



ASSOCIATED FOOD DEALERS OF MICHIGAN  
and its affiliate:  
PACKAGE LIQUOR DEALERS ASSOCIATION

# FOOD & BEVERAGE REPORT

VOL. 3, NO. 7 An official publication of the Associated Food Dealers of Michigan and its affiliate, Package Liquor Dealers Association JULY 1992

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## LEGISLATIVE UPDATE

### USDA proposes rule for poultry irradiation

The U.S. Department of Agriculture recently proposed rules permitting the use of irradiation to kill salmonella and other bacteria in raw poultry. The proposal would allow a range of 1.5 to 3.0 kiloGray (kGy) of irradiation. Under the proposal, before irradiated poultry could be sold to the public, it would have to carry FSIS-approved labels with the intentional green-colored symbol for irradiation and the words "treated with radiation" or "treated by irradiation."

### Metric:

The American Technology Prominence Act, which was signed into law in February, contains a provision which amends the Fair Packaging and Labeling Act (FPLA) to require the metric system to become the primary system of measurement on product labels by 1994. The provision would require wholesale and retail grocers to make significant modifications to unit pricing and computer systems, scales, labels and package sizes. —NGA

### Notice to Food Stamp retailers

Stores who accept food stamps are now being asked by the USDA to fill out a new application form so it can determine which stores still qualify for food stamp acceptance.

Watch the mail closely for the new form. All questions must be answered, and the completed form must be turned in to the USDA 15 days from its receipt. Failure to return the information may result in a store's removal from the food stamp program.

Any retailer with a question or wishing to be dropped from the program may contact the USDA at Patrick V. McNamara Federal Building, 477 Michigan Avenue, Room 278, Detroit, Mich. 48226. Phone: 226-4930.

## Don't miss the AFD Scholarship Golf Outing 1992!

Swing into the fun Aug. 3 at AFD Scholarship Golf Outing '92 and the Shenandoah Country Club, where a great day of golf is in the bag.

This year's outing promises to be better than any before it. The day begins with continental breakfast at 7:30 with tee-off times beginning at 7:45. Golfers will be sent off with "goodie bags" full of terrific items for on and off the course. The official play is a scramble, and greens fees and a golf carts are included. Speedy golfers can play again at no extra charge until 5:00.

Holding true to AFD's vow that no golfer will go hungry or thirsty, snacks and beverages will be provided throughout the day on the course. An outdoor barbecue lunch will be served at the 10th hole. And golfers should save room for the gourmet dinner at 7:00 p.m., which includes a premium open bar.

Everyone who attends the AFD Scholarship Golf Outing is already a winner, but exciting contests and raffles mean many big prizes will be for grabs, including golf weekends, golf clubs, a golf bag and more. Closest to the Pin and Straightest Drive contests will get the fun going on the course. And AFD is just itching to



The Shenandoah Country Club's plush green fairways are ready and waiting for AFD golfers.

award \$10,000 to the winner of the Hole in One contest. Could it be you this year?

But the most important reason to sign up a foursome for the outing is to show support of the AFD Scholarship Fund and witness the awarding of scholarships to 22 deserving young people. AFD will award a total of \$11,000 in scholarships during the dinner reception at this year's event.

The Golf and Dinner Package costs \$500 per foursome or \$125 per

person. Non-golfers may want to attend the dinner reception only at a cost of \$60 per person. To reserve your spot, call Vicky at 557-9600.



### New Watermark on Food Coupons

Beginning with the 1992 food coupon series year, all food coupons will be printed on paper containing a new watermark. The new watermark will be the letters "USDA" and an image of the Liberty Bell. The new watermark on food coupons, as illustrated above, can be seen best by looking at the back of the coupon as it is held in front of a bright light. The old watermark consists of parallel lines that are five-eighths of an inch apart running from top to bottom on the coupon. All genuine coupons printed in series year 1991 and earlier will continue in use. There will be no expiration date for coupons printed on paper containing the old watermark.

### Aluminum Beverage Cans Recycled (Billions)



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*Stock Up on these Terrific Items...*



*For Summer BBQs to Remember!*

## EXECUTIVE DIRECTOR'S REPORT

# Is your store in compliance with the ADA?

by Joseph D. Sarata  
Executive Director

It's July 1992, folks, and you should know by now what that means. If you have not made necessary changes in your stores you could be in violation of the Americans with Disabilities Act (ADA).



Sarata

Try to look at the ADA in a positive light, as an act of good-will to your physically handicapped customers. Prove to the community the changes you make to your store mean all shoppers are openly welcome.

A disabled-veterans group recently implored AFD to let members know what these minor changes mean to them. Those veterans protected the freedoms we enjoy today at the cost of their own mobility. It hardly seems too much to ask to see that they have appropriate parking or accessibility to shelves, etc.

Confused by all the rules and expectations? AFD understands. That's why, in cooperation with the Greater Detroit Chamber of Commerce, AFD will host the seminar entitled "How to Comply with the ADA: Implications for the Food Industry." The

date for the seminar is July 22.

The seminar will get underway at 8:00 a.m. with a continental breakfast, followed by a welcome from the Chamber's Phillip J. Roselli and me.

At 8:40, Henry Saad, partner at Dickinson Wright, will provide an overview of the federal law, compare state and federal requirements, and give a "generalist" presentation.

Karen Beauregard, economic development consultant for the Michigan Department of Rehabilitation Services, will take over at 9:25. She will cover the types of accommodations requests can expect; developing appropriate procedures; sources of information and assistance for employers; and examples of accommodations.

The last hour of the program, beginning at 10:30, will consist of two "Breakout Sessions," where attendees will have the choice of attending one of two panel discussions: The Retail Environment or Physical Plant Office.

Speaking with attendees about the retail environment will be three panelists representing large and small retailers and a restaurateur who have been working to comply with the ADA.

The physical plant/office panelist will discuss food manufacturing, and warehouse and office environments who have worked toward compliance.

The seminar will be held at the

office of the Greater Detroit Chamber of Commerce. Admission is \$10 and checks can be mailed to the chamber at 600 West Lafayette Blvd., Detroit, MI 48226.

For more information, call Bob Guerrini at the Chamber at 964-4000, or me at 557-9600.

## ASK AFD

**Q. What happens if I am on the telephone during a nightly GVT transmission?**  
—S.D., Pontiac

**A.** ASK AFD went straight to Bureau of State Lottery Director of Sales Charlie Korpel for the answer to this question.

"Each night between 11 p.m. and midnight, or after store closing if before 11 pm, the GVT is programmed to "dial up" the computer and transmit the daily validations. If the GVT cannot get access to the retailer telephone line for this nightly transmission, it will retry 10 times. If it cannot access the line, those daily validations will not be processed at Lottery Central within the correct business day's records. The validations will stay in the GVT and be forwarded to Lottery Central the next day with any of the GVT transmissions.

"Once the GVT has gotten on the telephone line, it remains in control until transmissions and subsequent acknowledgements from Lottery Central are completed. Picking up another extension will not affect the transmission.

"Retailers that are in question about their validations can get their questions answered by calling our Retailer Services Department at 1-800-325-4520."

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.

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AFD works closely with the following associations:



## The Grocery Zone

By David Coverly



# Rep. Sal Rocca is an above-average American

The future of State Representative Sal Rocca of the 71st District could have been determined by the time he was 7 years old.

At that age he was already cultivating his strong work ethics, independent, and taking responsibility for himself—as much as a 7-year-old can—by peddling produce through his neighborhood. Just as strong as his work ethic is his love for his country.

But the United States hasn't always been his country. Rocca was born in Casalvieri, Italy, and moved with his family to Windsor, Ont., when he was 7. Not content to call Canada their home, his family emigrated to Detroit when Rocca was 13.

"The final objective was to come to the United States, obviously," says Rocca, who now lives in Sterling Heights with his wife Suzanne and their two boys. "The U.S. has always been the destination port for immigrants. America for centuries has been envisioned as the land of opportunity."

Immigrants not only bring with them the work ethic that makes this country strong, Rocca says, but a wholehearted appreciation for the freedoms and opportunities they have in the United States.

"Some of our most patriotic Americans are citizens like myself who were born in a foreign country," he insists.

That patriotism got Rocca fired up a few years ago when some Americans jumped on the trend of flag burning. In response, Rocca passed out 50,000 "I Love America" stickers at his own expense, "as my way of expressing appreciation for the freedoms that are enjoyed in this country and my support for the American flag."

It was that same sense of loyalty to the American system that prompted him to get involved in government in the early 1970s.

"I was frustrated by elected public officials who were not adequately representing the best interest of the citizens," he says. "My reason for seeking elective office was to work within the process to insure that the citizens' interest would be represented at the state level."

At that time the overwhelming issue at hand was that of cross-district bussing. Rocca says he felt it was wrong of government to conduct social experiments with innocent school children.

