



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate:  
PACKAGE LIQUOR DEALERS ASSOCIATION

# FOOD & BEVERAGE REPORT

VOL. 3, NO. 5

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

MAY 1992

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## LEGISLATIVE UPDATE

### Metric Proposal

Every year there are some provisions—cats and dogs—which are innocuously attached to legislation moving quickly through Congress. A bill which passed the Congress and signed into law by the President, called the American Technology and Preeminence Act of 1991, included a provision which would require changes to the Fair Packaging and Labeling Act by making the metric system the primary system for measuring quantity. The current system of pounds and ounces would be allowed, but would appear after the metric measurement. —FMI

### Recycling Legislation

Congress has begun rewriting the nation's principal laws regulating the disposal of hazardous waste and trash. The House Energy subcommittee spent four days marking up an expansion of the Resource Conservation and Recovery Act (RCRA) to promote recycling. FMI and 15 other food trade associations have opposed H.R. 3865, "the National Waste Reduction, Recycling and Management Act," in its present form. The group cited provisions in the legislation which would mandate unrealistic recycling rates with strict penalties for non-compliance; and overly prescriptive environmental labeling provisions. —FMI

### Nutritional Labeling

The U.S. Department of Agriculture is working to ease or modify regulatory burdens in regard to nutritional labeling. It has postponed until May 1994 the deadline for compliance with new food labeling regulations, due to be issued in final form in November of this year. In addition, a proposal will be made soon to increase the number of products that qualify for generic, pre-approved labels. The proposal will also permit the use of data base values in establishing nutritional content, rather than requiring individual analysis for each product. —FMI

See UPDATE, page 24



Grapes grown in Michigan and vinted at Michigan wineries produce some of the country's finest wines. Information about how to sell Michigan wines in your stores, as well as highlights about Michigan companies, begin on page 12. Michigan products are featured on page 26.

## Shoppers modify behavior in tough times

A recently released survey indicates tough economic times are pushing more consumers to increase their coupon use.

According to the Nielson Clearing House (NCH) Promotional Services National Study of Consumer Attitudes, customers feel pessimistic about the economy's recovery and

are changing their shopping habits and using more coupons to combat the recession. That pessimism at the beginning of 1992 is even stronger than it was in January 1991.

In both 1991 and 1992 studies, consumers indicated increasing their use of coupons was essential during the economic slow down. Manufac-

turers in 1991 embraced the trend by increasing their distribution of coupons to 292 billion. The average face value of the coupons was \$4 cents—an 8-percent increase over 1990 averages.

Consumers in 1991 responded to the increase in distribution by redeeming a record number of coupons in 1991—7.46 billion—a 5-percent increase over 1990. Consumers savings totaled \$4 billion in 1991—a 14-percent increase over 1990 coupon savings.

Almost 70 percent of those consumers who were already coupon users increased their use of coupons in 1991, and more than half of all adults surveyed used coupon more often. But nearly all consumers (94 percent) reported changing their shopping habits not only with coupon use, but in checking prices, avoiding large purchases, and cutting back on entertainment expenses.

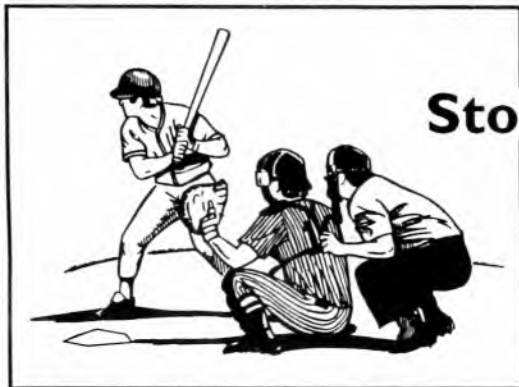
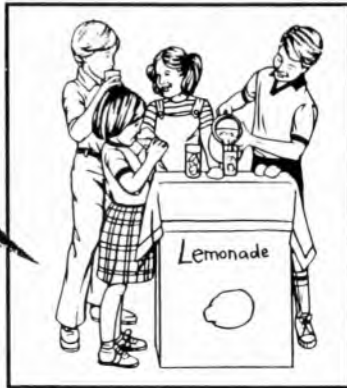
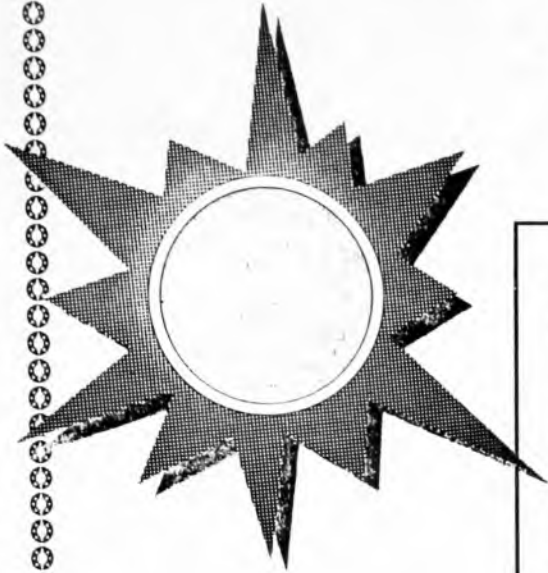
The NCH survey concluded the trend of consumers to modify their behavior and use coupons is not temporary. Consumers report they will continue to battle the sluggish economy by patronizing stores that accept coupons, taking advantage of double-coupon promotions, and using more coupons.



### GROCERY DOLLARS: WHERE DO THEY GO?

Perishables	49.25%
Non-edible grocery	12.45%
Beverages	9.65%
Miscellaneous grocery	8.26%
Snack foods	5.45%
Main courses and entrees	4.41%
General merchandise	4.18%
Health and beauty aids	4.01%
Unclassified	2.45%

# Are you Ready for Summer?



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## EXECUTIVE DIRECTOR'S REPORT

# You can't go wrong if it's "Made in Michigan"

by **Joseph D. Sarafa**  
Executive Director



Sarafa

This month, for one short week, May 18 through 23, we will celebrate Michigan Week.

Michigan Week is an excellent time to appreciate not only all the wonderful

products that are grown and produced in our state and sold in Michigan stores, but the items produced here and shipped throughout the country. They really put our state on the map. Michigan has a lot to be proud of.

May 18 through 23 is retailers' golden opportunity to share that pride with customers. There are lots of ways, as retailers, you can boost Michigan products in your stores.

One way is to designate a "Made in Michigan" section in your store, and promote the section and the products therein in your weekly mailers.

"Made in Michigan" point-of-sale signage is a definite draw for customers who may not have been

aware of local products. Most people are happy to support the hard workers of our fair state.

But why celebrate Michigan-made products just one week out of the year? Buying local products makes everybody feel good all year round. This is especially true of fresh produce. Who can resist sweet Michigan strawberries in early summer or succulent Michigan corn on the cob in August? Customers know they can't get any fresher or any better. Use this to your advantage!

Customers also know the foods and beverages which were processed and manufactured here keep Michigan residents working. And it is up to all of us in Michigan's food industry to support this philosophy.

May 18 through 23 is a great time to celebrate "Made in Michigan," but don't forget the rest of the year! Promote Michigan-made products all year long!

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AFD works closely with the following associations



## LETTERS

Here's IntroMarketing's dues check for \$150 for the 1992 year. Thanks for all your good work in defending the food industry's interests in Lansing and elsewhere. I was interested to read your last Legislative Report and to learn all about all the issues being debated.

On Thursday, March 26, I will be in Lansing talking with a number of members of the Association of Michigan Demonstration Companies (AMDC). There is a chance that I will be meeting with Senator Gil DiNello and, if the opportunity is right, I will put in an AMDC plug against liquor privatization.

I really appreciate reading all about the other legislation you have been working on, such as alcohol sale hours, gasoline/alcohol and food license fees. Keep up your good work on all these fronts. Without your voice in Lansing, I am afraid our industry would be much worse off.

Sincerely,  
James A. Mirro  
IntroMarketing

I am writing to let you know that I have written a letter to Congressman Dingell in the hope that he will consider support for the repeal of the SOT tax placed on retailers.

Hopefully, others have taken the time to try to gain support from their House representatives.

Very truly yours,  
Raymond Martyniak  
Ray's Prime Meats, Trenton

# The Grocery Zone

By David Coverly



# Independent liquor stores boost sales for Michigan

By John Dagenals  
SDD-SDM

We again present a listing of the top 30 SDD retailers in Michigan, showing their liquor purchases from the Michigan Liquor Control Commission for the calendar year ending Dec. 31, 1991.

A brief analysis and noteworthy comments are included, but we are quick to point out the report covers independent liquor store retailers and not the large chains with several SDD licenses.

However, Meijer Thrifty Acres stores in Royal Oak and Northville were over the \$1 million mark, but they did not surpass the top two independent retailers—Woods Party Store of Grosse Pointe Woods and Viceroy Market of Detroit, as the accompanying list will show. And Flick's Package Liquor, Lambertville, taking our third spot, was just a few thousand dollars back of the Meijer giants.

To those reading this article who are not familiar with the Michigan package liquor licensee (SDD) order system, the liquor retailer orders from the LCC only those items that are carried by the Commission and are paid for in advance at delivery time. The SDD retailer pays all the built-in taxes. The Michigan sales tax

is collected from the public at the time of sale.

Many of our Michigan liquor retailers can claim they did better in sales with their SDM beer and wine license and would be higher in the listings shown in this report, but our figures reflect only the "spirits category" sold to package liquor dealers.

It is interesting to note that a few package liquor stores in Michigan have done quite well because of their close proximity to other state borders and the Canadian crossing points into Michigan.

Flick's Package Liquor of Lambertville in Monroe County is near the Ohio border and benefits from Ohio customers' seeking lower liquor prices. Likewise, Ella's Grocery and Grodi Beer Store, both of Erie, near the Ohio border, have done very well.

Walsh's Party Store and Northgate Pharmacy, both of Port Huron, have gained considerable business from Canadian customers crossing the Blue Water Bridge. Glen's Market, Sault Ste. Marie, benefits from Canadian buyers crossing into the Upper Peninsula of Michigan.

On the other hand, Michigan SDD's near the borders of Indiana or

See SDD/SDM, page 25

## Top independent liquor retailer purchasers in 1991

Woods Party Store, Grosse Pte. Woods	\$1,450,884.00
Viceroy Market, Detroit	1,302,588.00
Flick's Package Liquor, Lambertville	1,043,556.00
B&B Market, Detroit	940,426.00
Walsh's Party Store, Port Huron	843,127.00
Showerman Party Store, Livonia	824,485.00
Northgate Pharmacy, Port Huron	755,716.00
Bottle & Basket, Birmingham	724,448.00
Cloverleaf Market, Southfield	722,857.00
Maryland Beverage Shoppe, Detroit	653,102.00
Tradewinds Liquor & Wine, Detroit	649,682.00
Glass Bottle Shop, Detroit	601,404.00
Nansi Corp., Livonia	571,785.00
Busatti's Variety Pack, Southgate	570,098.00
Glen's Market, Sault Ste. Marie	561,754.00
Ella's Grocery, Erie	558,523.00
House of Liquor, Detroit	549,047.00
Grodi Beer Store, Erie	537,735.00
Merchant of Vino, Troy	536,722.00
Beverage Warehouse, Beverly Hills	536,475.00
Bacchus Wine & Spirits, Kalamazoo	507,951.00
K&G Deli, Detroit	505,370.00
Red Wagon Shoppe, Rochester Hills	500,465.00
Liquor & Company Market, Detroit	484,524.00
Happy Hour Party Store, Detroit	479,990.00
Telkaif Market, Detroit	475,515.00
Big Ten Party Store, Ann Arbor	475,102.00
Hayes Market, Southfield	473,722.00
D&W Food Center, Grand Rapids	466,034.00
Joe's Wine & Liquor, Detroit	464,092.00

Source: LCC Report of SDD Sales, 1-1-91 through 12-31-91. Released 2-5-92.

