating significantly from 98.6°F, as the human body can only live in a relatively prescribed temperature. This same temperature limitation is used to avoid food poisonings. Food poisoning organisms also have a normal temperature range to live; a specific range to reproduce; and, for many, a specific range in order to produce poisonous toxin. At this point in our history, scientists recognize food poisonings from microbiological origins as the greatest food poisoning danger in the world. There is no comparison to the number of injuries including fatal injuries caused by food poisoning organisms versus chemical residues. Deaths in the United States solely from food microbiological origin are indicated at 9,000 each year with illnesses in the millions.

This is the reason foods which are required to be prepared and/or held at safe temperatures, are by Michigan law as well as the U.S. Food, Drug, and Cosmetic Law, deemed to be adulterated if not at these temperatures. Food does not have to be demonstrated in itself adulterated, but is defined as adulterated only if the required temperatures fail to be maintained. There are literally millions of dollars worth of perishable foods each year in Michigan that are unable to be sold because they are maintained at health endangering temperatures. Temperatures not permitting food illness microorganisms to live and produce health endangering effects are the keys.

In November 1991, the division established its first policy recommen-

ding safer cooking temperatures for certain retail meat products. Consistent with U.S.D.A. recommendations, the Food Division recommends that raw chicken or a mixed meat product containing chicken be cooked to medium well with a 170°F internal temperature. Similarly, it recommends that raw ground pork or mixed meat products containing raw pork be cooked to a medium temperature of 160°F internal temperature. It is believed that these recommendations are necessary to counter public

perceptions rare meat can be safely eaten. (Although seafood and fish require similar temperature maintenance, no recommendations for these are presently being outlined.)

(The Food Division staff has been impressed with a recent U.S. Department of Agriculture, Food Safety and Inspection Service Bulletin No. 248 entitled, "A Quick Consumer Guide to Safe Food Handling.")

The same microorganisms that cause illnesses tend to change in their

ability to cause illnesses and are replaced with more vigorous virulent organisms. Many of these old time organisms are still present and active, but in the last 20 years the Food Division has identified numerous newcomers which are able to withstand greater temperature variations. Thus the division is making cooking temperature recommendations, and suggests key retail store personnel become familiar with safe cooking recommendations and freely publicize them.

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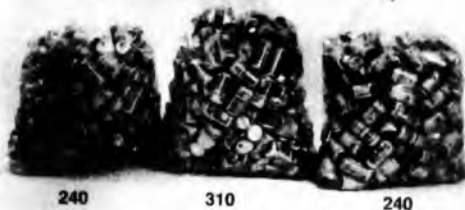
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The rush will be on at the markets the last two weeks of February.

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# Annual Turkey Drive gives hundreds a happy holiday

The Associated Food Dealers of Michigan, the Chaldean Federation of America, the Chaldean-American Youth Club and the Chaldean Merchants Association gave hundreds of metro Detroiters more to be thankful for last month.

The four organizations supplied nearly 1,200 frozen Thanksgiving turkeys and 150 cases of pop to needy families primarily from Detroit. Volunteers from the four groups delivered the goods to 11 locations Nov. 25 and 26. In many cases, the needy recipients lined up on site to collect their turkeys and

beverages.

The Turkey Drive is the brainchild of AFD board member Mark Karmo, who, along with the Turkey Drive committee members, wanted to express the thanks of the entire Chaldean retailing community to those in the neighborhoods they serve.

"(The people in our stores' neighborhoods) shop with us all the time and this is a good way to give back to them," said Karmo, who is proud to boast that 1991 marked the 10th year of the drive.

Amir Al-Naimi, Associated Food Dealers chairman, is equally proud to

have helped make a happier Thanksgiving for those in need.

"We Detroit retailers appreciate the support of people in the neighborhoods we serve," Al-Naimi said. "In these difficult times, we are happy to be able to do something nice for them."

Funding for the Turkey Drive was provided by the four sponsors, as well as donations from the private sector, including Chaldean inner-city retailers, solicited by committee members. Pepsi-Cola, Faygo, 7-Up and Coca-Cola donated the soft drinks.

The facilities that received the turkeys and soft drinks were Lomax Temple Zion Church, Sacred Heart Chaldean Church, Christ Cornerstone Church, Little Rock Baptist Church, Hartford Memorial Church, Nolan Middle School, Evergreen Children Services, National Black Children Development Institute, Original New

Grace Baptist Church, Pontiac Lighthouse, and North Detroit Central Methodist Church.