Rocca believed that most people in his district felt the same way about the subject. And since first being elected to his position in 1974, and again in 1976, 1978, 1982, 1984, 1986, 1988 and 1990, he has let the wants of the citizens in the district

guide his decisions.

"Over the years, my constituent services, more than legislative issues, has been my strong feature," he says. "It's extremely important that when a citizen calls their elected official that the official becomes that citizen's direct line to the government to solve that constituent's problem."

Government, Rocca says, is too distant from the average citizen. That's why he has established in his district a Legislative Advisory



State Representative Sal Rocca

Committee.

The Legislative Advisory Committee is comprised of any and all citizens in his district who ask to be more involved in Rocca's decision-making process.

"If an issue comes up that I need guidance on I will actually do a questionnaire to the citizens on the advisory committee and ask for their opinions," Rocca explains.

To obtain opinions from his committee, Rocca frequently sends committee members information on the issue—pro and con—along with a self-addressed postcard with space for their opinions. Those constituents then mail the postcard to him and he gets the feedback he needs.

"On an issue on which I'm not certain, I'm able to get a quick pulse on the feelings of my constituents on that issue within a few days," he says.

Rocca adds that others apparently think the Legislative Advisory Committee is a good idea, too. "A lot of legislators have copied the format I've used."

Rocca insists the input from his constituents and his relatively conservative philosophy have led him to vote against every tax increase that has come through the House. "We should prioritize government spending to make sure we don't waste taxpayers' money," he insists.

Drawing from his strong work-ethic belief, he was also the deciding vote against General Assistance for single healthy adults, believing those who can work should. But decisions such as those frequently made him unpopular with his fellow Democrats.

"Because of my independence, quite often I would vote with the Republicans when I felt the Republican philosophy on an issue was correct," Rocca explains.

It was also his leaning toward conservatism that prompted him May 15 to switch parties and declare himself a Republican for the upcoming November election. It is a decision, he says, the people of his district support and will have little effect on his re-election.

"What my constituents generally do is make independent decisions, and they support candidates based on the issues rather than political affiliation," Rocca explains. "That's because my constituents recognize, as I do, that there are good ideas in both the Democrat's philosophy and the Republican's philosophy. What they want is a representative who will be able to sort out and pick and choose issues that are in their best interest."

But his leaving the Democratic Party was not nearly as popular with his former cohorts.

"As punishment because of my decision to run for re-election as a Republican instead of a Democrat, the House Speaker has stripped me of my committees and dismissed one of my two staff people," Rocca explains.

Rocca recently served as Majority Vice-Chairman of the House Committee on Public Health; a member of the Joint Committee on Administrative Rules; and a member of the Committees on Liquor Control, Insurance and State Affairs.

He currently serves on the House Committees on Corporations and finance, and Military and Veterans Affairs. He has retained his seat on the Committee on Marine Affairs and Port Development.

Rocca expects to be reappointed to all of his former committee posts in January following his re-election.

His position as a state legislator keeps Rocca occupied full time, but he is quick to point out he is by trade a journeyman toolmaker, a skilled tradesman. He is also a licensed real estate broker.

Then there's Rocca's childhood experience in the food industry. Starting at age 7 he went door to door through his neighborhood selling fruits and vegetables delivered from Windsor's farmers' market. By age 13, he went into business for himself doing the same thing. At age 14, he was a bagger and stock boy for Detroit's first Great Scott.

Because of that experience. Rocca. See **ROCCA**, page 12



## JAYS/CAINS SNACK FOODS



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- This will allow us to provide a much higher quality of service to your stores.

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# Food & beverage retailers now specialists

By John Dagenala  
SDD/SDM

It wasn't too long ago that the local food merchant was called a "grocer," and the small liquor store owner sold "booze and pop." Such references and poor use of names dates back to the repeal of Prohibition and even earlier than the 1930s especially with alcohol items.

The food and beverage industry doesn't seem separated anymore and is actually rolled up into one capsule—a major point to be underscored when talking about trade associations and how they represent membership in today's technical marketplace.

Without the benefit of college degrees and long years of experience, today's food and beverage retailer, whether large or small, has become a food beverage SPECIALIST. That's it! Hang out your sign, take a bow and be proud of your accomplishments! You have advanced to a new degree of skill and knowledge. Now, you should advance your key employees by training them and thus advancing your own marketing endeavors, which all adds up to profits.

Let's take a closer look at today's modern retailer and examine

many things the customer sees and has become conditioned to expecting from you and your store—some things that you probably take for granted!

For the beverage retailer who has earned his or her title of "specialist," we can't think of a better example than learning the metric system and educating the consumer on the differences in size, volume-content and price structure. A tough task indeed!

There was a time when the package-liquor store had a few hundred lines of liquor and little wine and beer. Today that inventory involves several thousand items divided into hundreds of technical categories. There are liqueurs and low-proof spirits. The wines alone in a fairly large store truly requires a "wine



specialist." Beer was beer according to the old-timers, but ask today's retailer about his or her ordering system in order to keep up with customer demands. With the variety of light and dry products, the imports, the ales, and the dark products, the list is endless.

For both food and beverage retailers, the more complicated and expanding area of new non-alcoholic beverages must be addressed to meet consumer demands. Example: bottled water started appearing on retailer shelves just a few years ago, and one would think that water is water, right? Not so, because now we're looking at flavored waters and waters imported from around the world—from mountains, natural springs, flowing wells and you name it.

Coming in our direction very soon are the amended or new labeling rules and regulations to be issued by our federal government. Again, our "new-breed" food and beverage retailer truly qualifies for the added title of "specialist" in the race to keep up with the competition.

A lot of names, definitions, percentages and product claims have to be clearly established. The retailer, having first-hand information on the

forthcoming labeling laws, will be in the driver's seat. And if you are with us as paid up member, you'll read it right in these pages of AFD Food and Beverage Report.

We once thought terms used by manufacturers and wholesalers were fairly understandable and explainable to customers, but this will change. Food items, "fat," "calories," "sodium content," "natural," "artificial," etc., will change. For beverage items, "carbonated," "diet," "coloring," "sugar," etc., to name a few, receive new guidelines.

Diet beverages of all descriptions are currently entering the market or preparing to do battle with established beverages. We now have consumers looking at labels more than ever before. Certainly, the sparkling juices, flavored waters and beverages aimed at the sporting crowd, together with non-alcohol beers, will see a big jump in sales as time goes on.

Yes, Mr. and Mrs. Retailer, get ready to renew those membership dues with Associated Food Dealers and its affiliate, Package Liquor Dealers, because your are very special to our efforts and our combined goals. Remember, you are a food and beverage "specialist."

## MICHIGAN WANTS TO KNOW!

Have a new product? A personnel change? Interesting news about your business? Let thousands read about it in the Food & Beverage Report!

The Food & Beverage Report reaches more than 9,500 businesses in the state and has a pass-along readership of more than 25,000. The PEOPLE and PRODUCTS pages are two of its most well-read. Don't let your big news go unrecognized. Send your press releases with photos to:

**SARAH HUMPHREYS**  
Associated Food Dealers of Michigan  
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# Lotto 20 Car Giveaway to drive summer sales

By Jerry Crandall  
Michigan Lottery Commissioner

The Michigan Lottery will get players "revved up" for summer fun and put Lotto sales into high gear this month with the exciting new "Lotto 20 Car Giveaway" second-chance sweepstakes. In celebration of the Michigan Lottery's 20th anniversary, the Bureau will give away two new automobiles from July 9 through Sept. 11.



Crandall

Michigan Lottery players who miss out on Lotto this summer will get a second chance to win big by driving away with a new vehicle. The Lottery will give away two automobiles each week for 10 weeks. As we celebrate this important milestone, we want to thank you all of our players for supporting the Lottery and Michigan's public education system.

We're excited about this promotion because it captures the spirit of the Lottery's 20th anniversary. It is our way of thanking our players for

supporting the Lottery and a way to show support for the automotive industry—an industry of great importance to Michigan's economy.

The exciting cars to be given away in this new promotion include (two of each of the following):

- ★ Chevy Caprice
- ★ Dodge Dakota
- ★ Ford Probe
- ★ Pontiac Grand Am
- ★ Dodge Daytona
- ★ Ford Mustang GT Convertible
- ★ Buick LeSabre
- ★ Jeep Grand Cherokee
- ★ Ford Bronco
- ★ Lincoln Town Car
- ★ Cadillac Deville

To enter the "Lotto 20 Car Giveaway," players send in a non-winning \$5 Lotto ticket that is valid for single Lotto drawing between July 1 and Sept. 5. Each entry is good for one week's drawing, and all entries must be received by the close of business on Sept. 9. Two winners will be announced every Saturday from July 11 to Sept. 12 on the "Michigan Lottery Megabucks Giveaway" TV game show.