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# Profit puts people ahead of politics

"Government should exist to serve the people, not itself—and I will work non-stop to do whatever it takes to move Michigan and Ypsilanti in this direction," vows a capable Kirk Profit, second-term Democrat of the 22nd state representative district in Ypsilanti.

The energy that fuels Profit's legislative fire is the people he represents. But if you think he's nothing more than a man who possesses correct ideals fueled by empty promises, think again.

Profit, 39, is wise. He's been through the ropes, up the ladder and around the block. He has a rich, diverse history both in and out of politics which—coupled with a youthful vibrancy—has allowed him the insight and know-how to get things done within the Michigan Legislature.

To fully appreciate the meaning of Profit's accomplishments though, one must first understand the passion he feels toward his hometown of nearly 38 years—Ypsilanti, or "Ypsi" as he so affectionately calls it.

Because Profit—without a doubt—is "Ypsi" through and through.

Profit, a product of the Ypsilanti public school system, attended a grade school run by Eastern Michigan University, the Ypsilanti high school, and Eastern Michigan University, where he received a bachelor's degree in philosophy and political science.



State Representative Kirk Profit

During his undergraduate work at Eastern, Profit worked part-time for several Ypsilanti-area police agencies in a wide variety of positions. He acclimated quickly to the world of law—as if it were destiny—and, before long, made plans for an eventual journey to law school.

Profit married shortly before he graduated from Eastern in 1975, becoming a first-time father shortly before he entered the University of Detroit Law School a year later.

Though happy with his newly acquired responsibilities, Profit's hands were full, requiring him to find work, fast.

"Being married with children, I had to work," Profit explains. "I went back to work for the Washtenaw County Sheriff's Department to earn money for law school."

Profit graduated law school and passed the Bar exam in 1979. By that time, he was the proud father of not one child, but three. To this day,

Profit says, "the best thing I'll ever do in life is being a husband and having the opportunity and experience of being a parent. Nothing in the world compares or is quite like it."

After a year of practicing law at a Ypsilanti-area firm, Profit was offered a position by then Washtenaw County Sheriff Tom Minick as legal advisor to the department. Seeing an opportunity to combine his intellectual knack for law with his practical

background in law enforcement, Profit jumped at the chance to again serve the public.

Sheriff Minick, an elected Republican, was so quickly impressed by the young Democrat that only a year later he offered Profit yet another opportunity he couldn't refuse—to serve as his undersheriff. Profit dutifully served as the sheriff's "right-hand" for two years, from 1982 to 1984.

See PROFIT, page 27

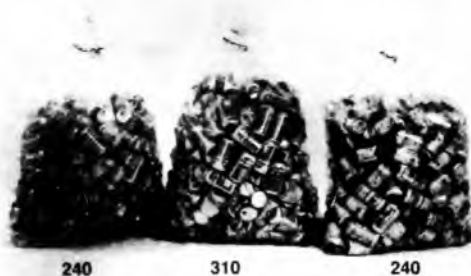
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Cost for 8 units = \$319.60

\$3.20 x 25 bags per week = \$80.00 x 52 weeks = \$4160.00 loss per year.

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and dark-chocolate covered almonds;  
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Sweet Peanuts; Cherry Crisp Almonds  
313-349-7016

**Tombstone Pizza**  
9-inch special order pizza in three  
varieties; Super Supreme, Pepperoni,  
Four Meat  
313-375-5920

**Metz Baking Co. (Taystee Bread)**  
Olympic Kids Bread  
313-896-3400



**Variety Foods Inc./Pic-A-Nut  
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snacks  
313-268-4900

**Abpure Water Co.**  
New Cap 10 20-ounce bottle in four  
flavors: Natural, Lemon/Lime,  
Cherry/Raspberry, Wild Berries  
459-8000

**7Up Detroit**  
Diet Rite Tangerine, Peach, Pink  
Grapefruit, "Big Red"  
313-937-3500



**Borden Ice Cream**  
HG "Lady Borden" Premium Ice  
Cream Square  
313-871-1900

See NEW PRODUCTS, page 20

## ATTENTION RETAILERS: Special Taxes are due July 1

If you sell any type of alcoholic beverage you must each  
year pay a special occupational tax for each location  
from which you are making sales.

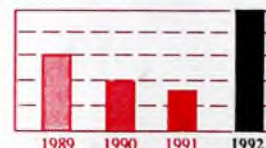
If you sell beer, wine or distilled spirits you must pay  
this tax. Currently the tax rate is \$250 each year.

If by June 1 you have not received in the mail a notice  
with instructions on how to pay this tax, please contact  
your nearest office of the Bureau of Alcohol, Tobacco &  
Firearms (U.S. Treasury Department). In the Detroit area  
call 226-4762 between the hours of 8 a.m. and 12 noon.

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- FREE FOOD & BEVERAGES
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<b>HICKORY</b>	<b>Chicken Program</b>
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When Monitor's Big Chief sugar line was picked up by Capistar in October, 1990, it came with a carefully detailed marketing program. Capistar's promotional team then shaped those resources into a particularly effective consumer

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

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

Ed Zebrowski  
Consumer Products Sales Manager  
Monitor Sugar Co.



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

Tom Beckett  
President  
Capistar, Inc.



# Lottery kicks off spring with "Dreamboat Sweepstakes"

By Jerry Crandall  
Michigan Lottery Commissioner



Crandall

Michigan residents dream about owning a boat.

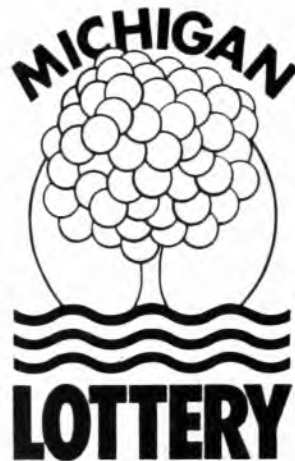
This spring, the Michigan Lottery will help fulfill that dream for some Lottery players with the new "Lotto Dreamboat Sweepstakes" promotion. Beginning May 6 through June 3, players can enter a second chance sweepstakes where the Lottery will give away 12 Michigan-made 18-foot Four Winns Freedom all-purpose pleasure boats.

Players who miss out on the Lotto jackpot will get a second chance to win big in the "Dreamboat Sweepstakes." Beginning May 14, the Lottery will give away three brand new Four Winns pleasure boats each week for four weeks during the promotion.

This is a really exciting promo-

tion because the people of Michigan love the water and boating, and we're giving away a Michigan-made product. We're lucky to live in a state with so many recreational opportunities, especially water activities. Michigan is the jewel of the Great Lakes.

To enter the "Lotto Dreamboat Sweepstakes" promotion, players send in a non-winning \$5 Lotto ticket that is valid for a single Lotto drawing from May 6 through May 30.



Each entry is good for one week's drawing. The three winners will be announced every week from May 16 to June 6 on the "Michigan Lottery Megabucks Giveaway" TV game show.

Everyone's a winner with the "Lotto Dreamboat Sweepstakes" promotion. We're giving players a second chance to win a new and exciting prize and, at the same time, we're promoting Michigan's quality of life, Michigan's tourist advantages, the boating industry and a Michigan-made product. But ultimately, the biggest winners will be the children of Michigan because the net revenues from the Lottery help finance K-12 public education.

## Lottery's new instant game "Spin to Win" offers players big prizes

Michigan Lottery players around the state will be "spinning to win" up to \$20,000 this spring with the hottest new instant game "Spin to Win."

"Spin to Win," which went on sale in April, offers players a chance to win cash prizes and the opportunity to spin the Lottery's giant wheel for cash prizes worth up to \$20,000.

The Lottery is celebrating 20 years of success, and we want to

make it a fun experience for all of our players to say "thanks" for their support. "Wheel spins" around the state will add fun and excitement to our instant game lineup. We hope everyone gives the new game a try.

If a player uncovers three spin symbols on the "Spin to Win" instant ticket, they win the opportunity to participate in one of the "wheel spins" which will be held in various locations throughout Michigan in May and June. Top prize winners will get a chance to "spin the wheel" for top prizes, ranging from \$5,000 to \$20,000.

More than \$9 million in total prizes is up for grabs in the new game. The overall odds of winning a prize in "Spin to Win" are 1-in-6.

"Spin to Win" is among several instant games on sale at Michigan Lottery retailers statewide including "Double Your Money" with a top prize of \$5,000 and "Jackpot" which has a top prize of \$1,000. In addition, the Lottery's newest instant game "Softball," which offers players a top prize of \$100, will go on sale this month.

These games are going to be a lot of fun for everyone. It's a great chance for you to sell lots of instant

See LOTTERY, page 25



## 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 Hillsdale, 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.





# Preferred Product



We love it when shoppers come to you, looking for us. But we know it doesn't happen automatically. That's why we pack freshness into everything we sell.

Taste is what's important. It's what keeps shoppers reaching for Berne's Brands and that familiar blue and white Michigan Brand Cottage Cheese container, Yoplait Yogurt, Chef Berne's deli salads, culture products and fresh pizza.

Shoppers have come to expect consistent flavor, texture and wholesome goodness from the Berne's Food Service lineup. We won't let them down.

And you'll like it when they stop by your place to look us up!



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FOOD SERVICE  
*Best in the Midwest*

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1-(800)688-9478



## The history of Roll Rite Corp.

Roll Rite Corp. was established in 1976 as Custom Steel Fabricating by Tim Searfoss. The small business grew until in July 1991 Custom Steel incorporated under the name Roll Rite Corp.

The company started out manufacturing the IRONWOOD line of wood heating units; boilers, furnaces, fireplace inserts, and radiant heaters. The line of wood heating equipment was designed by the company's owner Tim Searfoss. The company also fabricated many custom items: trailers, wood splitters, hydraulic hoists and snow blowers.

In 1989 when Michigan enacted a tarp law requiring trucks carrying loose loads to be tarped, Tim designed an electric tarp system. This electric system, operated from the driver's seat, was superior to systems requiring the driver to manually hand crank the tarp. Roll Rite tarp systems are currently being sold nationwide and in Canada.

Tim's design abilities were again utilized in 1991 by his cousin Ken Searfoss. Ken, owner of Ken's IGA in West Branch, had been trying to find an accurate way to fill his returnable can and plastic bottle bags. Ken knew he was losing money with the volume method.

Tim and Ken set out to design a method that was fast, accurate, easy to use and reasonably priced. The

result is the X-Act Count 240. The X-Act Count 240 is a molded plastic body that sets on the cardboard sleeve used by most stores. The cans/bottles are pushed through a hole in the body which activates a flipper attached to a counter. When the appropriate number is reached the bag is removed and sealed, ready for return to the distributor. The store owner is reimbursed for each and every bottle/can returned—the guess work is ended. Flat or smashed cans and bottles that add nothing to the volume method are accurately counted and paid for.

A newly developed electronic X-Act Count was recently introduced. With the electronic model can/bottles are simply dropped through a hole rather than pushed through. While the electronic model is more costly than the manual model, it provides faster use in high volume operations.



## Michigan wine comparison

Michigan wines compare favorably with many traditional choices. Throughout the year, but especially during Michigan Week, retailers can offer a wide variety of Michigan wine options to their customers.