"Through Little Rock Baptist Church and AFD we were able to bring some hope to people who did not have food and to those who were down and out," said the Rev. James Hilliard, assistant to the pastor at Little Rock Baptist Church in Detroit. "Through this effort, we were able to feed about 150 families who wouldn't have had a Thanksgiving dinner."

The Rev. Obie Mathews, pastor of Christ Cornerstone Missionary Baptist Church says those who gathered at his church to receive the turkeys were very grateful for the drive.

"It meant so much to them," Mathews said. "It says something. We do business with (the inner-city retailers), and they said 'thank you' to the community."



AFD Chairman Amir Al-Naimi and Eddle Zeer, owner of In-N-Out Food Stores, pass out turkeys to the needy.

## NFFA to produce "The Cold Hard Facts" handling video

Temperature abuse is one of the leading problems in the frozen food industry. That's why the National Frozen Food Association (NFFA) has committed to producing "The Cold Hard Facts," a handling program which will include a 15-minute training video. Directed to retail store employees, this comprehensive training program will educate them on the many facts of maintaining quality in frozen food once it is received, and establish an understanding of how quality is produced and maintained throughout the manufacturing, shipping and retail process.

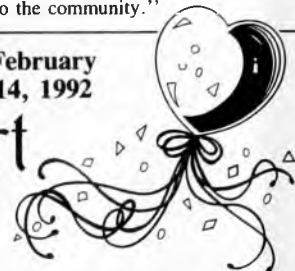
"Temperature abuse is a critical topic which the industry needs to deal with from an informational, educational and training point of view," said Nevin Montgomery, president, NFFA. "In a recent survey on the quality and freshness of frozen vegetables, 72 percent of consumers reported having product problems in the past six months. Of that 72 percent, 51 percent blamed the retail store for these problems and 4 percent went to a different store. This is an example of the costly effects of

temperature abuse and poor handling of frozen food in the retail segment, not to mention the effect these problems have on the rest of the industry.

The video package includes the training video tape, a laminated information card which summarizes the handling information from the tape and can be posted right in your freezer, and a copy of the "Code of Practices" training booklet. The complete package will be available for \$15.00 for orders of 50 or less and \$10 for orders of more than 50.

The following industry manufacturers have agreed to sponsor this training program: Campbell Sales Company, Coca-Cola Foods, Gorton's of Gloucester, Kraft General Foods, Pillsbury, Quaker Oats, Stouffer's, Welch's. Sponsors' logos will be prominently displayed throughout the video, as well as on all supplemental materials. If your company would like to pledge its support as a sponsor, or if you would like further information about the training program, please contact Skip Shaw at the NFFA, (717) 657-8601.

**AFD** February 14, 1992  
**Sweetheart Ball** Mark your calendar!



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## Efforts to curb tobacco use among young

Since figures that about 90 percent of all smokers start smoking before the age of 21, the Centers of Disease Control (CDC) and Health Services Secretary Louis Sullivan are urging that states enact laws restricting a minor's access to tobacco. To that end, Sullivan put forth a "Model Sale of Tobacco Products To Minors Control Act" May 24, 1990; since then, many states including Michigan and localities have debated and/or enacted measures patterned to some degree after Sullivan's bill.

During 1991, five states established 18 as the minimum age

for the sale of cigarettes and other tobacco products, according to the Tobacco Institute. These states were Louisiana, North Carolina, Vermont, Virginia, and Wyoming. Additionally, New Mexico now prohibits the sale of smokeless tobacco products to anyone under the age of 18, although a bill that would have banned the sale of cigarettes to minors failed to pass. Only six states do not have a statewide minimum or set an age less than 18 years: Delaware and Georgia (17); Kentucky (16); and Missouri, Montana and New Mexico (none). While Montana and New Mexico do

not have legislative sessions in 1991, Delaware, Georgia, Kentucky and Missouri are expected to consider legislation next year to ban the sale of tobacco products to people under the age of 18.