**Lottery launched special 20th Anniversary instant game last month**

The Lottery introduced a special

instant game last month to celebrate the Lottery's 20th anniversary. The "20th Anniversary" game—the only game of its kind—is a collector's item and offers players two chances to win great cash prizes. The new game looks like no other ticket on the market. It's larger than the regular instant tickets and features graphics and colors that leave no doubt that the game is a celebration in itself.

The new game sells for \$2,



which means extra commissions for Lottery retailers. Your commission will double on the sale of each "20th Anniversary" game ticket—12 cents a ticket! I encourage everyone to make their stores look like a birthday party. Players respond to colorful and interesting point-of-sale materials. Keep the instant game momentum building with the new and exciting "anniversary" game.

**Large crowds turn out for Lottery's first "Spin-to-Win" events**

A crowd of nearly 500 people turned out to watch the Lottery's first "Spin-to-Win" event held at Livonia Mall on May 12, and over 300 people showed for the second "Spin-to-Win" event held on June 2, at Lakeview Square Mall in Battle Creek.

Megabucks Giveaway host, Chuck Gaidica, and I hosted the Livonia event and Megabucks Giveaway hostess, Aggie Usedly, hosted the Battle Creek event where top prize winners in the "Spin-to-Win" instant game spun the Lottery's giant wheel to win big cash prizes ranging from \$5,000 to \$20,000. Members of the audience also became lucky winners as Lottery officials gave away blocks of instant tickets

See LOTTERY, page 14



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

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

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

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

Store Name (Please Print)	
Address	
City/State	Zip
Phone Number	Contact Person
<small>For information on how to become a Michigan Lottery retailer, please return to: Bureau of State Lottery, 101 East Hillside, Box 30023, Lansing, MI 48909, 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.

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

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# AFD ON THE SCENE

## Sarafa and Yono visit Southeast Detroit

AFD Executive Director Joe Sarafa and AFD Vice Chairman Nabby Yono called on store owners in the southeast side of the city last month.



Joe Sarafa and Saad Ayar, owner, get juiced up for big sales at Harper Food Center.



Even competitors are friends; Nabby Yono stops to pose with Joe Semaan of Pete's Scot Farm.



The Naimi family is especially proud of Thrifty Scot's Value Aisle.



Nabby Yono goes fruity in his own store, X-Tra Foods.

## The Red Baron flies again!

The Red Baron Stearman bi-planes took to Michigan skies again last month to promote Red Baron Premium Frozen Pizza. They touched down in Waterford, Bay City, Linden, Grand Rapids and Kalamazoo. Proceeds from pizza sold June 1 through June 13 at all supermarkets were donated to the American Cancer Society.



No, it's not the Red Baron standing by his plane, but Keith Tipper, Sales Enterprises marketing manager, on duty at the Pontiac-Oakland Airport in Waterford. Beautiful weather topped off a great day of fun and excitement, airplane rides, and delicious, hot pizza.

## Hiram Walker Dinner

Hiram Walker hosted its annual dinner for AFD last month at Walkerville in Windsor.



Having a good time were (from left) Chaldean Detroit Times Publisher Amir Denha; Halfa Denha, AFD First Vice Chairman Nabby Yono, Maryann Yono; and Harbor-town Market owner Tom George.



AFD Board Member Alan Stotsky, Faris Naimi, AFD Past Chairman Amir Al-Naimi, Susan Roslek, Observer and Eccentric Managing Editor Steve Barnaby, AFD Board Member Sam Yono, AFD Chairman Frank Arcori, and AFD Board Member Tom Simaan stayed outside to enjoy the sunshine.



Board Member Bill Vivlano, Board Member Sam Dallo, Ibtisam Dallo, Balsam Dallo, Hiram Walker Director of Executive Services Dick DuCharme, and Frank Arcori chatted through the cocktail hour.

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- One person group & self employed coverage available

\* For groups of 2 or more

Rocky H. Husaynu,

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For more information, call (313) 557-6259 or  
Fax inquiries (313) 557-9610

# How to prepare for an OSHA inspection

Don't wait until the OSHA inspector is knocking at your door to prepare yourself and your staff for an inspection. The best time to prepare is now.

An important first step in preparing for an OSHA inspection is to designate a company representative who is responsible for interacting with the inspector. Whether a store manager, supervisor or senior officer, this individual should be familiar with relevant OSHA regulations and the store's compliance record.

Following is a checklist that your

designated company representative should review to ensure that he or she is prepared for OSHA inspections.

#### Pre-Inspection:

- ✓ Know the location of records required to be kept by OSHA (your company's written hazard communication plan, material safety data sheets, or MSPS, etc.); and
- ✓ Identify the employee representative who will accompany the inspector (OSHA requires that an employee representative be selected to represent employees during the

inspection).

**Opening Conference:** (the inspector will begin with a conference to explain the nature, purpose and scope of the inspection)

- ✓ Record the inspector's name, agency and address;
- ✓ Establish the purpose and scope of the inspection;
- ✓ Determine which company records the inspector wishes to review and why; and
- ✓ Ask what triggered the inspection (inspections are conducted under three circumstances. In response to

an employee complaint, following a reportable accident and randomly based on the nature of the industry and the compliance history of the employer).

#### During the inspection:

- ✓ Take notes on what is seen and said and what documents are reviewed; and
- ✓ Ask the inspector to put any question in writing for review by your attorney.

#### Closing Conference:

- ✓ Request receipt of any documents copied;
- ✓ Request copies of any photographs taken; and
- ✓ Do not make admissions or argue your case.

#### If There Is a Citation:

- ✓ Promptly post the citation at or near the location of the alleged violation until the violation has been corrected or for three working days, whichever is longer; and
- ✓ Request an informal conference which provides an opportunity to reach a settlement or contest the citation immediately without an informal conference. (You have 15 working days once you receive the citation to notify the OSHA Area Director of your intent to dispute.)

—NACS

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### Drug testing program offered to AFD members at discount

Professional Test Administrators, Inc., announces its Employee Drug Testing Program will be offered to AFD members at a special discount. The PTA "turnkey" program includes drug policy statement development, random selection, specimen collections, courier service, NIDA approved laboratory testing, medical review of test results, record maintenance, and all drug test reporting.

Drug abusers are late to work three times more often, request early dismissal more often, and are absent 2.2 times more often than a non-abuser. Statistics show that absenteeism, increased workman's compensation and healthcare costs, as well as decreased productivity due to drug and alcohol abuse cost the average company about \$1,000 per employee per year!

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# Don Fracassi serves his neighborhood and his city

One Michigan city's mayor won't be found behind a big desk, in the back of a limo, or flanked by burley bodyguards. To track down Southfield's mayor, one needs only to look behind the counter of a neighborhood shop. This mayor won't be kissing babies or shaking hands, but maybe fixing a thick turkey sandwich on a kaiser roll or stacking a wine shelf.

Don Fracassi's down-to-earth demeanor is just as comfortable and unassuming as his store, Don's Town and Country, located on 12 Mile between Southfield and Greenfield. No campaign promises blurted out here—just the promise of a friendly, country-store atmosphere with good prices and service and satisfaction guaranteed on every product sold. And that's a promise this politician won't break because being a good grocer is in the blood.

"My dad was in the business prior to me," Fracassi explains. "He started back in the early days—in the 1940s."

Don's Town and Country opened its doors in 1957, in a building which was once a weigh station. A fire in 1967 forced the Fracassis to rebuild in 1968, at which time they added office space to the structure.

That office space provides Don's Town & Country with a hungry and faithful lunchtime crowd that always finds a good value on meaty sandwiches, chili, hotdogs, yogurt, and fresh salads at the deli counter. Cozy tables in the store and outside give



David and Don Fracassi assure Don's Town and Country Market will remain in the family for many years to come.

the patrons a comfortable place to dine.

But the office crowd is just a small part of the store's business. Fracassi says when a store is in a neighborhood 35 years it becomes well known and patronized by the people who grew up and older around it.

"Very few stores exist that long," he says.

Neighbors also know Don's Town and Country as a family operation, and proving that assumption true, Don's son David Fracassi, who turns 30 this month, now plays a major part in the running of the store.

"I've been working with my dad here as long as could," he says, adding his first task was breaking down boxes as a young child. "All the

family has kind of pitched in but basically it's me and my dad here."

Customers have come to know the store as a family operation, father and son agree, and are really almost like friends stopping by for a visit. In fact, many old-time customers do stop into the store just to say hello when they come back into town.

"We feel we have a commitment to this neighborhood," says David. "It's a mutual affair with us and the neighborhood."

Case in point, David relates the story of how when a Dumpster behind the store caught fire one night, the neighbors rushed to put it out.

The friendship factor also makes working more pleasant, he says. "It makes the job more fun; it makes it more than a job."