*If your customers are thinking about choosing. Recommend:*

Sauvignon Blanc	Good Harbor—Vignoles L. Mawby—Vignoles Seven Lakes—Vignoles
Chardonnay	Chateau Grand Traverse—Chardonnay Madron Lake Hills—Chardonnay Tabor Hill—Chardonnay
Chablis	Boskydel—Soliel Blanc Berrien Vintners—Berrien White St. Julian Village Wine
Leibfraumlach/Piesporter	Good Harbor—Trillium Warner—Goldleaf Seven Lakes—Cady Lake White Fenn Valley—Reflections
Reisling	Chateau Grand Traverse—Reisling Good Harbor—Reisling Lemon Creek—Reisling
Piesporter	Fenn Valley—Reflections
Vouvray	Leelanau—Spring Splendor Leelanau—Winter White Tabor Hill—Classic demi sec
Blush (White Zinfandel)	L. Mawby—Sandpiper Tabor Hill—Berrien Blush Good Harbor—Calypso Tabor Hill—Village Blush
Cabernet Sauvignon/Burgundy/Bordeaux	St. Julian—Chancellor Noir Fenn Valley—Chancellor Noir Leelanau—Autumn Harvest St. Julian—Village Red
Pinot Noir	Leelanau—Pinot Noir Madron Lake Hills—Pinot Noir Fenn Valley—Pinot Noir
Champagne	L. Mawby—Big Two Heart Tabor Hills—Champagne Sharon Hills—Champagne Warner Vineyards—Champagne



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Extensive variety of national & regional brands

#### **Frozen**

One of the most extensive varieties in the mid-west

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Complete line including juice, cream, margarine, baking and pasta mixes

#### **Candy & Spices**

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Small to medium private partner label program

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Health & Beauty and  
General Merchandise



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# Awrey Bakeries rises to long tradition in Michigan

Southeastern Michigan just wouldn't be as sweet without Awrey Bakeries, Inc., a company that has risen from the kitchen of one resourceful woman to a mainstay on grocery shelves that consumers have proved that can't live without.

Mr. and Mrs. Fletcher Awrey arrived in Detroit from Essex County, Ont., in 1899 with little to call their own but their health and their four young children. When a job opportunity for Mr. Awrey failed to materialize, his wife Elizabeth found income for the family by baking bread to sell to the neighbors. Sons Elton, Wilbur and, later, Thomas pedaled their bikes around the neighborhood and sold the goods. When demand for the bread exceeded the amount of dough Elizabeth could lift, Fletcher took over.

Decades of lots of ups and downs have brought the company to where it is today—one of the largest family owned businesses in the country, and many members of the Awrey family still take an active role in the company. Thomas' son Bob Awrey is now chairman of the board and CEO. Bob's wife Betty Jean Awrey is vice president of public relations, and his son Tom Awrey is executive vice president, COO and acting president. Tom's brothers Kevin and John also take an active role in the business.

Awrey Bakeries' most popular retail items are its Date Nut Pastries, Long John Coffecake, Glazed Buttermilk Dunkers, and, Tom Awrey's personal favorite, the individually wrapped Danish.

"We're famous for our Danish," he says. "I think we make one of the best Danish in the country."

Although Awrey Bakeries' baked items are a mainstay on Southeastern Michigan grocery shelves, the fresh retail products make up only about 10 percent of the company's business. Frozen baked goods for industrial use throughout the country (restaurants, hotels, airlines, etc.) fill the other 90 percent. From its Livonia bakery, the company cooks up more than \$40 million in annual sales.

But business hasn't always been sweet at Awrey Bakeries. Last year, the public's opinion of the company turned sour when the company abandoned its fresh retail line at the whim of a new management team. Metro Detroiters went without their favorite products for nearly seven months.

"It was a decision we'd made based on the retail portion being such a small portion of our business," explains Awrey. "That was a mistake on our part. We goofed."

But the experience was an eye-opener for the company.

"The public reacted far stronger than we thought they would," says

Awrey, adding then the management realized, "That 10 percent of our volume was an important part of our business."

Today, the long-time favorites are back on the store shelves, much to the delight of customers, retailers and Awrey Bakeries.

"We consider ourselves very fortunate that we were received so positively," says Awrey. "We've always been retailers at heart. It's part of our history. We've always been part of the retail market and we're very pleased and proud to be part of it again."

Although Awrey Bakeries still produces the product, sales, marketing and distribution have been taken over by Veri-Best Baking as part of Awrey Bakeries' new effort to streamline the operation. Awrey bread is baked elsewhere. And a restructured management team has since taken over the company reigns, emphasizing continuous improvement and quality management.

The bakery itself recently got an overhaul, too, in the form of \$2.5 million worth of new production equipment designed to enhance the quality of the Danish and other products.

But one thing at Awrey Bakeries that probably won't change for a while is its trademark windmill logo, which means something other than what probably first pops into people's minds.

"Everybody thinks we're Dutch," laughs Awrey, "but we're not."

The windmills, which impressed Awrey's great aunt during a trip to Holland, symbolize the milling of wheat in a wholesome fashion and the Dutch tradition of cleanliness—ways of doing business the Awrey family has tried successfully to achieve.

And that won't change, either.



Tom Awrey supervises the production of delicious Almond Crunch Dunkers.

## SERVICE OF THE MONTH

# Telecheck provides peace of mind

Not all companies are suffering during these difficult economic times. In fact, the recession has been particularly good to check verification companies.

Retailers are concerned now, more than ever, about check fraud. With the unemployment rate rising and job security decreasing, it is not unusual for retailers to see more hot checks in a cold retail market.

The number of subscribers calling TeleCheck Michigan, Inc., the state's largest check guarantee company, to verify a customer's checking history is up 45 percent over last year, according to Arthur Nitszche, president of the company. Nitszche says this is a sign that retailers and other businesses may have been burned by bad checks.

With offices in Lansing, Flint and Grand Rapids, as well as its headquarters in Southfield, TeleCheck services over 4,200 Michigan subscribers. This year, they expected to place more than 2.3 million calls to verify over \$280 million in checks. The calls to TeleCheck are placed by telephone, point-of-sale terminals or electronic cash registers. TeleCheck draws upon a sophisticated computer system, which obtains information from financial institutions as well as merchants, to record in and update its database.

According to Nitszche, the number of uncollectible checks, including closed accounts, lost/stolen checkbooks and fraudulent checks,

has increased steadily throughout the stagnant economy. With the number of uncollectible checks accounting for 30 percent of all returned checks, more and more retailers are using the services of check guarantee companies as a preventative measure against check fraud.

"We noticed an increase in the number of bad check writers," said Noori Antone, co-owner of Giant Food Center in East Detroit and a TeleCheck subscriber since February 1992. "Because of the large number of bogus checks returned to us, we had to turn away business from people writing checks after banking hours since we could not verify these

TeleCheck in 1989, we verified all checks with the bank," Gluck explained. "However, often enough by the time we went to cash a check, the account had insufficient funds. Tracking these bad check writers was quite a headache!"

Not only does TeleCheck provide subscribers with a preventative measure against bad check writers, but using TeleCheck's services takes the pressure off cashiers, according to Antone.

"If TeleCheck rejects a check, we put the customer in touch with TeleCheck to learn why they were denied," Antone explained.

"TeleCheck is discreet with its reason for a rejection. Also, it gives me peace of mind to know that accepted bad checks are guaranteed reimbursement."

According to COLLECTOR magazine, in the United States approximately 482 million checks bounced in 1990, totalling \$14 billion for the year. On average, Americans write over one million checks daily that are subsequently dishonored by U.S. banks.

"With statistics like these, retailers cannot afford not to subscribe to a check verification company," Nitszche said. "TeleCheck guarantees to pay any bad check it approves. Typically, subscribers get back more from refunded bad checks than they paid in fees to TeleCheck. It just makes economic sense."

checks. With TeleCheck's services, we can verify a check any time of day, seven days a week."

Several TeleCheck subscribers use its services as a pro-active approach to bad check writing as opposed to handing bad checks over to a collection agency after the fact.

According to Alan Gluck, owner of Meatland, Inc., in Detroit, collecting returned checks can be time consuming and expensive.

"Before we began subscribing to







**Can't Beat  
The Real Thing.**

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# Beet Sugar Week declared in the state of Michigan

By unanimous decree of Michigan's House, Senate and Gov. John Engler, March 27 through April 4 has been designated as "Beet Sugar Week In Michigan." A reception was held on Wednesday, April 1, 1992, in the Senate Committee foyer area of the Capitol Building to honor the occasion.



The day-long event began with a proclamation by Senate Majority Leader Dick Posthumus on the floor of the Senate. At 12:00 noon, Engler officially declared "Beet Sugar Week In Michigan" and opened the reception by cutting the dessert buffet's centerpiece, a 35-pound "sugarbeet" cake. More than 400 guests and representatives of Michigan's beet sugar industry attended the event. Speaker of the House, Lew Dodak made the official House proclamation on the floor of the reception later that afternoon. Representing the industry and accepting the proclamations were: David H. Roche, executive vice president/COO of Michigan Sugar Company of Saginaw, Donald Keinath, vice president of the Great Lakes Sugar Beet Growers Association, Robert Hetzler, president/CEO of Monitor Sugar Company of Bay City

and Ray VanDriessche, president of the Monitor Sugarbeet Growers, Inc.

The day's activities were developed in recognition of Michigan's beet sugar industry which provides thousands of jobs and more than \$450 million in economic activity to the state each year. The reception included an eloquently detailed dessert buffet table consisting of custom-designed cakes representing Michigan's major industries and natural resources, as well as a wide variety of pastries, cakes and candies—all made of 100 percent pure Michigan beet sugar.



Gov. John Engler officially opens the "Beet Sugar Day At the Capitol" reception by cutting the "sugarbeet" cake as the reigning Sugar Queen, Vickie Holland of Unionville, prepares to receive the more than 400 guests attending the April 1 reception honoring Michigan's beet sugar industry.

## AFD to sponsor seminar about ADA

Associated Food Dealers of Michigan is proud to team up with the Greater Detroit Chamber of Commerce Food Industry Council July 22 for an important seminar entitled "How to Comply with the Americans with Disabilities Act."

It is one no retailer should miss, as compliance is required by July 26, 1992.

The seminar will run from 8:00 a.m. to 11:30 a.m. at the office of the Greater Detroit Chamber of Commerce, 600 West Grand Boulevard in Detroit. Admission is \$10 and checks should be sent to the chamber.

For more information call Bob Geurrini at the Chamber, 964-4000, or Joe Sarafa at AFD, 557-9600.

## Right To The Point.



Your customers are always looking for something new and specialty drinks are the hottest news on-premise.

Arrow Cordials helps get your business stirring with 47 distinctly delicious flavors, recipes for all the latest drink sensations, and a price that will flatter your margins.

All of which proves our point: you'll profit more with Arrow!

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# Mazen Foods opens in Detroit

New traffic signals may be in order near 6 Mile and Gratiot—not on the road, but inside Detroit's newest supermarket, Mazen Foods, where overwhelming customer response has created a virtual grocery-cart gridlock.

The customers buzz from aisle to aisle, counter to counter, shouting praises for the city's first new store of its kind in some 20 years. And part-owner Faris (Frank) Jaddou greets every one with a warm smile, a strong handshake, a teasing wink and giggle, or sometimes even a hug.

"We're excited about the people who support us," says Jaddou.

And the customers are excited, too.

"I really love this store here," says customer Denise Collier, citing the new prepared food and deli department as a pleasant surprise.

Another customer swore that because the store's prices were so low, the store must be trying to move all its groceries out in one day.

Although Mazen Foods just opened in March, the store is always packed with customers because many have been loyal to the Jaddou brothers, Frank, Joe, Steve, Julian and Neal, for years. The Jaddous had already established their reputation at a store just down the road, Gratiot Super Foods, which they have owned since 1983.

**Spartan Retail Operations**  
Manager Bernie Hewitt agrees the new Mazen Foods offers the customers a lot to be excited about.

"I have never heard so many positive things from the customers. They thought this was the greatest thing that ever happened to this part of the city," says Hewitt, adding one customer told him he traveled 12 miles to shop at Mazen Foods.

"Spartan people are the best there is," says Jaddou. "They call themselves the fresh food people, but they're the people people, too."