While most states have some form of licensing for tobacco retailers, more onerous requirements were passed in Vermont, including possible license revocation for multiple violations of sale to minors laws. Such licensing sanctions were considered, but rejected, this year in Arizona, California, Connecticut, Delaware, Florida, Maryland, Rhode

Island and Utah. Introduction of similar licensing sanctions can be expected in at least 18 states in 1992 including Alaska, California, Delaware, Florida, Hawaii, Illinois, Indiana, Iowa, Kansas, Maine, Michigan, Minnesota, New Jersey, New York, Ohio, Pennsylvania, Rhode Island and Washington. There is also an even chance such proposals will surface in Connecticut, Idaho, South Dakota and Wisconsin.

This year, 40 states considered legislation that would limit adult access to tobacco products. Bills passed in 10 states, most relating to limits on the location of vending machines. Proposals to ban self-service displays of tobacco products in retail stores were confined mostly to the local level, but did appear in state legislation that was defeated in Utah. Such a ban has been prefiled for 1992 consideration in Florida. Self-service restrictions were adopted this year in East Lansing, as well as Framingham and Needham, Mass. and Brooklyn Center, Chanhassen, Falcon Heights, Roseville and Shoreview, Minn.

This past summer, Iowa enacted a law that makes it illegal for persons under 18 to purchase or use tobacco products. Previously, it was only illegal for retailers to sell tobacco to minors. According to the Tobacco Institute, other states with statutes to penalize minors for purchasing tobacco include Alaska, Arizona, California, Colorado, Georgia, Hawaii, Illinois, Indiana, Iowa, Louisiana, Maine, New Hampshire, Pennsylvania, Rhode Island, South Dakota, Tennessee, Utah, Vermont, Virginia, West Virginia, Wisconsin and Wyoming. In addition, while Oklahoma has a law on the books, there is a provision whereby the minor will not be penalized if he will inform law enforcement officers where he purchased the tobacco. New Mexico also has a law; however, it applies only to smokeless tobacco. Finally, several states penalize minors for possession or use, although not for purchase; they are Michigan, Minnesota, Nebraska, North Dakota and Oregon.

Accompanying and giving support for the new surge in legislative activity are increased sting operations. In Illinois, for instance, the results of a sting operation by Doctors and Lawyers for a Drug Free Youth, in which 502 stores in 31 Illinois communities were tested, showed that an overwhelming majority sold cigarettes to the 16-year-old boys and girls working on the project. Correspondingly, Drug Free Youth is circulating a model ordinance that would require retailers to purchase a license for the sale of tobacco products at an annual fee of \$75. The draft also includes a provision for local police or health departments to conduct quarterly "compliance checks" using underage youth. The legislation has already been adopted in several Illinois communities.

—FMI

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# AFD ON THE SCENE



## Fresh Choice Grand Opening

Livonia Mayor Robert D. Bennett cuts the ribbon held by John and Joe Garmo at the grand opening gala celebration of Fresh Choice as Sam Garmo looks on. The store, owned by the three brothers, features the finest fresh produce, seafood and meats, as well as a deli and bakery where the pies weigh in at a minimum of 3 pounds each!



## Turkey Drive recipients say "thank you"

AFD board member Barbara Weiss Street accepted an award of thanks for her work in orchestrating the distribution of 150 turkeys at Nolan Middle School in Detroit. She is flanked by teacher Sari Sweidan and principal Carol Gray.

## Third Annual Law Enforcement Dinner

AFD board members and guests got the opportunity to meet local law enforcement officials last month at the Third Annual Law Enforcement Appreciation Dinner. Held at the Southfield Manor, the dinner was designed to create a favorable relationship between the Chaldean community and those in charge of protecting our cities and suburbs.



Nabby Yono, AFD board member; Tom George, Harbortown Market, Daniel McKane, commander, 1st Precinct; George Ruhana, inspector, Detroit Police Department; George Merritt, commander, 9th Precinct; Ron Cronin, chief of police, West Bloomfield; Sam Yono, AFD board member; and a representative from the FBI chatted through the cocktail hour.



Ron Paradoski, AFD board member; Sam Yono, AFD board member; Elwood Webb, LCC; Frank Allen, deputy chief, Detroit Police Department; and Richard Stein, Detroit Police Department enjoyed a delicious dinner.

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## Watch mail for exciting items from AFD

AFD members should keep their eyes on their mailbox this month for two important items.