The elder Fracassi, the mayor of Southfield, finds no conflict in balancing both his job through Don's Town and Country Market. In fact, his position as a store owner was what led him to get fired up to run for and win the mayoral election in 1972, and each election since.

Fracassi says the store was frequently the forum for political discussions by neighbors who would come in and chat with him about the hot issue of

the moment. He frequently circulated petitions throughout the store.

Fracassi says customers urged him to run for office by demanding "Why don't you run? Get our neighborhood straightened out."

Fracassi's connection of retailer and public official is a natural one, he says. "Most politicians over the years have come from the retail businesses."

He says keeping close to his constituents and facing them everyday in the store keeps him on his toes. "I think it has made me a better mayor."

Although Fracassi plans to run for another term as mayor in 1993, he says his career as a small retailer is nearest to his heart. Small retailers, he laments, are a dying breed, partly due to the fact young people aren't carrying the torch and leaving the business.

With that in mind, Don's Town and Country Market seems to be the antithesis of the city around it: a country-like store amid the steel and concrete that make up Southfield, a haven for friends among a population of 76,000 people, and a shop that promises to be family-run for at least one more generation.

## ROCCA from page 4

ca keeps a watchful eye on legislation that effects not only retail grocers, but small business in general.

Through his concern for the small business person and his work on the Liquor Control Committee, he has maintained a close working relationship with AFD.

Rocca says whether the issue before him is Privatization, the Single Business Tax (SBT), liability insurance, or operating hours, his aim is to protect the small business person and the investment he or she has made in that business.

He recently opposed one piece of legislation, among others, that would have provided local government the authority to dictate operating hours for small businesses.

"That bill would have provided local communities the authority to close a local business without due process," he explains. "The retailers have invested money in their businesses with certain expectations based on existing law. If we change the law in a manner that might put that business person out of business, it's not fair to the business person

and it's certainly not good for the economy."

Rocca says he supports legislation to improve a business person's ability to make a profit and earn a decent living for his or her family.

"That ability is constantly being eroded by government policies," he charges. "We have to be sure that we as public officials do everything we can to protect the ability of the small business people to earn a profit."

Rocca also believes in reducing the overall cost to the small business by removing unemployment insurance and worker's comp insurance from the SBT base.

"Government overregulation increases the cost to the small business person," he says, adding that liability laws need to be changed. "We need to enact legislation to reduce the prevalence of lawsuits."

What it boils down to, Rocca insists, is people's taking responsibility for their own actions—working hard for themselves and appreciating what they have. And picturing those words coming from a boy of 7 with a basket of produce, is that any surprise?

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**ALAN STOTSKY:**

# Doing a good job and having a good time

When the Food & Beverage Report last caught up with Alan Stotsky, he was a retailer who was just beginning to take a strong interest in Associated Food Dealers.

Today, he is turning his interest into action as a new AFD Board member.

"I'm having a lot of fun," Stotsky says of his new post. "First of all, I feel very good about the association's addressing the problems of its members."

As the owner of the 14 drug stores in the Concord Drug Store chain, Stotsky takes a special interest in several of these problems, such as two which were recently addressed in legislation aimed at fighting liquor and tobacco sales to minors.

"I feel really good to be able to play a part in defending bills such as that," he says.

Stotsky, a pharmacist by trade, says he didn't realize druggists and grocers had so many issues in common until three years ago when, coincidentally, his boat was docked next to that of his associate and AFD Chairman Amir Al-Naimi. Through the course of many topside chats, Stotsky and Al-Naimi discovered that as business owners they shared many obstacles—obstacles AFD tackles. Stotsky says now he would like to let other business people like him know how they would benefit from the work AFD does.

"AFD should promote more membership in the pharmacy and liquor dealers' business, because we have all the problems they have, and we're out fighting for them and they don't even know it," he says, adding AFD should flaunt its Package Liquor Dealers Association (PLDA) ties.

"My goal is to watch AFD

develop into an excellent representative of the liquor industry, as well as the food industry," says Stotsky.

For years, Concord Drugs has awarded scholarships to Wayne State University pharmacy students and youngsters in suburban high schools, but, says Stotsky, "The truth is, we really don't take care of our own." He says he hopes more of his employees and their children take advantage of the AFD scholarship program in the future.

When the AFD scholarship committee is officially formed, Stotsky says he is eager to become a member of it. And proving he loves a good party, he sits on the trade dinner committee, as well as the legislative committee. Stotsky is especially pleased AFD has a political action committee (PAC) to support worthy candidates.

AFD isn't the only association to which he belongs. He is affiliated with several druggists' organizations throughout the state and country. So far, he says, his stint as an AFD board member has taught him a lot he didn't know.

"For me it's great to sit down and use other members as a sounding board," he says. "I can learn more than if I called Arbor and Perry, who wouldn't tell me anything."

But life isn't all work for Stotsky. In addition to boating he enjoys flying and golfing. He lives in West Bloomfield with his wife Joey and his four children, including 1-year-old toddler Brooke, which, he says, accounts for his latest spare-time activity, "changing diapers."

And AFD is fun, too, Stotsky claims, insisting the social aspect of the group is part of why he joined. "I'm meeting a lot of new, nice people."



Alan Stotsky's spirits moved him to join the AFD board.

## LOTTERY

from page 8

and Lottery merchandise during special drawings held in conjunction with both spin events.

Lottery players winning big cash prizes in the "Wheel Spin" event at the Livonia Mall on May 12:

★ Charles Stewart, of Taylor, won \$15,000.

★ Stephen Price, of Saginaw, won \$15,000.

★ Julia Hintz, of Bay City, won \$15,000.

★ Kenneth Hunt, of Sturgis, won \$10,000.

"Wheel Spin" event winners at the Lakeview Square Mall on June 2:

★ Robert Snider, of Holland, won \$20,000.

★ Sadi Bajoka, of Port Huron, won \$20,000

★ Joanne Wright, of Benton Harbor, won \$10,000.

### "Lotto Dreamboat Sweepstakes" a success

Lotto players around the state made sure they didn't miss the boat this summer—the "Dreamboat" that is. The Lottery received nearly a quarter million entries statewide for the "Lotto Dreamboat Sweepstakes," a second-chance sweepstakes where the Lottery gave away 12 Michigan-made 18-foot Four Winns Freedom all-purpose pleasure boats.

Players entered the "Dreamboat Sweepstakes" by sending in a non-winning \$5 Lotto ticket valid for a

single Lotto drawing May 6 through May 30. Three winners were announced each week for four weeks, May 16 through June 6, on the "Megabucks Giveaway" TV game show. Winners were as follows:

- ★ Leroy Walker, of Detroit
- ★ Carl Kiehler, of Detroit
- ★ Raymond Hyldahl, of Davison
- ★ John Lombardo, of Belleville
- ★ Ben Richardson, of Detroit
- ★ Russell Showerman, of Richland
- ★ Max Maass, of Wyandote
- ★ Matt Guarnieri, of Hamtramck
- ★ Jalal Kassob, of Southfield
- ★ Ginny Carey, of East Jordan
- ★ Lyle Larson, of Negaunee
- ★ Stella Ciccarella, of Sterling Heights

### "Cash 5" already makes winners out of more than 238,000 players

Over 238,000 people have already won prizes in the exciting new on-line game "Cash 5." A total of 37 players have already won the \$100,000 top prize in "Cash 5," which began on March 15, 1992.

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## AFD on the Scene

### Golf Committee plans the big event



Committee members take a swing at new ideas for the Golf Outing.

### Nestle sweetens school's computer fund

As part of its dedication to the support of public education, Nestle USA last month donated \$5,000 to Farmington Hills Beechview Elementary School, the money is slated for the purchase of books and an on-line media center catalog system. The Nestle Quality Education Program will donate \$1.5 million to public education around the country this year.



Vince Detorris (behind podium) presents Farmington Hills Schools Superintendent Mike Flannigan with a giant Crunch bar and a check for \$5,000. The two are flanked by Nestle's Ed Frost, Steve Lape, Bill Abernathy, Rob Garrow, Pfeister President Don Gundle, Beechview School Principal Wally Prince, and Joe Yurasek of Nestle.



**DENY OPPORTUNITY**

## How to act smart in a robbery

### Before a robbery:

- Have good lighting inside and out.
- Keep rear doors locked. Inspect washrooms before closing.
- Don't admit customers after hours.
- Advertise security measures and cash handling policies.
- Give security assignments to all your employees.

### During a robbery:

- Don't resist; obey instructions.
- Actuate alarms, etc., only if it will not endanger anyone.
- Give the robber what he asks for but no more!
- Observe robber closely. Note identifying features, estimate robber's height from mark on door frame.
- Determine exact time and direction of the escape.
- Try to get make, model, year and license of getaway car.

### After a robbery:

- Call the police and give all information.
- Protect the scene of the crime—don't touch evidence.
- Detain witnesses. Insist they stay if necessary.
- Write down all details of the crime—but do not compare notes with others!
- Be prepared to prosecute and testify in court.