Among the things that attract the



Customers, employees and Faris Jaddou (left), think Mazen Foods is number one!

droves of customers to Mazen Foods are the fresh-daily produce, fish and meats, and beer and wine. A long counter filled with dozens of prepared food and deli items is also a huge draw, as samples of freshly cooked delicacies entice customers not only to try, but to buy.

Jaddou admits at first he had doubts about what has now become one of the store's most popular features.

"I was scared. In the old store we didn't have that department," says Jaddou, adding that his fears of the deli's failure were quickly dispelled. "The people in the back can't keep up."

In addition to groceries, the store also serves customers with a pharmacy, check cashing and lottery. Mazen Foods also treats customers to a few extra surprises, like a t.v. set at each of the 10 checkout aisles, and rap and urban dance music piped over the p.a. system. Both give the store an upbeat atmosphere.

Jaddou regrets the store doesn't have WIC, due to minor cashier errors, but said it surprisingly hasn't hurt business at all.

"When God takes from someplace, God gives someplace else," he says.

That philosophy has carried the Jaddou family through a very sad time. Their 23-year-old brother Mazen was killed in a car accident

last July. But one week later, another male was added to the Jaddou clan when Frank Jaddou's wife gave birth to a son. The couple named the baby Mazen.

The elder Mazen's death also answered the family's difficult question of what to name the store. "We dedicated this store to him," Jaddou says. "He's watching everyone upstairs with God."

Indeed, it seems as though Mazen Foods has a guardian angel,

not just for the success it is bringing the Jaddou brothers, but for the joy and hope the store brings to the residents of its bleak neighborhood.

Not only has it given hundreds a clean, friendly, safe, well-stocked place to shop, it has given jobs to about 60 hard-working people. Mazen Foods is also bucking the trend of businesses' mass exodus of Detroit. As Jaddou puts it, there was no reason to leave. "There's still life in the city."

## Michigan Chamber honors environmental excellence

Monitor Sugar Company is one of the first winners of the Michigan Chamber of Commerce Environmental Quality Award.

The food-processing sugar manufacturer was recognized for reducing the pollutant loadings in discharge water by 99 percent while doubling its production of sugar. Monitor Sugar tied with Dow Chemical Company as the winner in the Chamber's Region IV, which covers the East Michigan thumb.

Winners were announced at the chamber's sixth annual Environmental Regulations Conference and Expo in Lansing. Companies were judged on a number of criteria, including innovation, creativity, community involvement, research and jobs created or saved.

"The Michigan Chamber is pleased to recognize those who are helping guarantee that our unique environment continues to be an asset to those seeking to do business here," said Michigan Chamber of Commerce President James Barrett. "We had many excellent entries and look forward to recognizing businesses annually for going the extra mile to protect Michigan's environmental resources."

The Chamber cited Monitor Sugar's dedication to water quality and reuse for its honor.

The company developed and installed an anaerobic treatment system that holds 1.5 million gallons of water. The biological system is designed to remove 45,000 pounds of Biochemical Oxygen Demand present in discharge wastewater. The system reduces sugar molecules to methane gas. It reuses 200,000 gallons of water per day in its factory process.

Also, new technologies employed by Monitor Sugar have reduced the number of odor-related complaints.

"We've developed a good relation with the community," said Monitor Sugar President and CEO Robert L. Hetzler. "It's an educa-

tional process. The community has to understand what our business is about. In order to keep the lines of communication open we invite our neighbors to tour the factory and are currently in the process of forming a neighborhood advisory committee."



## Tony's Pizza Service: serving Michigan proudly

Tony's Pizza Service has been servicing major chain supermarkets and independent stores for over 15 years in Michigan. We are the largest Direct Store Delivery (DSD) in the state.

Our products are delivered with GM & Ford vehicles made in Michigan.

The product line includes: Tony's & Red Baron Pizza, Cafe' Mexico & Cafe' Peking (egg rolls).

Total and customer service is our goal!

Look for our new Tony's Pizza Products in the Italian Pastry line. The new varieties are: Garden Supreme and Pepperoni Deluxe.

"We take care of the customer."



Mazen Foods is always busy.





## Faygo® Introduces A Festival In A Bottle.

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

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

hundreds of prizes including weekends at Grand Traverse Resort in Traverse City. The Grand Prize is a Cherry Red Pontiac Grand Am GT that will drive lots of business your way. Get ready to celebrate!

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





# Frito-Lay "made in Michigan"

As summer approaches, people all across Michigan will be out enjoying picnics, sporting events and family outings. During these occasions, Michiganders will eat nearly 16 million pounds of snacks made by Frito-Lay. The majority of these snacks are made in Michigan at the company's Allen Park manufacturing plant. Every day, technicians, quality assurance personnel, packers and distribution workers produce hundreds of thousands of bags of your favorite snacks.

The Allen Park plant makes such well-known snacks as Lay's and Ruffles potato chips, Fritos corn chips, Tostitos and Doritos tortilla chips. Each of these snacks are made by employees who take pride of ownership in the snacks they make and are determined to make the finest quality snacks one can find on any store shelf.

Sometimes that means changing a

well-known product just slightly to meet consumers' changing tastes. For example, on May 2, Frito-Lay will change Nacho Cheese Doritos tortilla chips to Nacho Cheesier Doritos tortilla chips. Doritos tortilla chips are the top-selling snack in the U.S. with retail sales of \$1.3 billion last year. Nacho Cheese Doritos tortilla chips have been around since 1972 and now Frito-Lay is taking the best and making them even better.

Nacho Cheesier Doritos have a milder cheese seasoning that's made with more cheese and there's also more seasoning on each chip. In taste tests, consumers picked Nacho Cheesier Doritos tortilla chips over the original two to one. And they're being made in Michigan at the Allen Park plant.

On May 2, hundreds of Frito-Lay employees will be at retail store parking lots, sporting events and concerts all across the state of Michigan

to sample the new Nacho Cheesier Doritos tortilla chips. They'll be joined by some 26,000 other Frito-Lay employees in all 50 states as 5 million consumers are sampled. It'll be the world's largest single-day sampling event ever!

So stop by your favorite store May 2 and say hello to Frito-Lay employees...and try new Nacho Cheesier Doritos tortilla chips.



## New products unveiled at the Carnival of Profits Trade Show

continued from page 8

### Checkpoint Systems

Viewpoint Point-of-Sale Monitoring System; Model 4021 Label Applicator  
313-357-7824



### Canandaigua Wine Company

Sun Country Beach Berry Light and Tropical Sunrise Light Premium Wine Coolers; Wild Irish Rose Malt Liquor  
313-379-3644



### Hiram Walker & Sons

Salvador's Margarita  
313-626-0575

### Tony's Pizza

Garden Supreme; Pepperoni Deluxe  
313-634-0606

### Michigan Lottery

Cash 5  
517-335-5625

### Sterling Shores Distributors

Otto's Carmel Corn; Buttery Flavor  
313-368-2447

### Stroh Brewery Company

Old Milwaukee N.A.; Old Milwaukee Genuine Draft/ Old Milwaukee Light  
313-446-3141

### CF Sales Company, Inc.

Basketeer to be demonstrated; Shrink-wrapping baskets; Do-it-yourself baskets  
313-453-6797

### Kraft General Foods

Maxwell House Lite; Maxwell House Cappuccino; General Food Great Grains; Oscar Mayer Healthy Favorites  
313-464-9400/  
after May 8: 313-488-3000

### Central Alarm Signal, Inc.

Video System  
313-864-8900

### DCI Food Equipment

Perky's Pizza Fresh Bakery Station; Juice Tree AV/700 Apple/Vegetable Juicer  
313-369-1666



### Miller Brewing Company

Colder's 29 and Colder's 29 Light  
313-347-5858

### Melody Foods

Stouffer's Lean Cuisine; Mars Bar Ice Cream Bar; Ultra Slim Fast Ice Cream Nolvelties; Eskimo Pie Sugar Free Ice Cream/HG; Colombo Shoppe Style Frozen Yogurt/Qt.; Dove Bites; Sparkling Mineral Water with Pure Fruit Juice  
313-525-4000

### Niklas Distributors

Cabana Cannister line of chips and snacks; Cabana 1-pound bag of bar-be-que chips  
313--571-2447

Watch for a full pictorial follow-up of the 1992 Carnival of Profits Trade Show in the June issue of the Food & Beverage Report!

## Association launches salad celebration

May is National Salad Month and, to celebrate, the salad dressing industry is launching a new campaign complete with colorful logo and point-of-sale materials intended to promote salad sales and related items in retail and foodservice markets.

"We think National Salad Month is a grocer's promotional dream," says Mike Levin, associate director for The Association for Dressings and Sauces, the founding organization of National Salad Month.

Citing the virtuous nature of the salad itself, Levin believes promotion-savvy retailers can make cash registers sing with National Salad Month.

"Think of all the food items consumers now put in their salads. The cross-merchandising and special event possibilities are staggering," according to Levin. Produce, meat, dairy and deli departments are all can-

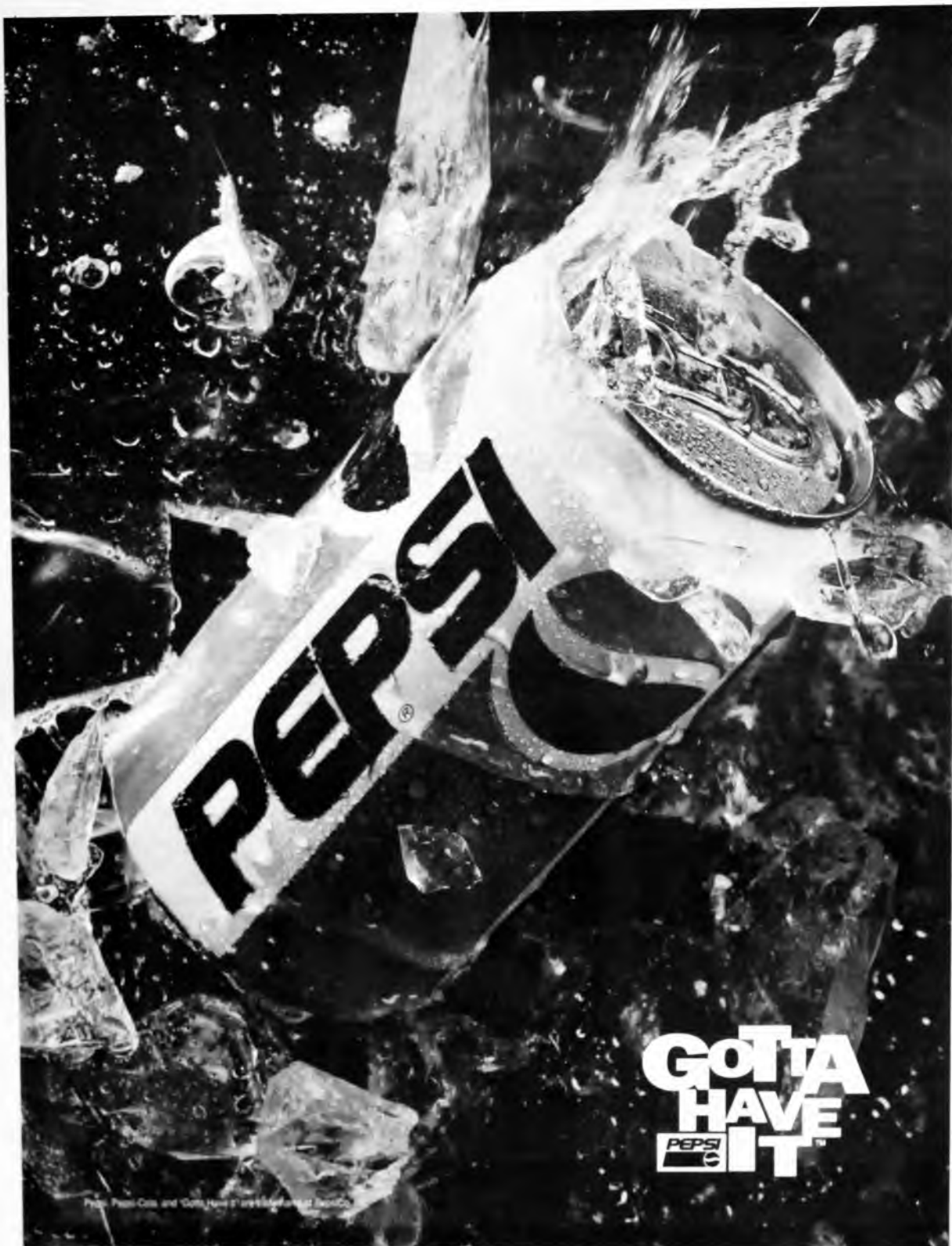
didates for National Salad Month Promotion. "And don't forget the salad bar! If I were a retailer I'd dress up the salad-wagon fast," said Levin.