Scholarship posters in bright neon colors will be mailed the first or second week of the month. These posters need to be hung by Jan. 15 as applications for the 1992-93 academic year scholarships will begin to be accepted on that date. Don't let your employees and their children miss the golden opportunity to win an AFD Academic Scholarship.

The second item members will receive is the membership decal. Newly designed for 1992, members

will want to display it prominently on their front doors or windows to let all customers and suppliers know

they belong to the biggest and most powerful food association in the state.



## State's fastest growing firms sought

A statewide search has just begun to find the 100 fastest-growing, privately held companies in Michigan.

Companies with the highest rates of revenue growth over the last five years will be ranked this spring in the seventh annual installment of the "Michigan Private 100" in *The Detroit News* and on WWJ Radio. They also will be honored at the Michigan Private 100 banquet during the 10th Annual Michigan Small Business Day Conference April 28 at the Novi Hilton.

Firms with fiscal 1991 net sales at least twice what they were in fiscal 1987 are being invited to submit their companies' performances for consideration in the search conducted by the Michigan offices of BDO Seidman, the national firm of certified public accountants, the Detroit-based public relations firm of Durocher & Co. and media co-sponsors *The Detroit News* and WWJ Radio.

Only privately held, Michigan-based companies that had full-year fiscal 1987 net sales between \$100,000 and \$30 million can qualify for the Michigan private 100. Performance reporting forms may be secured by companies that wish to be considered by calling (313) 259-7414. Deadline for submitting completed forms is Feb. 18, 1992.

## Forest Hills Foods aids charity

In a continued effort to support local non-profit organizations and help enrich the quality of life for all individuals, Forest Hills Foods of Grand Rapids recently generated funds in the amount of \$1,954 for the Juvenile Diabetes Foundation. This money was raised over a two-week period through its Cash for Caring program.

Cash for Caring encourages customers of Forest Hills Foods to turn in register receipts during the specific time period. Forest Hills Foods then contributes 2 percent of the total amount (excluding tax, tobacco and alcohol) to a designated organization, this time the Juvenile Diabetes Foundation.



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## PRODUCTS



### New vest saves lives, reduces liability

A new safety vest named "LifeLights" has been developed with a patented self-powered, self-illuminating design that will make any work environment safer.

Unlike most reflective vests the "LifeLights" vest requires no outside light to make it visible. The "LifeLights" vest has a self-contained L.E.D. (light emitting diode) system powered by a battery pack containing three standard AA batteries. The battery pack has three settings: off, flashing and continuous.

The Department of Labor (Bureau of Labor Statistics) reported that in 1990, more than 6.4 million job-related injuries were reported in industry. The new "LifeLights" vest will help prevent injuries at a variety of work places including construction sites, production facilities, truck delivery, parking, utility, schools and public safety environments.

"LifeLights" vests are available through Trend Tec, Inc., Berkley, and sell for \$45 each. For information call (313) 547-0701.



### Carlisle launches Ruffies® Eco-Choice™ line of plastic trash bags

Carlisle Plastics, Inc., the third largest manufacturer of plastic trash bags in the U.S. recently announced the introduction of its new line of Ruffies® Eco-Choice™ plastic trash bags made from film containing more than 30 percent recycled plastic bottles, such as milk jugs.

Shipment of the new bags, which will be marketed under its Ruffies brand name in 13-, 30- and 33-gallon

sizes, will begin in February. The bags will be priced to sell for less than conventional, leading national brands of trash bags. National consumer advertising to promote Eco-Choice bags will begin in April.

A recent poll found that 83 percent of consumers surveyed have changed brands based on environmental concerns.

In addition to using recycled post-consumer waste (PCW), the Ruffies Eco-Choice bags also benefit the environment through source reduction, the Environmental Protection Agency's (EPA) first priority in solving the landfill problem.

Eco-Choice trash bags are the first such trash bag to combine a significant percentage of recycled PCW with a special high strength plastic called high molecular weight, high density polyethylene (HMW-HDPE). This material is stronger pound-for-pound than conventional (low density) trash bags, allowing for thinner bags with comparable strength. Because Ruffies Eco-Choice bags contain less plastic than most leading brands, less material winds up in landfills.



### Three different delicious microwaveable chicken sandwiches from Pierre Frozen Foods

Pierre Frozen Foods offers three different delicious microwaveable chicken breast sandwiches that are so good, you won't believe they came out of your microwave.