### Robbery checklist:

- |   | YES                      | NO                       |
|---|--------------------------|--------------------------|
| 1. Do you replace burned-out lights, etc., immediately?                       | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Is someone usually with you at opening and closing times?                  | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Have you secured a robber identification checklist from your local police? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Do you make mid-day deposits to avoid a large accumulation of cash?        | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Do you keep a package of traceable "decoy currency" to give to a robber?   | <input type="checkbox"/> | <input type="checkbox"/> |
| Take action on items checked "No"   |                          |                          |



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# Joint coupon study confirms costs have fallen

A new Arthur Andersen & Co. report funded by grocery manufacturers and distributors confirms the cost of handling coupons has fallen 3/4 of a cent since 1983. The report is based on a survey of several categories of stores located in all regions of the country.

The new joint Industry Coupon Handling Cost survey also shows the average cost of handling a coupon has continued to decline since the last major study was released in September 1991, according to Arthur Andersen partner Robert Grotke.

The results reveal the average coupon-handling cost has decreased an additional 13/100 of a cent since that September study, as quoted in an Arthur Andersen news release. This brings the total decrease to 3/4 of a cent.

"This new, broad-based survey, which included 86 retail chains or divisions of retail chains and 51 independents with total sales exceeding \$110 billion, provides an accurate snapshot of coupon handling costs. Our major goal continues to be to effectiveness of couponing," said Robert Gillespie, president of Best Foods and co-chairman of the Joint Industry Coupon Committee.

"These results introduce a new dimension to application of the 'Fairness' doctrine. Both the study and the annual survey have examined

all the relevant costs, including coupon values, misredemption and hard-to-handle expenses, that distributors face in today's complex promotions environment," said GMA Senior VP Industry Relations & Productivity Patrick Kiernan.

While noting that the reimbursement arrangement is for individual determination between a manufacturer and its distributor customer, Kiernan commented, "The industry now faces this fairness issue: Will the distributors be willing to accept

voluntary reductions when coupon handling costs decrease?"

As the Andersen report confirmed, retailers have been and are currently being paid more than the actual cost of processing coupons, Kiernan claims the coupon fees have in effect become "another profit center" for retailers.

GMA sent over 600 coupon information kits to company officials for their individual review. Members were encouraged to evaluate the Andersen reports against individual

company coupon reimbursement policies, as well as promote the "Best Practices Manual" handbook for retailers to reduce coupon handling costs.

In 1991, manufacturers issued over 292 billion coupons. Consumers saved more than \$4 billion by redeeming nearly 7.5 billion coupons. Manufacturers paid distributors \$596.8 million in fees for coupon handling.

-GMA

## How to write to your congressman

The supermarket business has the potential for tremendous clout in Washington, considering the fact there is a supermarket in every Congressional district.

Laws made in Washington can have a huge impact on your profits, which can translate into millions of dollars. By keeping in touch with your members in Congress, you can increase your own profitability and help the industry.

One of the most effective ways of communicating is by writing to members of Congress who represent areas in which you operate. The toughest challenge is making your letter stand out among the many that

pour in each day from all over the country.

**An effective guide to letter writing:**

Following are a few tips from FMI's Supermarket Management *Writing to Congress*:

• **Keep it short.** One page or less is best. Keep it all on one side if typed or no more than both sides when it's handwritten. The easier it is to identify the subject the more likely your letter will get noticed.

• **Identify the subject.** It's best to keep to one subject at a time and be specific. Mention the specific bill number and name, if possible.

• **Individualize it.** Write it in

your own words.

**Stress the impact at home.** If you can stress how your issue affects the local area and your company, you can make an impression. The home state or district is what really counts. Most legislators have great respect for the judgment of business leaders.

• **Ask for specific action and mail it now.** Decide what action you want the member of Congress to take and clearly ask for it. Timing is critical in the legislative process. A letter that arrives before a critical vote can make a major impact, while the same letter a day later has none.

• **Be sure your name and return address are legible.**

-FMI



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# Metro Detroit companies chill out with Freezer Services



General Manager Ray Polsgrove is proud of his facility.

July is the time of year when most people like to celebrate the warm. But one local operation is dedicated to the cold.

In fact, Freezer Services of Hamtramck is so dedicated it just added 50,000 square feet to its 91,000-square-foot public storage facility. Now measuring in at 3.5 million cubic feet with the capacity to store more than 30 million pounds of product, it is the biggest public cold-storage facility in the state.

Plant Manager Louis Belcher says Freezer Services' opening in 1987, plus its addition which was completed in April, filled a big void

for those manufacturers and wholesalers who needed a cold storage facility. Freezer Services' biggest customers include Thorn Apple Valley, Borden Ice Cream and Kroger.

"There has never been enough warehouse space in the Detroit area in the last 20 years I've been in the warehousing business," says Belcher.

Ray Polsgrove, general manager of Freezer Services, says other cold-storage facilities have been around for a long time—but that's their problem. The Detroit area's next newest cold warehouse was built in 1929.

"There have always been two or

three cold-storage warehouses in the Detroit area," says Polsgrove, "but there became a need for something more efficient with better temperatures. And as the customer base grew in Detroit there was a demand for more freezer space."

Polsgrove explains Freezer Services can refrigerate in a temperature range of "35 below to 50 degrees and everything in between that anybody might need." The 35-below storage is used for freezing warm items quickly.

Freezer Services is also designed to be more efficient than its predecessors because it is built on one level. Adding to the facility this year was no problem because when the original section was built, refrigeration was installed that could handle future additions to the building.

"There was a need for this facility in the area and that's why after five years we had to expand," says Polsgrove.

One of the reasons Freezer Services is so popular is that it saves companies a lot of money in a number of ways. Obviously it saves a company from the expensive costs of construction and maintenance of its own cold storage. But it also allows for a company to grow or shrink without being saddled with too much or pressed with too little cold storage space.

In addition, Freezer Services not only stores the goods, it provides labor, prepares orders and delivers the products. International deliveries are inspected on site.

"All (the customers) need are the salespeople," explains Polsgrove. "We provide the other functions for them."

Although it would be natural to assume Freezer Services would be needed the most right now in the warm weather, Belcher says Freezer Services' busiest season just ended.

"Most people think the biggest demand is in the summer," Belcher says. "But it's really in the holiday season—one month before Thanksgiving until Easter."

And with its increased square footage and temperature capacity, Freezer Services will be ready

## Notice of LCC hearing

The Michigan Liquor Control Commission (LCC) will hold a Public hearing at 10:00 a.m., Tuesday, July 14, 1992, at the Amway Grand Plaza Hotel, Pearl at Monroe, 177-191-199 NW Monroe, Grand Rapids.

Members of the Commission will conduct the meeting which will be open to participation by the audience in a question-and-answer period. Members of the Associated Food Dealers in the area are invited to attend.

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America One Williams Ins.  
3401 E. Saginaw, Suite 204A  
Lansing, MI 48912  
517-337-2200

## PEOPLE

### Michigan Sugar Company announces staff addition

Michigan Sugar Company recently made the following addition to its corporate office staff:

**Margaret E. Sowle** has joined the company as credit manager.

Her daily responsibilities include administration of the company's credit and collection department. Before joining MSC's corporate staff, Sowle gained much of her work experience during a long tenure with Midland Brake, Inc., including eight years as the Owosso, Mich., company's credit manager.

Sowle is a Northwood Institute graduate currently residing in Owosso with her husband Lee.



Sowle

Michigan Sugar Company has also awarded the 1992 Albert Flegenheimer Memorial Scholarship for \$1,500 to Kristin Zagata, the 17-year-old daughter of Sebewaing residents Michael and Lorene Zagata.



Zagata

### Goff Zoo Days offers free admission to Potter Park Zoo July 8 & 9

Visitors to the Potter Park Zoo July 8 and 9 will receive a special treat—free admission, free parking and all kinds of festivities courtesy of Goff Food Stores during Goff Zoo Days.

Free admission tickets for Goff Zoo Days can be picked up at any Goff store prior to July 9. The two-day event, sponsored by Goff Food Stores, WFMK, Eagle Snacks, Pepsi, and Nestle, is scheduled to run from 9 a.m. to 7 p.m. each day.

Goff Food Stores, along with the Haslett-Okemos Rotary, will hold a "Zoo-B-Que" chicken dinner fundraiser during Zoo Days with all profits going to the Potter Park Zoo. Tickets for a 1/2 chicken dinner can be purchased from any Goff store, Haslett-Okemos Rotary member or the Potter Park Zoo. The dinner will be served from 11 a.m. to 6 p.m. each day of Zoo Days.