The Association for Dressings and Sauces and National Salad Month co-sponsor, The California Walnut Marketing Board, are providing point-of-sale items promoting National Salad Month. they include: a handsome 18-inch x 24-inch full-color salad poster; matching table tents (for in-store foodservice operations); and colorful National Salad Month buttons and balloons.

The Association for Dressings and Sauces is planning to expand the National Salad Month promotion next year to include a consumer brochure of new maindish salads and a retailers promotion planner and contest. For more information on National Salad Month and to order premium items, call 404-252-3663 or write: National Salad Month, c/o The Association for Dressings and Sauces, 5775-G Peachtree-Dunwoody Road, Atlanta, Ga. 30342.





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# AFD ON THE SCENE

## Retailers in their stores

AFD Executive Director Joe Sarafa hit the road last month to visit retail members in their stores. Each visit proved to be an enlightening exchange of views and information, as well as an opportunity for an informal and friendly chat.



Sam Asker, left, of Vella's Market stops by the Lawndale Market to visit owner Hazim Samaan. Competitors yet friends, the two often discuss industry issues of concern.



Anthony Turner, right, of Super Qwik Market meets with Ron Hall of New Detroit to discuss minority business issues.



Grand Haven's Seaway Party Store employees Gary Walters, left, and Matt Holmes work the night shift.



Joe Sarafa found Tina Devine at the helm at Spinner's Corner Grocery Store in Grand Haven.

## Politician addresses board



Rep. Mike Bennane (D-Detroit) attends a meeting of the AFD Board of Directors to discuss the pros and cons of licensing retailers who sell tobacco.

## Answers to labeling questions

Confused about what to do or what not to do with your nutrition labels? Some commonly asked questions and their answers are found below.

*I'm developing brand new point-of-sale materials. What should the nutrition label look like?*

The nutrition label can follow one of two formats:

### Green Beans

Serving Size . . . . . ¼ cup cut beans  
(83 g)(3 oz.)  
Calories . . . . . 14  
Protein . . . . . 1 gram  
Carbohydrate . . . . . 2 grams  
Fat . . . . . 0 grams  
Sodium . . . . . 0 milligrams  
Dietary Fiber . . . . . 3 grams

### % of U.S. RDA

Vitamin A . . . . . 2  
Vitamin C . . . . . 8  
Calcium . . . . . 4  
Iron . . . . . \*  
\*less than 2% U.S. RDA

### Green Beans

Serving size: ¼ cup cut beans (83 g)(3 oz.). Per serving: 14 calories, 1 g protein, 2 g carbohydrate, 0 g fat, 0 mg sodium, and 3 g dietary fiber. Percent of U.S. RDA: 2% vitamin A, 8% vitamin C, 4% calcium, less than 2% for iron.

If you would like examples of nutrition labels for other fruits and vegetables, contact Julie Stewart or Leigh Ann Betters at PMA's Information Center, (302) 738-7100.

Remember, however, not to invest a lot of money in new labels. This fall, FDA will finalize a new nutrition label format that will become effective in May 1993. Based on public response, FDA may change the way a nutrition label looks, revise the list of nutrients on the label, and replace U.S. RDAs with a new standard. Therefore, print only enough materials to last you through May 1993.

It is imperative that retailers post nutrition labels on the top 40 fruits and vegetables in their stores, even though the labels will be changed next year. FDA evaluators will be checking 2000 stores across the country later this year. If fewer than 60 percent of the stores are in compliance with the labeling guidelines, nutrition labeling for fresh produce will be mandatory and retailers will be held liable.

*What must I do right now to be in compliance with current labeling guidelines?*

To be in compliance, retailers must (voluntarily) supply nutrition information on the top 40 fruits and vegetables either through a poster, a notebook, consumer brochures,

leaflets, or signs. Retailers can meet their labeling requirements through PMA's **Nutrition Edge**. Remember, if substantial compliance is not met, labeling of these top 40 items will become mandatory.

*Do growers, shippers, or suppliers of value-added produce have to label fruits and vegetables?*

Only produce retailers are subject to requirements for labeling fresh fruits and vegetables. Growers and shippers are not required to label fresh produce and, currently, value-added packaged produce items are not subject to labeling requirements. If labeling is desired, however, the same nutrition information as that given for the top 40 fruits and vegetables should be used. The objective is to give the consumer the same nutrition information on a 5-pound bag of potatoes as on the retailer's store sign or consumer brochures.

*Can I label fruits and vegetables that were not identified as one of the top 40 produce items?*

The nutrition values for the 40 fruits and vegetables published last fall by FDA are approved for nutrition labeling. Nutrition values for other produce items should be submitted to FDA for review. PMA has submitted nutrition values for 11 additional commodities to FDA. These labels may be used by the produce industry and are available through PMA's Information Center. If nutrient values not submitted to FDA are used to label fruits and vegetables, you may be subject to mislabeling penalties.

*When will there be nutrition information on other fruits and vegetables?*

FDA is currently revising its guidelines for nutrition research—including statistical treatment of nutrient data. Not until these criteria are finalized this spring will PMA consider analyzing additional commodities. If you have any additional questions, contact Elizabeth Pivonka at 302-738-7100. —PMA

## How to communicate with your senators and representative:

Call the Capitol switchboard (202) 224-3121 and ask for his or her office, or write The Honorable (full name), United States Senate, Washington, D.C. 20510; or The Honorable (full name), United States house of Representatives, Washington, D.C. 20514.





## Jaeggi Hillsdale County Cheese

Jaeggi Hillsdale County Cheese is the newest entry in the Michigan cheese market.

Brand new, the company was started by father and son Joe F. and Joey D. Jaeggi in the last week of February. It is located in the country, south of Reading and north of Camden in Hillsdale County.

The Jaeggi team, originally from Wisconsin and cheesemakers all of their lives, operate the plant exclusively for all the Amish milk producers in the area of Michigan, Indiana and Ohio—approximately 125 to 150.

In addition to Jaeggi Hillsdale County Cheese's wholesale operations, the product is retailed at the plant's own little cheese store "haus," where customers can watch the daily procedures of both of the Joes making quality cheeses.

In addition to the Joes, the plant's six or seven employees from the area currently produce muenster and brick cheeses with plans for many other varieties for the cheese store and buyers.

For more information about Jaeggi Hillsdale County Cheese, write to 6211 Dimmers Rd., Reading, Mich. 49274. Or just "stop in and say 'hello.'"

## Brede, Inc. Horseradish

Thanks to fads, condiments have come and gone. But Michigan consumers have stayed true to Brede Horseradish since 1923.

Brede, Inc., was started in Detroit by Edwin Brede, father and grandfather, respectively, of John and Mike Brede, who run the company today.

Brede produces hundreds of thousands of cases of horseradish each year for its territory east of the Mississippi River. The horseradish is made from the horseradish roots shipped from St. Louis. The root, considered an herb, is cleaned before being ground with vinegar and salt, and then bottled.

The company also makes a cocktail sauce, a horseradish sauce called Deli Dressing, and a horseradish mustard. Brede's products are sold through institutional, wholesale and retail outlets.

For more information about Brede, Inc., call 273-1079.

## Saxon pressure sensitive labels

Saxon, Inc., is a Ferndale-based printing company manufacturing labels, laminating sheets, lotto slips and the "Liquor Shelf Price Tag" system.

The "Liquor Shelf Price Tag" system is currently used by approximately 700 liquor stores. Each store receives tags for all of the products on the Michigan Liquor Control Commission's stock and special price lists.

Each tag is plastic coated and contains the Michigan order code number, brand description, volume of liquor and the price. The easy-to-use tags help eliminate potential violations, making updating of prices and ordering easier, and give the shelves a look of uniformity and organization.

## Pepsi turns "right side up"

On April 28 and 29, a highly unusual event took place at Pepsi. All the warehouses in Detroit and Milan and the Troy offices on April 28, in effect, closed down. Warehouses in Pontiac, Howell, Saginaw, Flint and Port Huron closed April 29.

Pepsi says the company's rapid, dramatic growth is because of its retail and restaurant customers—its bridge to the consumer. As it stands poised at the next stage, Pepsi believes it vital to step back, and with every single one of its people, focus on what has gotten Pepsi to where it is, and what would serve it best in the future.

What Pepsi did April 28 and 29 was to rededicate the company, and re-educate the employees—every one, from the mail room to board room—about the importance of serving its customers properly.

The concept is called turning the company right side up. It means giving attention and support to customer needs, and eliminating virtually every process or practice that doesn't contribute directly to retailers satisfaction with Pepsi's products and services.

Managers were in touch with retailers the week prior to turning the company right side up so no service was interrupted.

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# Raad Ayar: new face on the AFD board

New AFD board member Raad Ayar believes strongly in communication. It is a way of doing business that has brought him success in his two stores and a belief that he hopes will add to AFD's success, too.

As a new board member, Ayar says he would like to see AFD get even closer to the retail members, a reflection of his personal goal which is always to do better.

Ayar, a 10-year AFD member, has owned Harper Food Center in Detroit since 1980, and purchased Harvest Foods in Dearborn Heights last year. He lives in Farmington Hills with his wife and four children, and divides his time between both stores.

It is his goal of doing better which makes him try so hard to communicate in his stores. Listening to the customers and running the business according to the customers' needs, Ayar says, is Harvest Foods' niche.

"Finding a niche is the key to my success," he says. "This store here is big enough to service the customers and small enough to satisfy their needs."

One of the things customers get at this store that they may not at the surrounding larger chains is personal



Board member Raad Ayar believes increased communication is good for business and AFD.

attention, which is a benefit in several ways.

"We get a lot of comments about how friendly we are," Ayar says, explaining the kindness stems from Harvest Foods' small-store attitude.

Also, he says, his store can react faster to customers' requests and needs.

"It's harder for (the larger chain stores) to act as quick as we can," Ayar says. "Customers say, 'Oh, thanks. You were able to do this for me.'"

"My store is smaller than the

competitions', but I try to give the customers something they can't."

But Harper Foods in Detroit is surrounded by other independent grocery stores, so Ayar takes a different approach to doing business there. Cleanliness is emphasized and the removal of beer and wine added to its reputation as a safe, family-oriented place to shop.

"People thought I was crazy to get out of beer and wine, but it worked for me," Ayar says.

Ayar's focus on his customers

also finds its way out of the stores and into his customers' communities. Through his stores, he is frequently involved in block parties and church events, sponsors sports teams and participates in town meetings.

"Again, it's a case of what big businessmen can't do and what small businessmen can do," he says.

Wanting to further the cause of the small-business owner, it was natural for Ayar to get involved in AFD.

"AFD is a great association and the message is there that they're there to do things for small-business people—the retailers," he says. "All we need to do is to get the members more involved."

"AFD does a lot of things that the members don't realize they're doing," he adds. "And if they did, we would be twice as big in no time."

It's obvious Ayar is strongly committed not only to his businesses but the industry as a whole. But working 80 hours a week in his store, where does he find the time to pursue both?