The first option is Pierre's Jumbo Southern Fried Chicken Breast Sandwich; a boneless chicken patty covered with crispy oat bran breading and smothered with two slices of real American cheese.

The second selection is Pierre's Chix-B-Q® Bar-B-Q Chicken Breast Sandwich, delicious flame-broiled boneless chicken covered with tangy barbecue sauce.

Last but not least, is the newest offering, Pierre's Lean Magic® Flame Broiled Chicken Breast Sandwich, a 91-percent fat-free delicious sandwich made with 100 percent real chicken breast.

All three sandwiches feature the world's greatest microwaveable bun and are ideal for convenience stores, vending operators, mobile catering, supermarket take-out, cafeterias and all other locations that sell convenience foods.

All Pierre sandwiches are attractively packaged, with colorful, eye-catching labels, in crisp, clear wrap, specially designed to enhance their appeal. They feature a 14-day refrigerated shelf life and great mer-

chandising materials to help you sell.

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

### New York '91—vintage of the century?

"This is the best year since 1946, and it may be the vintage of the century."

That assessment of New York's 1991 grape harvest was made by Bill Wagner, a grape grower since 1946 and owner of Wagner Vineyards, one of New York's premier wineries which has captured Gold Medals in San Francisco, Dallas, Toronto and many other locations. The reason Bill Wagner couldn't be sure if 1991 is the "vintage of the century" is because he hasn't been around that long—but his unbounded enthusiasm is shared by vintners throughout the state's four winegrowing regions.

### Glenora, Heron Hill, Wiemer rated "Best American" Rieslings

Glenora Wine Cellars, Heron Hill Vineyards, and Hermann J. Wiemer Vineyard dramatically reaffirmed the superb quality of Finger Lakes riesling wines by capturing three of only eight Gold medals in the recent American Wine Competition—and by receiving the coveted "Best American" designation in their respective classes based on sweetness. The competition included 101 wines from throughout the United States, primarily California.

### Mustard cookbook hits shelves

Michele Marshall, president of Mucky Duck Mustard Co., has written the Mucky Duck Mustard Cookbook. Each recipe is made with Mucky Duck Mustard, except for the final chapter of all-chocolate desserts.

The cookbook can be found at many of the 800 stores in Michigan that carry her gourmet mustard.



### Non-skid pads help keep Filmco's Cling Film dispenser in place during use

Filmco's Foodservice Cling Film comes with non-skid pads for the bottom of the dispenser box which help prevent the box from sliding during use. The self stick pads are included in every dispenser box.

In addition, a number of other design features help make the dispenser user-friendly for the

foodservice worker. Integral handles on the sides of the dispenser allow it to be picked up and moved easily. The sturdy cutter bar provides quick clean cuts. Smooth, even roll release facilitates wrapping.

The durable, heavy-duty corrugated container is designed with rigid joints which use no glue, so the carton keeps its shape even when exposed to moisture, humidity and rough handling.

Filmco Foodservice Cling Film comes in a complete assortment of widths and lengths.

For more information, please contact: Filmco Industries, Inc., 1450 South Chillicothe Road, Aurora, Ohio 44202. Call toll-free: 800-545-8457 or (216) 562-6111.



### Alco-Screen an easy and accurate blood-alcohol test

Michigan's new strict drunk driving laws, put into effect this month, will have the public seeking ways to ensure they won't be intoxicated behind the wheel.

Up until now, most tests for blood-alcohol levels have been inaccurate, expensive and invasive. But the Alco-Screen provides the accurate, easy and affordable way people can test the blood-alcohol levels in just two minutes.

Alco-Screen tests are so small (about 2½ by 4¼ inches and almost completely flat) they can be conveniently carried in purses or billfolds. A person uses the test (after abstaining from food and drink for at least 15 minutes) by simply removing the Alco-Screen stick from its foil package and saturating the pad end with saliva from his mouth or a cup. After the pad is completely saturated, the user removes the stick from his mouth or the cup and waits two minutes. By matching the color of the pad to the color code on the Alco-Screen package, the user immediately knows his blood-alcohol level.

Alco-Screen is also affordable for retailers and their customers. A box of 24 costs \$30 and a case of 288 costs \$306. The suggested retail price is \$1.50 to \$2 for each Alco-Screen test. Point-of-purchase displays are available.