According to Doug Finley, Potter Park Zoo director, Goff Zoo Days will be an excellent opportunity for families, school groups, and other organizations to enjoy the zoo. "We hope everyone will take advantage of the free admission and parking during Zoo Days," he said. "It should be an exciting time to discover and learn what the zoo has to offer."

Walt Goff, President of Goff Food Stores, said the company is sponsoring Goff Zoo Days to thank the people in the Lansing area for their continued support, and to raise awareness of the Potter Park Zoo. "All of us at Goff Food Stores are excited about our involvement with Zoo Days, because it should be a great way for people to enjoy the zoo and support its programs," Goff said.

Goff Food Stores, member of Spartan Stores, Inc., serves its customers from five locations in the Lansing area—St. Johns, Okemos, Carriage Hills, Haslett, and Holt.

### Oscar Mayer announces retirement

Tim Sullivan, 34-year employee of Oscar Mayer, will retire from the company Aug. 1.

He began his career as a pre-management trainee and later served as sales manager in the cities of Norfolk, Va., and Philadelphia, as well as Detroit.

Sullivan's hard work at Oscar Mayer earned him numerous prizes, trips and awards including a place on the Sales Council.

Throughout his career, Sullivan was involved in many service groups, especially those that benefitted children. Those involvements included DARE, the Pro Challenge anti-drug events, the PAL Card program, and the NFL Alumni Association.

In addition, Sullivan is a past president of DAGMR, and headed its scholarship committee. He has also served on various committees at the Meadowbrook Country Club, where is an avid golfer.

Sullivan and his wife Betty will relocate to Austin, Texas, which is also the home of their three children.

### Great Lakes Sugar Company announces scholarship winners

Great Lakes Sugar Company is awarding 1992 Albert Flegenheimer Memorial Scholarship for \$1,000 to Gregory Lynn Miller, the 18-year-old son of Vickery residents Mark and Shirley Miller.



Miller

### Hall of Achievement honor goes to LaMothe, Maxwell

The Grocery Manufacturers of America recently honored William E. LaMothe, former chairman and chief executive officer of Kellogg Company, and Hamish Maxwell, retired chairman and CEO of Philip Morris Companies, Inc., for their service to the grocery industry with GMA's 1992 Hall of Achievement Award.

### AFD adds to staff



Brikho

Christian

AFD announces the hiring of two sales and membership representatives.

Sabah Brikho is responsible for contacting retailers in Wayne County and letting them in on the great benefits of membership. An accountant by trade, Brikho, comes to AFD with several years' retailing experience through his stores in Pontiac and Detroit's west side.

Glenn Christian's territory is Oakland and Macomb Counties. Christian has spent more than 20 years calling on retailers all over the state through his employment at

Beech Nut, J. Lewis Cooper, and General Foods. Currently, he is a partner in the Four Seasons company, a distributor of Precious Thoughts gifts.

The addition of Brikho and Christian will ensure continued success to AFD's sales and membership team.

### Community Foundation for Southeastern Michigan announces election of four new trustees

The Community Foundation for Southeastern Michigan recently elected four new trustees. Joining the 50-member board as new trustees are: Don H. Barden, president, Barden Communications, William Clay Ford Jr., executive director, Business Strategy, Ford Automotive Group; Florine Mark, president and CEO, The WW Group, Inc., and Neal Shine, publisher and chairman, Detroit Free Press.

Community Foundation chairman, Joseph L. Hudson Jr. also announced that by year-end 1991 more than 120 funds totalling over \$50 million in assets has been created with the Foundation—up from \$22 million in 1990. In addition, over 500 grants were distributed in 1991. Since its founding in 1984, the Community Foundation has authorized more than 2,300 grants totaling more than \$12 million.

## Providing the Very Best to AFD Members

### Health Benefits:

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

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

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

Each of these programs offer several different choices of plans.

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

- dental coverage
- vision
- prescriptions, etc.

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

With AFD's group coverage you have:

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

### The Group Life:

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

Several plans are available and the excellent rates are based on benefits chosen. In addition, Sole Proprietors are eligible for Group Life. This is an exclusive benefit available only through AFD. Certain restrictions may apply.

### Group Short Term Disability

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



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# The one certainty of the '90s

Our guest columnist, Karen Susman, is a national speaker and trainer with more than 15 years experience designing programs on communication, management and motivation.

Today I ran into my neighborhood grocery store for a few things: a newly released video tape, my photos at the mini-lab, a prescription, a bouquet of fresh flowers, cash from the in-store bank, sunscreen, motor oil and Valentine cards. As long as I was at the store, I photocopied a letter, bought stamps

and recycled my aluminum cans. I threw *People* magazine into my cart, chose paper not plastic, bought a lottery ticket with my \$1 change and wheeled my "groceries" to the car. Boy! It's great having a neighborhood grocery store. You never go hungry.

I've shopped at the same neighborhood grocery for 23 years. It has grown, been remodeled, expanded and diversified. I've undergone similar changes. In 23 years, I have gone from being a newlywed to mother of two, to working mom, to single working mom, to single work-

ing mom with grown kids living 2,000 miles away. Did I mention I've aged, gotten a health club membership, frequent flyer miles, message machine and a microwave?

The changes of the '80s will continue into the '90s...only more so. Everything is in a state of flux including the status quo. Change is constant. New information, ideas and developments are occurring rapidly. To stay the same is to be behind. Change is exciting and stressful. We have to anticipate, accept and adapt to change in all areas of our lives.

In order to anticipate change, keep an open mind and look at general trends, i.e.,

- We're aging. In the year 2000 there will be 35 percent more Americans over the age of 75. Package size, selection and service will be primary.
- We're concerned with the environment. This means packaging will change, conserving resources and making it easier to recycle.
- Families are getting smaller. The "typical American family" will have three people and will be headed by a single working woman. Obviously, convenience products, smaller quantities and one-stop shopping will be important.

- More than 50 percent of the population will be in cities. Congestion will require technology, automation, service and safety.

- One-half the immigrants will come from Asia. Hispanic and Black populations are increasing, especially in the West. Ethnic foods, products and marketing will be imperative.

To accept and adapt to change:

- Look at change as inevitable and positive.
- If change is rampant in one area of life, maintain stability and routines in other areas.
- Have diversified personal, professional and economic interests. Thus, if one part of your life changes, you are still mostly intact.
- Up your change tolerance level. Practice being flexible, resilient and a change initiator.
- Prepare for changes as much as possible. Have multiple options.
- Use change "consultants." Someone you know has been through your change. Ask how she/he handled industry, family, health, aging or other changes.
- Communicate. Individuals will accept change more rapidly if they understand the reason for the change, how it will affect them and what they can do to be involved in the transition. Empathize with their position.
- Take care of yourself physically and mentally. Even positive change is stressful. Your body reacts whether children are going off to college or you're jockeying for shelf space. Eat well, exercise, relax and have fun.
- Create a professional and personal climate that encourages change. Seek and reward new ways of doing things. Examine and toss out arcane rules and regulations. Brainstorm regularly with staff and family. Be outrageous, playful and illogical in order to unfreeze thinking. Allow people to risk and goof up.

Remember, when times aren't changing, it's okay to stick with the way it was. Speaking of remembering, I have to run back to the store. I forgot to get discount movie tickets. It's great to have a neighborhood store. You never go hungry!

## Grill the Finest!



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## PRODUCTS



### Keystone Light POS features gold medal taste

Keystone Light is touting its "gold medal" taste with new point-of-sale. Keystone Light won the first-place gold medal in the best American Light Lager category at the Great American Beer Festival. The point-of-sale includes counter cards, price cards and cooler decals.

A record 159 breweries presented more than 527 different beers at the October 1991 event in Denver. An expert panel of 26 professional judges from around the world used blind tasting to determine the winners. Awards were given in 31 different beer categories.

The Great American Beer Festival is one of the most respected competitions in the beer industry. Approximately 8,200 people attended this year's festival, which is the largest such event in the world.

### New Eggo® Fruit Top® Waffles marry taste, convenience, nutrition

Eggo® has developed a brand-new line of frozen entrees to meet the three most important factors consumers consider when choosing a breakfast food. New Eggo® Fruit Top® waffles combine taste, nutrition and convenience in the first-ever microwaveable frozen waffles, already covered with fruit. Eggo Fruit Top waffles boast the fresh flavor of fruit on a crisp waffle, which can be prepared in the microwave in less than two minutes. A special crisping sleeve keeps these extra thick waffles crisp on the outside, but tender inside.

Eggo Fruit Top waffles come in four delicious varieties: Blueberry, Peach, Strawberry and Apple seasoned with cinnamon. They were first introduced in February in the Northeastern states as part of a regional rollout. They will be available nationally in July.

"The response from consumers has been overwhelming," said Jack Feeney, chairman, Mrs. Smith's Frozen Food Co. "We believe Eggo Fruit Top waffles are a unique product that is set apart from every product in the frozen breakfast category. From the public response, we are optimistic that this product will make a strong contribution to the category."