"You'd be surprised once you commit to something how far it can go," he says. "I love what I'm doing. To me, it's not work, it's art and I love doing it."

## UPDATE

from page 1

### The Product Liability Fairness Act

A Senate vote is expected at any time on the Product Liability Fairness Act (S. 640). This is the first time in years that the full Senate will vote on product liability reform. This bill, introduced last year by Sens. Kasten, Rockefeller, and Danforth, contains a fault-based liability standard for non-manufacturing product sellers which will reduce the exposure of innocent wholesale and retail grocers to product liability suits and reduce legal and insurance costs.

S. 640 was introduced in the Senate last year and now boasts 36 cosponsors. It was approved by the Senate Commerce Committee last Fall and is now on the Senate calendar.

### Food stamp trafficking

A joint hearing was held by three House subcommittees on the subject of food stamp trafficking and the Agriculture Department's Electronic Benefits Transfer (EBT) initiative dealing with the electronic transfer of food stamp benefits. Among the purposes of the hearing was to examine the potential effectiveness of an EBT system in combatting food stamp traf-

ficking and abuse. An official of the Agriculture Department estimated that about 3,000 retailers out of the 220,000 authorized by USDA to accept food stamps may be engaged in food stamp trafficking. He said, "Supermarkets make up about 15 percent of the store authorized to accept food stamps but handle almost 75 percent of all food stamps redeemed. Generally, they have adequate internal controls in place to prevent program abuse." It was pointed out that food stamp trafficking is often tied to other criminal enterprises such as theft and fencing rings or drug trafficking operations.

—FMI

### Striker Replacement Legislation (H.R. 5,S.55)

This bill stalled in the Senate following the July 1991 House vote which fell short of the votes necessary to override the promised Presidential veto. In recent weeks, organized labor has begun applying pressure to uncommitted senators, threatening to withdraw labor support from any who oppose the bill. This bill may come to the Senate floor anytime after the March 29 economic deadline but Democrats are expected to hold the vote to force a "timely" veto closer to the November election. Every grocer should call both Senators to urge a "no" vote on S.55.

## 7UP OF DETROIT ANNOUNCES

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## SDD/SDM

from page 4

Wisconsin were not able to give better prices or compete to any successful degree in liquor prices. Liquor retailers near the Indiana border tell us they see Michigan customers go to Chicago for cheaper prices, so why wouldn't potential Indiana customers do the same? It is interesting to note that recent Liquor Control budget cuts hit the Michigan LCC's border patrols which guarded against illegal transportation of alcohol products from nearby states.

The average yearly liquor orders to Michigan's LCC from approximately 4,100 operational package li-

quor outlets is a little more than \$100,000—so you can see that our listing includes the very best of the Michigan package liquor stores.

The total SDD license sales for Michigan this past year was \$409,116, 321.80. Recession and all other factors resulted in a decline in liquor sales, but Michigan could still point to a better record than many other states.

Wayne County had total sales of \$143,490,888.85. Oakland County recorded sales of \$51,560.15. Macomb County registered sales of \$32,431,518.00. Kent County posted about \$18 million; Washtenaw County had almost \$12 million; and Ingham County had nearly \$11

million. Genesee County rang up sales of approximately \$19.5 million. Forty-two counties out of Michigan's 83 counties recorded more than \$1 million in annual sales.



## LOTTERY

from page 10

tickets, and I'm looking forward to getting around the state myself to promote instant games. It's a fantastic opportunity to draw attention to the variety of lottery games on the market and tell people how instant games are "instant fun and instant cash."

### Over 76,000 players win big in Lottery's first "Cash 5" drawings

Thousands of players are winning big cash prizes in the Lottery's hottest new game—"Cash 5." In just the first five drawings, eight lucky players each won the \$100,000 top prize and more than 76,000 players won cash prizes for matching three and four of the five numbers.

We've had an overwhelming response to this new game. Based on market research and feedback from our players and retailers we believed "Cash 5," which offers a substantial cash prize and a payoff for matching three, four and five numbers, would appeal to many people. And it has.

We expect "Cash 5" sales will continue to contribute to a trend of increased Lottery sales so far this fiscal year, including a more than 35 percent increase in instant ticket sales. We attribute the large increase in instant game sales to our new multiple-game marketing strategy implemented last year.

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

### COMING EVENTS

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

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

**June 1-4:** FMA Floral Tour. Starts in Cleveland, Ohio, ends in Columbus, Ohio. For information call 302-738-7100

**Aug. 3:** AFD Golf Outing. For information call 557-9600

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

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

**Oct. 3-5:** Wine Market Week. San Francisco. For information call 510-528-0665

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

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

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



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# PRODUCTS



# PRODUCTS



## La Cantina dressing: Taste the legacy

Who says healthy tastes bad? La Cantina Brands' vinegars and dressings have it all: low calorie, no cholesterol, no fat, low sodium, mouth watering flavor—a health conscious consumer's dream!

Over half a century ago, the founder, Amo Scotese, introduced the Original Italian Style Red Wine Vinegar dressing to thousands of patrons at the La Cantina Restaurant in Paw Paw. What began over 50 years ago with a secret family recipe, brought over from Italy, has now become a tradition with thousands of connoisseurs throughout the world.

Though these quality vinegars and dressing have been around for over 50 years, they have captured the spotlight this year. According to *Time Magazine's* "What's Hot for 1992," "Vinegars...took on added cachet as American chefs continued their ceaseless quest for less fattening flavor agents." A recent Gallup survey, stating that 74 percent of all Americans eat a tossed salad several times per week, also reflects the current popularity of designer vinegars and dressing like those produced by La Cantina Brands.

And dressing isn't just for salad anymore. La Cantina Brands Wine Vinegar dressing has grabbed attention as a marinade for meats as well as a seasoning for garlic bread, sauces, and vegetables while maintaining status as a vinegar dressing. It is even used as a condiment for pizza. Due to popular demand the product line has been expanded to include Vinegar, Savory Herb Italian, Italian Style White Wine Vinegar, and Old World Red Wine Vinegar dressings. All flavors are available in a 12.7-ounce retail package or a 64-ounce food service package.

Unlike other vinegars or dressings, La Cantina Brands have a unique smooth, sweet, tangy flavor. All four dressings are prepared with fresh, all-natural ingredients. They contain very few calories—no fat, cholesterol, or oil. La Cantina Brands may be used in place of ordinary vinegar in any recipe and blend with oil for salads or add a gourmet flair to vegetables, sauces, or marinades.

For more information about La Cantina Brands, write or call: D'Forte, Inc., La Cantina Brands, Mr. Emilio Dacoba, 57440 CR 671, Paw Paw, Mich. 49709. 616-657-6996.

## Have a Cherry Festival in your store

Faygo Beverages has unveiled a new, exciting soft drink just in time for Michigan Week.

Cherry Festival is Faygo's newest permanent flavor, and gets its great taste from Northern Michigan's own Mount Morency cherries.

It is available in sugar and diet in 20-ounce bottles for 59 cents, and in 2-liter bottles for 99 cents.

Boosting sales of the product in may will be the Cherry Festival Sweepstakes, starting May 11.

Ask your salesperson for more information about Faygo Cherry Festival and the Cherry Festival Sweepstakes.

## Bech's Mustard introduces exciting new flavors

Bech's Mustard of Elk Rapids, the "Mustard With Authority," has added three delicious flavors to its lineup.

Honeycomb is a rich brown mustard that can be used as a dip, glaze or directly on a sandwich.

Country Style Dijon is a fresh-ground, pungent mustard containing whole mustard seeds. it goes well with products like brats and ham. Sugar & Spice is a creamy sweet but hot mustard. This blend has a slow after-bite that is accented with the spice blend. Sugar & Spice goes well on any combination of foods.

Honeycomb, Country Style Dijon, and Sugar & Spice join Bech's other flavors on the shelf, Classic Sharp, White Wine Gee 'John, and Sweet & Tangy.

Bech's Mustards are a result of the passion of Johan N. Bech, a native of Denmark who searched the U.S. high and low for a mustard that equaled his the recipe passed through his family for several generations.

Bech started producing his own mustard six years ago. He says the secret of a good mustard is in the

grinding of the seed and the fluid flowing of the product in a completely sanitary system. The trick is to keep the heat down, lest the delicate oils be spoiled, robbing the mustard of its tangy essence. Bech uses just the right equipment for the perfect effect and taste. And because production is scheduled to fill orders, Bech's mustard is always fresh because it doesn't sit around in a warehouse.

For more information about Bech's Mustard, call 616-264-5080.



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# PROFIT

from page 6

"My experience as undersheriff was rewarding, unique and interesting," says Profit. "The most innovative project I was a part of was a prison community work program. The idea was to put county inmates to work rather than having them sit idle and unproductive in a jail cell."

Near the end of Profit's stint as undersheriff, then state representative of the 22nd district and Speaker of the House, Gary Owen, encouraged Profit to jump train to his economic research and development team in Lansing. Profit did, staying on for nearly five years and learning just

about everything there is to know about the legislative process. Eventually, Profit served as assistant executive majority director of the Michigan House of Representatives under Speaker of the House Owen.

Reflecting upon the experience, Profit says, "I couldn't have asked for more perfect training for what I'm doing now as an elected legislator. I was exposed to a wealth of challenges, people, ideas and perspectives. It was perfect—simply perfect."

When Owen decided not to run for re-election, Profit—with much support—ran for the seat in 1988, beating out his Republican challenger with an impressive 61 percent of the general election vote. In 1990, Profit

went uncontested.

"I was fortunate, because we proved we work hard and take care of the people in the 22nd district," he explains. "I view my role in the House as an advocate for the people in the 22nd district—nothing more, nothing less."

The issues which Profit so vehemently champions are mental health, team-based manufacturing, the environment, a revamping of the state's correctional system and, most of all, education.

"Michigan has an obligation to make sure that each and every one of our kids has an equal opportunity to acquire the tools needed to compete," states a determined Profit. "The tool needed to compete is

education. And everyone has a right to that tool, regardless of where they live or who they are."

"I'm sure many AFD members have been the providers of employment and education for citizens from all walks of life and ages," he says. "Employment opportunities such as these have the opportunity to teach people the value of hard work, diligence and productivity."

Profit also believes the key to Michigan's future is a collective state-wide manufacturing effort. As a result, according to Profit, Michigan would be positioned as a leader within an impending global economy.

By the same token, Profit supports business on a smaller scale—especially small business owners and retailers of food. In fact, Profit has proposed significant beneficial legislation in his time—House Bill 4902, for example, which is a potential profit saving tax legislation for small business.

Also very much at the top of Profit's agenda is lessening the disparity between Michigan's shrinking mental health care system and its expanding correctional system.

"Ten years ago, the state's correctional system housed almost 14,000 inmates. Today, corrections has gone from being 2 percent of the state's budget to nearly 10 percent—now housing almost 40,000 inmates," he points out. "Within the last 15 months, two-thirds of our mental health system has been cut. It's a shame, especially if you judge a society on how well they take care of those who can't take care of themselves."

Profit believes "people are our greatest resource." A dedicated lawmaker indeed, Profit appears to be one of Lansing's greatest resources.

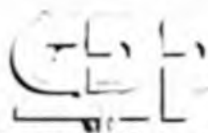
To contact state representative Kirk Profit write Room 374, Roosevelt Building, P.O. Box 30014, Lansing, Mich. 48909. Or call (517) 473-1771.

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## ASK AFD

**Q:** How do I get my company's name on the Supplier Page in the back of the Food & Beverage Report?—F. S. Pontiac

**A:** The Supplier Page at the back of the Food & Beverage Report is reserved for AFD supplier members only. The only way to get on the list is to become a member. AFD strongly urges retail members to patronize the services of the supplier members.