Retailers will want to encourage all their customers to play it safe by checking their blood-alcohol levels with the Alco-Screen test.

For more information about Alco-Screen, call 313-832-1010 and ask for John Hollingsworth.

## FAYGO

from page 8

Pop, Root Beer, Orange, Grape and Ginger Ale.

"There's no real dominant flavor, but on the other hand there's no flavor that's so small you can eliminate it," he says.

Although Sheridan says sometimes he wishes Faygo had one strong item to carry the brand, he also recognizes the company's strength in what it does.

"Faygo understands who it is," he says. "It understands it's in the flavor category and the flavor category requires a commitment to many items."

The company has also committed itself to attractive pricing and high quality of the products, as well as the products' packaging.

"There's a lot of guys who can put out inexpensive products," Sheridan says. "But the combination of good price and consistent good quality is Faygo's heritage. If there's a third part of that heritage it is that as good as that product is, the packaging itself makes it look better than it already is."

Owned by the National Beverage Corporation of Ft. Lauderdale, Fla., Faygo is looking good in Ohio and Indiana and parts of Wisconsin, Pennsylvania, Florida, and New York state.

Sheridan says Faygo owes its

popularity to its wide range of products—the flavored pop, sparkling water, mixers, and diet flavors.

"We really are appealing to everyone who drinks soft drinks," he says. "That's how we survive—by targeting a little bit of something to hopefully everyone."

## UPDATE

from page 1

placed a piece of cardboard in a baler, even when the baler has signage prohibiting use by anyone under the age of 18.

Accordingly, it is essential that this prohibition be communicated strongly to store employees. Con-

sideration should be given to the use of key locks or other safeguards to limit access to these machines.

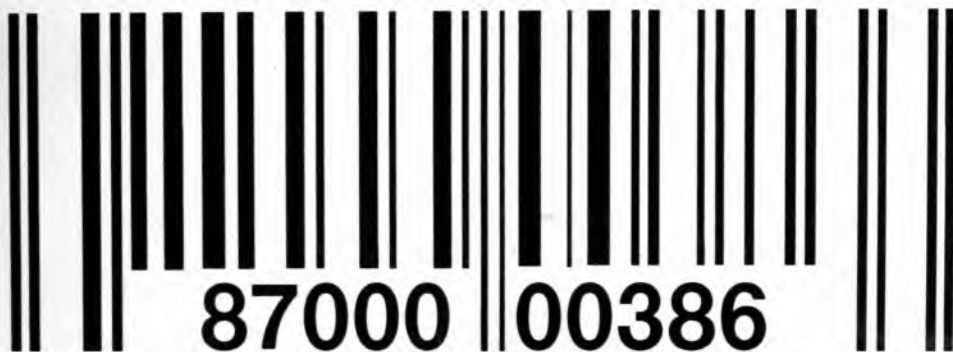
## Grocers in politics: Azzolina, Schwegmann win respective state races

The Nov. 5 election brought on a Republican state legislative landslide in New Jersey. Joseph Azzolina, Sr., president of Food Circus Supermarkets, Inc., in Middletown, N.J. won a seat in the New Jersey Assembly from the 13th district. Azzolina, who serves on FMI's board of directors, has previously served in the N.J. State Senate, the General Assembly, and was a 1988 Republican candidate for Congress in New Jersey's Third Congressional District. While a legislator, he served as chairman of the Assembly Commerce, Industry and Professions Committee and a member of the Transportation Committee. While in the State Senate he served as the vice chairman of both the Education Committee and Labor, Industry and Professions Committee.

Melinda Schwegmann beat incumbent Lt. Gov. Paul Hardy in Louisiana's Nov. 16 run-off election. In Louisiana, the lieutenant governor is elected independently of the governor. Schwegmann is the first woman to hold the state's second-highest office. Her husband, John is chief executive officer of Schwegmann Giant Super Markets, New Orleans, La.