With only 190 calories and less than 30 percent calories from fat,

Eggo Fruit Top waffles are a nutritious breakfast choice. Cholesterol-free and fortified with seven vitamins and iron, they are perfect for health conscious Americans who do not want to give up taste and convenience. Each package, containing two waffles, come with complete nutrition labeling and diet exchange information to help make meal planning easier.

Eggo Fruit Top waffles will be supported by television advertising and couponing. Leo Burnett, Chicago, will handle the advertising. Mrs. Smith's, a subsidiary of the Kellogg Company, manufactures and markets 17 additional varieties of Eggo waffles.



### If you gotta snack, make it Michael Season Snacks

A new snack-food line promises to take a bite out of the competition.

Michael Season Snacks' potato chips, white-cheddar cheese popcorn, corn tortillas, pretzels, and white-cheddar cheese puffs are made with the finest ingredients, the highest quality seasonings, and expeller-pressed canola or safflower oil; and have no preservatives, cholesterol or artificial flavors.

Michael Season Snacks are also earth and people friendly because the products from which the snacks are made are grown organically with no weed or insect killers.

For more information about Michael Season Snacks, contact Seasons Enterprises Ltd., P.O. Box 965, Addison, Ill. 60101. 708-628-0211.

### Randell modular units offer operators unlimited options for customizing kitchens



Now operators can custom equip an entire kitchen or replace a single piece of existing equipment with Randell's Modular Design Concept

cheftables, islands and backbar assemblies. Randell's pre-engineered basic modular packages, complete with options and accessories, can be arranged or modified as needed.

Randell modular units are built from heavy gauge materials and top quality components, making them solid, durable and dependable. All feature six-inch adjustable legs as standard, and equipment is pre-assembled to ensure a proper fit in the field.

In addition to supplying custom-made backbar, island and cheftable assemblies, Randell (A Dover Industries Company) offers an extensive line of quality commercial foodservice equipment, including hot food tables, refrigeration and freezer units, display merchandisers, pizza prep tables, ice cream cabinets, vent systems, urn stands, cooking equipment stands and more.

For more information, contact Randell Manufacturing, 0520 S. Coldwater Road, Weidman, Mich. 48893. Telephone U.S. 1-800-621-8560; MI only 1-800-621-8554.

### Liguria Italian Specialty Meats help satisfy growing demand for European style entrees

Some of the world's best loved Italian Specialty Meats are now being offered by Liguria, a division of John Morrell. Liguria's complete line of

premium quality products includes Prosciutto, Mortadella, Capicola, Hard Salami, and of course, Pepperoni, Pizza Toppings and others.

Every Liguria product is made from authentic old-world recipes that are a part of the rich culinary heritage of the Italian region of Liguria.

All Liguria products are made from pure raw materials using all natural spices. They offer consistently uniform quality.

Liguria Specialty Italian Meats are perfect for many of the new items on foodservice menus including specialty sandwiches, appetizers, special salads and entrees.

For more information, please contact the Liguria Division, John Morrell Foodservice, 250 E. Fifth Street, Cincinnati, Ohio 45202. Telephone 800-423-6204.



## The seminar no retailer should miss: HOW TO COMPLY WITH THE AMERICANS WITH DISABILITIES ACT

### Implications for the Food Industry

The seminar includes:

- OVERVIEW OF THE ADA
- HOW TO COMPLY
- and PANEL DISCUSSIONS LED BY INDUSTRY LEADERS WHO HAVE ALREADY COMPLIED

**Wednesday, July 22, 1992  
8:00 - 11:30 a.m.**

**Greater Detroit Chamber of Commerce**

600 West Lafayette Boulevard  
Detroit, Michigan

For more information, call Bob Guerrini at 964-4000  
or Joe Sarafa at 557-9600.



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GOLF WEEKEND GETAWAY**

**AFD'S ANNUAL SCHOLARSHIP  
GOLF OUTING**

**MONDAY, AUGUST 3, 1992  
SHENANDOAH GOLF & COUNTRY CLUB  
5600 Walnut Lake Road  
West Bloomfield, Michigan**

**Tee Times from 7:45 a.m. to 1:30 p.m.  
Dinner served at 7:00 p.m.**

**"GOLF & DINNER" PACKAGE  
\$500 per foursome • \$125 per person**

**DINNER RECEPTION ONLY  
\$60 per person**

Golf, more golf . . . and fun! This year's golf outing promises to be the best ever! The golf outing is a scramble (official play) and replays are available at no extra charge until 5:00 p.m. The "GOLF AND DINNER" PACKAGE includes: continental breakfast, barbecue lunch outside, snacks and beverages provided throughout the day on the course, gourmet dinner, premium open bar, green fees and golf cart. PLUS you are eligible to win numerous exciting prizes. A chance to win a golf weekend, golf clubs, a golf bag, and more. Every golfer will receive a "goodie" bag loaded with special prizes! JOIN US!

**AFD SCHOLARSHIP / GOLF OUTING REGISTRATION FORM**

Please indicate the number of persons in your party that will be enjoying the "Golf and Dinner" Package and those for "Dinner Reception Only." Make sure to indicate a preferred tee time and fill-in the company information form completely.

**"Golf and Dinner" Package:**

Enclosed is our check for \$ \_\_\_\_\_ to register  
# \_\_\_\_\_ golfers in the outing on August 3rd, at  
\$125 per person or \$500 per foursome.

**"Dinner Reception Only":**

Enclosed is our check for \$ \_\_\_\_\_ to register  
# \_\_\_\_\_ persons for the dinner reception at 7 p.m.  
at \$60 per person. Includes door prize eligibility.

Please print clearly the names of each golfer Tee Time preferred: \_\_\_\_\_

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ SIGNED: \_\_\_\_\_

Please make checks payable to Associated Food Dealers and send to AFD, 18470 W. Ten Mile Road, Southfield, MI 48075. For more information, call AFD at (313) 557-9600.

# Committee studies composting, bag recycling

**By Peter Larkin**  
 Director, State Government Relations  
 & Environmental Affairs  
 Food Marketing Institute

The food industry is continuing to expand its efforts in recycling and finding new markets for recycled materials. The Grocery Industry Committee on Solid Waste, composed of representatives from Food Marketing Institute and eight other grocery trade associations, has recently released the results of two major studies, involving composting and grocery bag recycling. The studies show that further gains in effective solid waste disposal can be achieved.

Disposal of compostable wastes costs grocery retailers close to half a billion dollars a year. Food waste plus wet and waxed corrugated from retailers account for 6.6 million tons of waste that could be composted rather than discarded. All food waste

produced directly from manufacturers and retailers, as well as food waste produced by grocery shoppers, comprises nearly 20 percent of the grocery industry's wastes. At the store level, nearly 90 percent of the solid waste is either recyclable or compostable.

While grocery bags represent only a small fraction of all municipal solid waste, the grocery industry nevertheless uses 38 billion bags a year, 60 percent of which are plastic and 40 percent Kraft paper. Systems involving reuse and in-store recycling are likely to encompass only about 24 percent of grocery bags in a given community. On the other hand, a system with reuse and curbside recycling could handle as much as 73 percent of the grocery bags in a community.

The two reports analyze the overall benefits for retailers in developing composting and bag recycling programs, and provide

guidance on establishing such activities. Both endeavors will become another step in retailers meeting the demands of customers who are insisting on additional efforts by all industry to effectively manage solid waste. The programs support government initiatives and regulations, and provide voluntary action that diminish the need for additional government intervention. Such efforts also encourage the recycling of other materials, and make use of natural and man-made resources.

With respect to composting, the committee report stresses the need for proper collection of compostable materials, selection of a proper site for the composting process, and the training of store employees to maximize participation and minimize contamination.

In regard to grocery bag recycling, the committee applies the Environmental Protection Agency hierarchy to reduce, reuse and, recycle to (1) reduction in the overall use of bags as well as the use of materials required for the production of each bag; (2) reuse, both in-home and in-store; and (3) curbside and in-store recycling of grocery bags.

The report deals directly with the questions which will arise in connection with these activities. The question of assuring the safety of composted materials, and whether there are sufficient end markets for such materials is discussed in detail. Concerns about contamination levels in bags collected in curbside programs, and finding markets for recycled plastic bags are questions which are also addressed.

The report goes into detail on how to develop retailer programs in both areas, the various federal and state legislative issues that are involved, and consumer education and communications projects. Step-by-step procedures are suggested for getting started in both programs.

The industry committee is in the process of studying other solid waste issues, including increasing the recycling of plastic bottles; the recovery, reuse and recycling of grocery industry shipping pallets, goals for recycling stretch wrap film; and recycling goals for corrugated cardboard boxes, including increasing the amount of recycled materials in new boxes.