Occasionally the Food & Beverage Report will accidentally omit a member from the list. If you believe we have erred in this way, please call the AFD office. Ask for Sarah and she will take care of it.

AFD would like to see this list get longer and longer. For more information about how to add your company's name to the Supplier Page as well as take advantage of the other exciting benefits membership brings to wholesalers and manufacturers, please call Ray Amyot at 313-557-9800. 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.



## PRODUCTS



### New Santa Fe® Trays from Pressware International get your food and tray speaking the same language.

Santa Fe® Trays by Pressware International add an authentic accent to your entrees, dinners and side dishes with the richly colored look of the Southwest.

Inspired by the elements of nature and the historical capital city of New Mexico, Santa Fe trays are a perfect replacement for foam, aluminum, plastic or standard paper-board packages. They can be film-sealed or matched with a secure fitting OPS dome.

Made primarily from paperboard, a renewable resource, Santa Fe trays can be conveniently used in either microwave or conventional ovens at temperatures up to 400° F (204° C) for 60 minutes.

Santa Fe trays are highly durable, retain their shape, resist denting and will not crack.

For more information, please contact Pressware International, Inc., 2120 Westbelt Drive, PO Box 281247, Columbus, Ohio 43228-0147. Phone: 614-771-5400.

Pressware International is a division of Tenneco Co. Pressware is one of the world's largest producers of frozen food packaging.



### Randell introduces Ranserve, modular units

Now, virtually any space, anywhere, can be converted to a cafeteria, buffet line or free-standing salad bar with the new portable Randell Ranserve serving stations. All units snap together, in any configuration, with a spring loaded bayonet locking system. It's just as easy to disconnect the units and move them quickly out of the way. Casters are standard; legs are also available.

Complete, portable serving stations can be tailored from these

Ranserve components: hot food section, refrigerated cold pan section, cashier stand, tray/silverware stand, utility stand (work surface), frost-top section, beverage section and plate chiller.

Built for either adult or child use, Randell Ranserve stations are ideal for schools, institutions, country clubs, business and industry.

The handsome units are available with changeable laminate side panels in a wide variety of colors to complement any decor or setting.

Randell (A Dover Industries Company) offers an extensive line of quality commercial food service equipment including: hot food tables, refrigeration and freezer units, ice cream cabinets, pizza prep tables, vent systems, urn stands, cooking equipment stands and more. Randell also supplies custom-made backbar assemblies, island assemblies and cheftable assemblies.

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

### Jose Cuervo Margaritas

On April 1, 1992, Jose Cuervo introduced a new single-serve margarita to five test markets in the United States. Jose Cuervo Margaritas, or "Ritas," are pre-mixed margaritas which will be available in three delicious flavors including lime, strawberry and Pink Cad with a hint of cranberry. With a low alcohol content, Jose Cuervo Margaritas have been developed to appeal to today's "on-the-go" consumers looking for a convenient, refreshing beverage.

"Margaritas are the third most popular drink served in bars and restaurants," says Bobbie Parisi, Jose Cuervo brand manager. "This brand will allow people to enjoy perfect margaritas wherever their travels take them...cookouts, softball games or a day at the beach."

With a low 6-percent alcohol content, Jose Cuervo Margaritas will be sold in 375 ml bottles packaged in a convenient four-pack carrier.

In initial random taste tests, Jose Cuervo Margaritas received extremely high ratings. More than 80 percent of those trying the brand said it exceeded or met their expectations and many rated the beverage better than other single serving spirit-based products currently available, Parisi reports.

"We developed this new product for today's consumer lifestyle," says J. Scott Mueller, public relations manager for Heublein, importer for Jose Cuervo in the United States. "The convenience and slightly sweet taste of Jose Cuervo Margaritas offer traditional beer drinkers an appealing alternative," he concludes.

Jose Cuervo Margaritas are the newest brand in a complete line of Jose Cuervo premium tequila and mix products including Jose Cuervo White

Tequila, Cuervo Especial Premium Gold Tequila, Cuervo 1800 Super-Premium Tequila, Dos Reales Tequila, Jose Cuervo Tradicional and Jose Cuervo Margarita Mix. Heublein, Inc., of Farmington, Conn., is the exclusive importer and marketer of Jose Cuervo brands in the United States



### Modular's amazing new Simpli-Flex® Ice Cream Cone Dispensing System

Modular introduces the most versatile ice cream cone dispenser available: the new Simpli-Flex® ac-

curately dispenses cake, waffle and sugar cones from 2-1/4 inches to 3-3/8 inches diameter.

The new Modular Simpli-Flex Dispenser's unique, flexible orifice (patents pending) holds all sizes of cones snugly, yet gently to prevent breakage and waste. And it is completely self-adjusting to ensure one-at-a-time dispensing.

Cones stay fresher longer, protected from contamination and moisture. The new Simpli-Flex Dispensers are sanitary, manufactured from FDA approved materials, and can be dismantled without tools for easy cleaning. All components are dishwasher safe.

The Simpli-Flex Dispensers are available in heavy-duty polished stainless steel or tough, gray tint plastic.

Modular also offers a complete line of mounting accessories, including the popular Z-style and rotary countertop stands. The Simpli-Flex comes with hardware for easy mounting on walls, freezers and soft serve machines.

Modular manufactures a full line of dispensers for disposable cups, lids, straws, napkins and condiments.

For more information on the Simpli-Flex Ice Cream Cone Dispenser, please contact: Modular Dispensing Systems, a Division of Tomlinson Industries, 13700 Broadway Ave., Cleveland, Ohio 44125-1992. Telephone: 216/587-3400.



# ELECTRIC HEAT IS SO PRECISE, IT'LL EVEN CONTROL YOUR TEMPER.

Electric cooking units give exact temperature control. Time after time. Without variation. Without aggravation. Human error is practically eliminated because electric cooking is so automatic. Your end result is consistently high-quality products without wasting the system's energy. Or yours. From broilers to fryers, it's wise to electricize.

## Detroit Edison

A good part of your life.

## PRODUCTS

### New sign system helps food stores merchandise better!

The Impulse Sign System, a self-contained typesetter/printing device that uses thermal technology to generate high-impact, professional quality signs in minutes, was recently introduced to the food industry by Insignia Systems, Inc.

The Impulse, which is about the size of an electronic typewriter, uses predesigned formats and special sign card stock to help retailers create signs ranging in size from 2½ inches x 3¾ inches to 11 inches x 14 in-

ches. After snapping in the sign format and typeface cartridges, the retailer types in the desired sign copy and the sign is produced in minutes.

Insignia Systems, Inc., was founded in 1990 by G.L. Hoffman, co-founder and former chairman of Varitronic Systems, Inc., and Dave Eiss, formerly vice president and chief operating officer at Varitronics. Insignia develops and markets in-store signage and visual display products for retail and non-retail customers.

For more information, contact Krag Swarts or Scott Simcox, Insignia Systems, Inc., 3800 Annapolis Lane, Plymouth, Minn., 55447, (612) 553-3200.

### The story of Salvador's Margarita

As a very young man, Salvador Huerta made his mark in his ancestral Mexican homeland as an accomplished entrepreneur. Still a teenager, Salvador had so much success running his first taco stand, he soon had several, and a staff to run them.

Deciding to seek his further fortunes in points north, Salvador moved his new wife to Chicago, Ill., where he founded his first restaurant.

Salvador soon became known well in the local Hispanic community, as he hired, and developed many in his first, then his second and third restaurants. Many former employees

came to own their own restaurants with the help and support of Salvador.

Salvador's own establishments grew and prospered until he had some of the largest single volume Mexican restaurants in the entire world.

One of the things that make people flock to Salvador's has always been his incredible, delicious, giant margaritas. Selling over 150,000 a year, Salvador has always been very picky about the ingredients that go into these famous concoctions. From the select juices, the authentic tequila, and of course, the finest Triple Sec, the distinctive taste of a Salvador's margarita is easy to distinguish from the ordinary.

## TRUSTED BY GENERATIONS: TRAVELERS EXPRESS MONEY ORDERS



It's just as true today, as it was 50 years ago. Consumers turn to Travelers Express money orders when it's time to pay the rent or to send money to Aunt Ruth. It's safe, convenient and economical.

For retailers, that translates into one important word: traffic. Month after month, and year after year, money order sales bring in a steady stream of customers that generate more income and additional product sales.

Money order sales  is business you can count on. But it's also a service that's changed with the times.

Today, Travelers Express brings retailers all the advantages of the latest technology with a computerized money order system featuring the patented RT-60 automated money order dispenser. It now takes just seconds to issue a  money order. And the dispenser's advanced design enables you to monitor sales, keep inventory, billers and report sales data automatically.

It's all a part of the Travelers Express total service approach that's satisfied retailers for generations.

Call 1-800-326-5476, ext. 3300 to get details on the Travelers Express Money Order Program.



Trusted Service For Over 50 Years



Last year, Salvador agreed to share his secret recipe for those who wanted to enjoy his margarita at their own home fiestas. First introduced in his new founded home, customer demand was so strong, stores were constantly out of stock the first few weeks. By the time summer was over, Salvador's had almost sold more in less than six months than the leading packaged margarita sold in a year.

Buoyed with this success, Salvador had decided to share his recipe with the rest of the country. So, if you think you hear sounds of a lively mariachi band the next time you enter your local store, Salvador's may have reached your outpost!

For more information, contact Hiram Walker & Sons, 313-626-0575.

### Hotline assists retailers

To aid retailers in their responses to consumers regarding bovine somatotropin (BST), Monsanto Company has established a toll free number through which retailers and food manufacturers can receive information 24 hours a day. The number is 1-800-659-5278.

BST is a natural protein hormone that is involved with the regulation of milk production in cows and now can be produced through biotechnological methods.

## PEOPLE

### Paul Inman acquires Toledo food broker

Paul Inman Associates (PIA), one of the largest food brokers in the Midwest, recently acquired Puccetti/Gasser, Inc., a major food broker based in Toledo, Ohio.

PIA represents more than 55 national brands—including Kraft/General Foods, Tropicana and Leaf Inc.

Through the acquisition of Puccetti/Gasser, PIA gains several additional national food brands, including Quaker Oats, Martha White and Thank You Brand.

"The combined organizations will enable us to better serve our customers and principals in the Toledo market for years to come," said President and Chief Executive Officer Gerald C. Inman.

Founded in 1957, Paul Inman Associates employs more than 300 people with branch offices in Saginaw, Grand Rapids, Toledo, Fort Wayne and Indianapolis.

### Rick Pfaff elected Food Institute president



Pfaff

Harrison

Fredric (Rick) Pfaff has been elected president of The Food Institute by the Fair Lawn, N.J.-based food trade association's board of trustees.

Pfaff, succeeds Roy Harrison, who joined the information and research association in 1955 and became president in 1962. Following the election of Pfaff as new F.I. president, Harrison was designated as president-emeritus.

### PMA executive receives national honor

Bryan Silberman, CAE, recently received the 1992 Fellows designation, one of the highest honors for association executives. He is executive vice president of the Produce Marketing Association.

The Fellows designation is presented annually by the American Society of Association Executives, Washington, D.C., to individuals demonstrating outstanding leadership in advancing the association management profession. Silberman joins 60 other men and women who have received the prestigious designation since 1986.

### Maxine Champion named Nestle USA vice president corporate affairs

Maxine C. Champion has been named vice president corporate affairs for Nestle USA overseeing state and federal relations, regulatory and community affairs, foundation administration, and managing the Washington, D.C., Corporate Affairs Office.

### International Jelly & Preserve Association announces officers

The following officers were elected to the Board of Directors of the International Jelly and Preserve Association at its Annual Meeting in Miami, Fla., on March 24, 1992.

Robert Morrison, vice president, operations, The J.M. Smucker Company, Orrville, Ohio, was re-elected chairman of the board.

Ben Muhlenkamp, president, The Red Wing Company, Inc., Des Plaines, Ill., was re-elected vice chairman.