## WIC amendment would set retail price controls for milk

The Senate is planning to act on legislation to control the retail price of milk sold through the Supplemental Feeding Program for Women, Infants and Children (WIC). Sen. Patrick Leahy (D-VT), chairman of the Senate Agriculture Committee planned to offer the amendment (H.J. Res. 178) as part of a supplemental appropriations bill. Sen. Leahy sent out a "Dear Colleague" letter November 20, which said "We will offer an amendment to protect the WIC program by capping the price at which WIC will reimburse stores for milk. If a store wishes to charge an exorbitant amount for milk, it is free to do so, but the WIC program will not reimburse it for more than a fair price." The provision is based on "the average farm milk price (the average price paid to producers for milk fluid uses) for the state for the previous month, plus 59 cents for a half gallon of milk or \$1.06 for a gallon of milk." However, retailers do not pay producer prices and currently there is no such thing as a "state price." Every state would need a new bureaucracy to determine such a price.



**Now, the most complete listing of liquor UPC codes available anywhere is as close as your computer!**

The Beverage Journal has compiled Michigan's first and only comprehensive directory of liquor UPC codes and has made it available to interested licensees through a state-of-the-art computer bulletin board system, called *Electronic Beverage Journal*.

Participating retailers can access this database through any personal computer. All that's needed is a modem, telephone line and a simple communications program available through The Beverage Journal.



For a low monthly subscription fee, you can have access to the many other features of Electronic Beverage Journal, including:

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## PEOPLE

### Campbell Soup Company forms Industrial Products Group

Campbell Soup Company has announced the formation of an Industrial Products Group.

The creation of the new group allows Campbell to optimize its worldwide

manufacturing base by utilizing available resources in the development, production and marketing of quality industrial directed products.

Frank Dudowicz has been named director of sales and marketing of the new Industrial Products Group which will be responsible for marketing, sales and distribution of intermediate ingredient products, contract manufacturing, private label and by-products.

### Spartan Stores announces position changes in perishables marketing department

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

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

merchandising with Spartan.

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

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

### David H. Roche elected to chief operating officer post

Michigan Sugar Company recently announced the appointment of David H. Roche as chief operating officer. Roche was elected to the newly created position by the company's board of directors during their recent Dec. 6, 1991 meeting. The appointment was effective Jan. 1, 1992. This new position is added to Roche's present office of executive vice president. As COO, Roche will assume more responsibility for the day-to-day operation of the company.

Roche began his career with Michigan Sugar Company in 1976 as controller and was promoted to vice president of administration in April of 1980, and to the position of executive vice president in January of 1990. Roche holds an MBA from Michigan State University, a BA from Saginaw Valley State University, and has been a certified public accountant since 1974. He is a trustee

of the U.S. Beet Sugar Association in Washington, D.C., and a member of the American Institute of Certified Public Accountants (AICPA) and the Michigan Association of Certified Public Accountants (MACPA).

Roche's current community involvement includes board membership with United Way of Saginaw County, Saginaw Future, Inc., and the Saginaw Symphony. He resides in Saginaw Township with his wife, Rae Ann and their three children.

### Timm F. Crull named to head Nestle's North American operations

Timm F. Crull, Nestle USA, Inc., president and chief executive officer, has been named effective Jan. 1, 1992, an executive vice president of the parent company Nestle U.S.A.'s general management. Crull will oversee activities in both the United States and Canada.

Crull has been named to the newly created position of chairman of Nestle USA and will also retain his title as chief executive officer of the company.

Joe M. Weller, former Carnation Company executive vice president, and currently heading Nestle's Australian market since December 1989 as managing director and chief executive officer, replaces Crull as Nestle USA president. Weller will have the added title of chief operating officer.

### Yono elected to OCC board

Sam Yono, past chairman and current board member of AFD, has been named to the Board of Trustees of Oakland Community College.

His appointment marks the first time an ethnic minority will hold the post in the school's 25-year history.

The owner of five retail grocery stores in Wayne County, Yono is also chairman of the Chaldean Federation of America. He says he hopes to boost the enrollment of the ethnic community in the college.

Yono was named to fill out the term of an outgoing board member. The term will expire in June, at which time Yono says he plans to seek election to a six-year term.