The committee is headed by James Moody, chairman and CEO of Hannaford Brothers Company, and Philip E. Lippincot, chairman and CEO of Scott Paper Company.

## Survey shows consumers favor current label format

A survey of 5,600 consumers shows the current nutrition panel design is more effective in giving shoppers important information than any of the proposed alternatives now under consideration by the FDA.

The study was designed and funded by nine food organizations working in cooperation with the FDA. The study, conducted by M/A/R/C, a Dallas-based market research firm, was designed to test the effectiveness of six alternative nutrition panel designs being considered by the FDA, as well as the current format used on food packages. The research measured the effectiveness of each design against three key criteria: ability to convey accurate information, ability to help consumers make appropriate meal decisions, and ease of consumer use.

With input from FDA, the study design was based upon seven formats, including the one currently being used on food packaging. These formats were applied to 27 different, unbranded products in a wide range of package sizes.

Actual-size packaging was used. However, package materials varied and no packaging color or product claims were used. Shoppers in 36 mall locations across the U.S. were interviewed and asked to perform key tasks to test the design's ability to accurately communicate nutrition information.

Format designs tested included 1) the current nutrition panel which includes nutrient components agreed to

by FDA, 2) the current nutrition panel plus Daily Recommended Value (DRV) listings which indicate in grams the macronutrients recommended for average consumers, 3) a grouping of nutrition information which lists those nutrients consumers should eat more of vs. those they should eat less of, 4) adjectival nutrition information which would indicate relative nutrient content for those words like "medium or low", 5) highlighted lines of nutrient information for those nutrients which meet descriptor definitions, 6) nutrients in the product listed as a percent of the DRV's plus a complete list of DRV's listed in grams and 7) nutrients in the product listed as a percent of the DRV's only.

The study is being submitted to FDA for its use in connection with proposed regulations for standard label formats.

The study's sponsoring partners were General Mills, Inc., the Proctor & Gamble Company, Quaker Oats Company and the Chocolate Manufacturers Association.

### Michigan wants to know

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### POSTER PRICES:

\$5.00 each—Members; \$8.00 each—Non-Members

Printed in full color on heavy-duty gloss stock, each poster measures 22-3/4" x 34".

Please send me \_\_\_\_\_ posters at \_\_\_\_\_ each.

Name \_\_\_\_\_

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Street Address \_\_\_\_\_

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**Return form and check to:** Associated Food Dealers, 18470 W. Ten Mile Road, Southfield, Michigan 48075. Phone (313) 557-9600.

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Penna's of Sterling	978-3880
Southfield Manor	352-9020

St. George Cultural Center	335-8869
Taste Buds	(517) 546-8522
Thomas Manor Catering	771-3330
Tina's Catering	949-2280
Vassel's Banquet Hall & Catering	354-0121

## DAIRY PRODUCTS:

American Dairy Assoc.	(517) 349-8923
Bernea Food Service	(800) 688-9478
Borden Ice Cream	871-1900
Dairy Products of Michigan	552-9666
McDonald Dairy Co.	(517) 652-9347
Melody Farms Dairy Company	525-4000
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:

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

## FRESH PRODUCE:

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

## ICE PRODUCTS:

Union Ice	274-8020
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## INSECT CONTROL:

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

## INSURANCE:

America One	(517) 349-1988
Blue Cross/Blue Shield	(800) 486-2365
Capital Insurance Group	354-6110
Creative Risk Management Corp.	792-6355
Gadaletto, Ramsby & Assoc.	(517) 351-7375
Jardine Insurance Agency	641-0900
K. A. Tappan & Assoc. Ltd.	473-0011
Macatawa Ent.	(616) 335-9651
Marketplace Insurance	553-2280
Miko & Assoc.	776-0851
Mitzel Agency	773-8600
Murray, Benson, Recchia	831-6562
North Pointe Insurance	358-1171
Rocky Husaynu & Associates	557-6259
Traverse Bay Insurance	(616) 347-6695

## MANUFACTURERS:

Amato Foods	584-3800
Groeb Farms	(517) 467-7609
Home Style Foods, Inc.	874-3250
Jaeggi Hillsdale Country Cheese	(517) 368-5990
Kalil Enterprises, Inc.	527-7240
Kraft Foods	261-2800
Michigan (Pioneer) Sugar	(517) 799-7300
Monitor (Big Chief) Sugar	(517) 686-0161
Nabisco, Inc.	478-1400
Nestle Food Company	851-8480
Philip Morris U.S.A.	489-9494
Prince Macaroni of Michigan	772-0900
Red Pelican Food Products	921-2500
Roll Rite Corp.	(517) 345-3434
Singer Extract Laboratory	345-5880
Tony's Pizza Service	634-0606

## MEAT PRODUCERS/PACKERS:

Hartig Meats	832-2080
Hillshire Farm & Kahn's	778-3276
Hygrade Food Products	464-2400
Kowalski Sausage Company	873-8200
LKL Packing, Inc.	833-1590
Nestle Foods	851-8480
Oscar Mayer & Company	488-3000

Pelkie Meat Processing	(906) 353-7479
Smith Meat Packing, Inc.	458-9530
Swift-Eckrich	458-9530
Thorn Apple Valley	552-0700
Winter Sausage Mfg., Inc.	777-9080
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
WLTJ-Lite-FM	354-9300
WWJ-AM/WJOL-FM	222-2636

## NON-FOOD DISTRIBUTORS:

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

## POTATO CHIPS/NUTS/SNACKS:

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

## PROMOTION/ADVERTISING:

Advo-System	425-8190
Insignia Systems	(612) 553-3200
Intro-Marketing	540-5000
J.R. Marketing-Promotions	296-2246
PJM Graphics	535-6400
Point of Sale Demo Service	887-2510
Safeguard Business Systems	548-0260
Stanleys Advtg. & Dist.	961-7177
Stephen's NU-AD, Inc.	777-6823
T.J. Graphics	547-7474

## SERVICES:

Akrum Namou C.P.A.	557-9030
American Mailers	842-4000
Bellanca, Beattie, DeLisle	964-4200
Bollin Label Systems	(800) 882-5104
Central Alarm Signal, Inc.	864-8900
Christy Glass Co.	544-8200
Closed Circuit Communications	478-3336
Detroit Edison Company	323-7786
Edward A. Shuttie, P.C.	569-4490
Follmer, Rudzewicz & Co., CPA	355-1040
Goh's Inventory Service	353-5033
Golden Dental	573-8118
Great Lakes Data Systems	356-4100
Karoub Associates	(517) 482-5000
Menczer & Urcheck P.C., CPA	356-1620
Merrill Lynch	656-4320
Metro Media Associates	332-5050
National Exposition Service	865-1000
News Printing	349-6130
Nona & Company P.C. CPA	351-1760
Oakland Realty	557-7700
Pappas Cutlery Grinding	965-3872
Paul Meyer Real Estate One	341-4522
PK Labs Inc.	(516) 273-2630
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:

Belmont Paper & Bag Company	491-6550
Brehm Broaster Sales	(517) 427-5858
DCI Food Equipment	369-1666
Hobart Corporation	697-7060
Homestead Enter.	(616) 236-5244
MMI Distributing	582-4400
Market Mechanical Services	680-0580
Midwest Butcher & Deli Supply	588-1810
Refrigeration Engineering, Inc.	(616) 453-2441
Statewide Food Equipment Dist.	393-8144
TRM Copy Centers	(503) 231-0230

## WHOLESALE/FOOD DISTRIBUTORS:

Bremer Sugar	(616) 772-9100
Cabana Foods	834-0800
Capistar, Inc.	(517) 699-3605
Capital Distributors	369-2137
Central Foods	933-2600
Detroit Warehouse Co.	491-1500
EBY-Brown Co.	(800) 532-9276
Epcor Foods, Inc.	857-4040
Family Packing Distributors	644-5353
Foodland Distributors	523-2100
Garden Foods	584-2800
Gourmet International, Inc.	(800) 875-5557
Great Lakes Home Food Service	(517) 835-6785
H & O Distributors	365-0930
I & K Distributing	491-5930
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.	873-8660
Metropolitan Grocery	811-4000
Midwest Wholesale Foods	744-2200
Miesel/Sysco Food Service	397-7990
Mucky Duck Mustard Co.	683-5750
Norquick Distributing Co.	522-1000
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
Weeks Food Corp.	727-3535
Ypsilanti Food Co-op	483-1520

## ASSOCIATES:

American Synergistics	427-4444
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
Power House Gym	865-0111
Wilden & 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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WE INVITE YOU THE RETAILER, TO JOIN WITH THE PFEISTER  
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DURING THE PROGRAM PERIOD -

**JULY 27, 1992 TO SEPTEMBER 11, 1992.**

TO PARTICIPATE SIMPLY ADVERTISE OR DISPLAY THE  
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"AISLES OF SMILES" POINT-OF-PURCHASE MATERIALS.

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