Yono

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**Sweetheart**  
**Ball**

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## BAKERIES:

Ackroyd's Scotch Bakery	
& Sausage	532-1181
Archway Cookies	(616) 962-6205
Awrey Bakeries, Inc.	522-1100
Koeppinger Bakeries, Inc.	967-2020
Mr. Dan's Gourmet Pound Cake	923-3111
S & M Biscuit Distributing	893-4747
Sunshine/Salerno	352-4343
Taystee Bakeries	476-0201

## BANKS:

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

## BEVERAGES:

Absopure Water Company	358-1460
Anheuser-Busch, Inc.	354-1860
Bellino Quality Beverages, Inc.	946-6300
Brooks Beverage Mgt, Inc.	(616) 393-5800
Cadillac Coffee	369-9020
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
Faygo Beverages, Inc.	925-1600
Frankenmuth Brewery	(517) 652-6183
G. Heileman Brewing Co.	(414) 796-2540
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
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
Estabrooks Marketing	(517) 548-3750
Hanson Faso Assoc.	354-5339
J.B. Novak & Associates	752-6453
James K. Tamakian Company	424-8500
John Huettelman Co.	296-3000
Marks & Goergens, Inc.	354-1600
McMahon & McDonald, Inc.	477-7182
Northland Marketing	353-0222
Paul Inman Associates	626-8300
Pfeister Company	591-1900
Stark & Company	851-5700
VIP Food Brokers International	885-2335

## CANDY & TOBACCO:

M & M Mars	363-9231
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
Tina's Catering	949-2280
Vassel's Banquet Hall & Catering	354-0121

## DAIRY PRODUCTS:

American Dairy Assoc.	(517) 349-8923
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.	344-2500
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
Kalil Enterprises, Inc.	527-7240
Kraft Foods	261-2800
Michigan (Pioneer) Sugar	(517) 799-7300
Monitor (Big Chief) Sugar	(517) 686-0161
Nabisco, Inc.	478-1400
Philip Morris U.S.A.	489-9494
Prince Macaroni of Michigan	772-0900
Red Pelican Food Products	921-2500
Tony's Pizza Service	634-0606

## MEAT PRODUCERS/PACKERS:

Hartig Meats	832-2080
Hillshire Farm & Kahn's	778-3276
Holiday Farms	471-5696
Hygrade Food Products	464-2400
Kowalski Sausage Company	873-8200
LKL Packing, Inc.	833-1590
Nestle Foods	851-8480
Oscar Mayer & Company	464-9400
Osten Meats	963-9660
Pelkie Meat Processing	(906) 353-7479
Ray Weeks & Sons Company	727-3535
Smith Meat Packing, Inc.	458-9530
Swift-Eckrich	458-9530
Thorn Apple Valley	552-0700
Winter Sausage Mfg., Inc.	777-9080
Wolverine Packing Company	568-1900

## MEDIA:

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

Daily Tribune	541-3000
Detroit Free Press	222-6400
Detroit News	222-2000
Detroit Newspaper Agency	222-2512
Gannett National Newspapers	357-7910
Macomb Daily	296-0800
Michigan Chronicle	963-5522
The Beverage Journal	454-4540
WDIV-TV4	222-0643
WJBK-TV2	557-9000
WKSG "KISS-FM"	792-6600
WWJ-AM/WJOI-FM	222-2636

## NON-FOOD DISTRIBUTORS:

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

## POTATO CHIPS/NUTS/SNACKS:

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

## PROMOTION/ADVERTISING:

Advo-System	425-8190
Gateway Outdoor Advertising	544-0200
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. Shuttie, 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	351-1760
O'Riley Realty	689-8844
Pappas Cutlery Grinding	965-3872
Red Carpet Keim	557-7700
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
Bernea Food Service	(800) 688-9478
Brehm Broaster Sales	(517) 427-5858
DCI Food Equipment	369-1666
Hobart Corporation	697-7060
Homestead Enter	(616) 236-5244

MMI Distributing	582-4400
Market Mechanical Services	680-0580
Midwest Butcher & Deli Supply	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
Epcos 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	628-6200
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.	256-7118
Tony's Pizza Service	(800) 247-1533
Tony Serra Food Service	758-0791
Value Wholesale	862-6900
Warehouse Club	532-3399
Wholesale House, Inc.	846-6209
Ypsilanti Food Co-op	483-1520

## ASSOCIATES:

American Synergistics	427-4444
Bomark Corporation	342-1679
Bureau of State Lottery	(517) 887-6820
Business Dining Serv.	489-1900
Club Cars	459-8390
Lerman 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



# HAPPY NEW YEAR

# 1992

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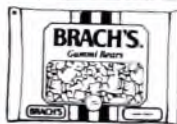
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