Robert Gallo, vice president & general manager, Bama Food Products, Birmingham, Ala., was elected secretary-treasurer.

Directors include: R.H. Clements, president, Clements Foods Company, Oklahoma City, Okla.; Don Jorgensen, president, JMS Specialty Foods, Ripon, Wis.; Vince Keegan, regional manager, Continental White Cap, Edison, N.J.; Don Opliphant, partner, Knott's Berry Farm Foods, Placentia, Calif.; Leonard Polaner, president, Polaner/B&G, Roseland, N.J.; T.J. Wolfe, Executive vice president, Welch's, Concord, Mass.

The International Jelly & Preserve Association is an organization of firms that manufacture jams, jellies and preserves and those companies that supply raw materials or services to them.

### Pepsi promotes Hall

Don Hall, regional sales manager for Pepsi's Detroit DPC, has been promoted to the position of franchise manager in Green Bay, Wis.

### Gerber names Poole

Steven W. Poole, formerly director of public relations for Gerber Products Division, becomes director of corporate communications for Gerber Products Co.

## Italian food is popular in Northern Michigan

Folgarelli's Import Market of Traverse City, has opened its second addition since the summer of '91.

Newly completed is an Old World Wine Room hosting imports from Italy, France, Spain Hungary, Romania, Australia, Costal California, and local vineyards.

Folgarelli's Market, chosen the number-one Deli in Northern Michigan for 5 years running by readers of Traverse the Magazine, sets a precedence with its deli sandwiches that have a European flair. Imported meats, cheeses, pasta, oils, vinegars, olives and now wines add to the charm of this ethnic market of years gone by.

Now in its 13th year, this family owned and operated market is expanding its product menu. New items on the shelves and available for wholesale purchase include their family recipe of Italian dressing known as Marge's Italian Dressing and for garlic lovers, Fox's Dressing.

Second-generation owner Donna Folgarelli, daughter Deanna and son Darrie have created that Italian atmosphere with the opening of their outdoor deck in the Summer of 1991. This Deli and Deck combination for residents and summer visitors is a first for Traverse City.

Look for what's new at Folgarelli's!!

## BE ECO-CONSCIOUS! RECYCLE THIS NEWSPAPER!

*(That is, after you've shared its wealth of information with your employees and colleagues.)*

**Associated Food Dealers of Michigan**

## Celebrating 75 Years

The year was 1917 and 27 independent grocers were on the verge of something great!

The result was buying power. It was a means of survival for those grocers who joined efforts 75 years ago. And it's buying power that has kept Spartan Stores progressive and prosperous ever since. We thank Spartan retailers - owners and operators of over 500 stores - for the commitment they've made to join forces and buy together. It is our "strength by unity" that will continue to bring Spartan Stores success...well into the future.





# SUPPORT THESE AFD SUPPLIER MEMBERS

## BAKERIES:

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

## BANKS:

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

## BEVERAGES:

Absopure Water Company	358-1460
Anheuser-Busch, Inc.	354-1860
Bellino Quality Beverages, Inc.	946-6300
Brooks Beverage Mgt. Inc.	(616) 393-5800
Cadillac Coffee	369-9020
Canandaigua Wine Co.	379-3644
Central Distributors	946-6250
Coca-Cola Bottlers of Detroit	585-1248
Coca-Cola Bottling Company	451-1499
Don Lee Distributors, Inc.	584-7100
Eastown Distributors	867-6900
Everfresh Juice Company	755-9500
F & M Coffee	851-5774
Faygo Beverages, Inc.	925-1600
Frankenmuth Brewery	(517) 652-6183
G. Heileman Brewing Co.	(414) 796-2540
E & J Gallo Winery	643-0611
General Liquor	868-5100
General Wine	867-0521
Hiram Walker & Sons, Inc.	626-0575
House of Seagram	262-1375
Hubert Distributors, Inc.	858-2340
J. Lewis Cooper Co.	835-6400
Miller Brewing Company	(414) 259-9444
Mr. Pure Juices	(312) 379-3000
Nestle Beverages	489-9349
Oak Distributing Company	674-3171
Paddington Corp.	345-5250
Pepsi-Cola Bottling Group	641-7888
Powers Dist.	682-2010
R. M. Gilligan, Inc.	553-9440
Royal Crown Cola	(616) 392-2468
Serv-U-Matic Corporation	528-0694
Seven-Up of Detroit	937-3500
Spirits of Michigan	521-8847
St. Julian Wine Co., Inc.	(616) 657-5568
Stroh Brewery Company	446-2000
Viviano Wine Importers, Inc.	883-1600

## BROKERS/REPRESENTATIVES:

Acme Food Brokerage	968-0300
Ameri-Con, Inc.	478-8840
ELC Associates	624-5133
Estabrooks Marketing	(517) 548-3750
Hanson Faso Assoc.	354-5339
J. B. Novak & Associates	752-6453
James K. Tamakian Company	424-8500
John Huettnerman Co.	296-3000
Marks & Goergens, Inc.	354-1600
McMahon & McDonald, Inc.	477-7182
Northland Marketing	353-0222
Paul Inman Associates	626-8300
Peister Company	591-1940
Stark & Company	851-5700
VIP Food Brokers International	885-2335

## CANDY & TOBACCO:

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

## CATERING HALLS:

Country House Catering	(517) 627-2244
Emerald Food Service	546-2700
Gourmet House, Inc.	771-0300
Karen's Cafe at North Valley	855-4777
Pennina of Sterling	978-3880
Southfield Manor	352-9020
Taste Buds	(517) 446-8122
Thomas Manor Catering	771-3330
Time's Catering	949-2280
Vaase's Banquet Hall & Catering	354-0121

## DAIRY PRODUCTS:

American Dairy Assoc.	(517) 349-8823
Bernina Food Service	(800) 688-9478

Borden Ice Cream	871-1900
Dairy Products of Michigan	552-9666
McDonald Dairy Co.	(517) 652-9347
Melody Farms Dairy Company	525-4000
Milk-O-Mat/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
Union Ice	274-8020

## 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
Fairlane Insurance	846-0666
Financial & Mktg. Enterprises	547-2813
Frank P. McBride Jr., Inc. Ins.	445-2300
Gadaleto, Ramsby & Assoc.	(517) 351-7375
Jardine Insurance Agency	641-0900
K. A. Tappan & Assoc. Ltd.	473-0011
Lloyd's Assoc.	356-0472
Macatawa Ent.	(616) 335-9551
Marketplace Insurance	553-2280
Miko & Assoc.	776-0851
Mitzel Agency	773-8600
Murray, Benson, Recchia	831-6562
North Pointe Insurance	358-1171
Rocky Husayni & Associates	557-6259
Traverse Bay Insurance	(616) 347-6695

## MANUFACTURERS:

Amato Foods	584-3800
Fimco	253-1530
Groeb Farms	(517) 467-7609
Hodgson Mill	771-9410
Home Style Foods, Inc.	874-3250
Jaeggi Hillsdale	
Country Cheese	(517) 368-5990
Kalil Enterprises, Inc.	327-7240
Kraft Foods	261-2800
Michigan Pioneer Sugar	(517) 799-7300
Monitor (Big Chief) Sugar	(517) 686-0161
Nabisco, Inc.	478-1400
Nestle Food Company	851-8480
Philip Morris U.S.A.	489-9494
Prince Macaroni of Michigan	772-0900
Red Pelican Food Products	921-2500
Roll Rite Corp.	(517) 345-3434
Tony's Pizza Service	634-0606

## MEAT PRODUCERS/PACKERS:

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

## MEDIA:

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

Chaldean Detroit Times	552-1989
Daily Tribune	541-3000
Detroit Free Press	222-6400
Detroit News	222-2000
Detroit Newspaper Agency	222-2512
Gannett National Newspapers	357-7910
Macomb Daily	296-0800
Michigan Chronicle	963-5522
The Beverage Journal	454-4540
WDIV-TV4	222-0643
WJBK-TV2	557-9000
WLTJ-Lite-FM	354-9300
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
Gon's Nuts	437-9831
Kar-Nut Products Company	541-7870
Nikhlas Distributors (Cabana)	571-2447
Pioneer Snacks	525-4000
Variety Foods, Inc.	268-4900
Vitner Snacks	368-2447

## PROMOTION/ADVERTISING:

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

## SERVICES:

Akram Namou C P A	557-9030
American Mailers	842-4000
AT&T	(800) 247-7000
Bellanca, Beattie, DeLisle	964-4200
Central Alarm Signal, Inc.	864-8900
Christy Glass Co.	544-8200
Closed Circuit Communications	478-3336
Detroit Edison Company	323-7786
Edward A. Shuttie, P. C.	569-4490
Follmer, Rudzewicz & Co., CPA	355-1040
Goh's Inventory Service	353-5033
Golden Dental	573-8118
Great Lakes Data Systems	356-4100
Guardian Alarm	423-1000
Karoub Associates	(517) 482-5000
Menczer & Urcheck P. C., CPA	561-6020
Merrill Lynch	656-4320
Metro Media Associates	332-5050
Michigan Bell	
Public Communications	221-7310
Michigan Cash Register	545-8660
National Exposition Service	865-1000
News Printing	349-6130
Nona & Company P. C. CPA	351-1760
Oakland Realty	557-7700
O'Riley Realty	689-8844
Pappas Cutlery Grinding	965-3872
PDK 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:

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

Homestead Enter.	(616) 236-5244
MMI Distributing	582-4400
Market Mechanical Services	680-0580
Midwest Butcher & Deli Supply	588-1810
Refrigeration Engineering, Inc.	(616) 453-2441
Sales Control System	356-0700
Statewide Food Equipment Dist.	393-8144
TRM Copy Centers	(503) 231-0230
Ultra Lite Supply Co.	751-1940

## WHOLESALE/FOOD DISTRIBUTORS:

Bremer Sugar	(616) 772-9100
Cabana Foods	834-0800
Capistar, Inc.	(517) 699-3605
Capital Distributors	369-2137
Central Foods	933-2600
Detroit Warehouse Co.	491-1500
EBY-Brown Co.	(800) 532-9276
Epo Foods, Inc.	857-4040
Family Packing Distributors	644-5353
Foodland Distributors	523-2100
Garden Foods	584-2800
Gourmet International, Inc.	(800) 875-5557
Great Lakes Home Food Service	(517) 835-6785
H & O Distributors	365-0930
J & J Wholesale Dist.	795-4770
J. F. Walker	(517) 787-9880
Jerusalem Foods	595-8505
Kehe Food Distributors	(800) 888-4681
Kramer Food Company	585-8141
Lipari Foods	469-0131
Lauren 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/Syco Food Service	397-7990
Mucky Duck Mustard Co.	683-5750
Norquick Distributing Co.	522-1000
Northern Michigan Food Service	478-6200
Northwest Food Co. of Michigan	368-2500
Rich Plan of Michigan	293-0900
Sackett Ranch	(517) 762-5049
Scot Lad Foods, Inc.	(419) 228-3141
Sherwood Food Distributors	366-3100
State Wholesale Grocers	567-7654
Spartan Stores, Inc.	455-1400
Super Food Services	(517) 777-1891
Superior Fast Foods, Inc.	296-7118
Tony's Pizza Service	(800) 247-1533
Tony Serra Food Service	758-0791
Value Wholesale	862-6900
Vitale Terminal Sales	843-4120
Warehouse Club	532-3399
Wholesale House, Inc.	846-6209
Ypsilanti Food Co-op	483-1520

## ASSOCIATES:

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

# ANNOUNCING A NEW STATEWIDE PARTNERSHIP. . .



WE ARE PLEASED TO ANNOUNCE THAT AS OF MAY 1, 1992, WE HAVE BEEN APPOINTED THE CONSOLIDATION OF ALL **PILLSBURY FROZEN PRODUCTS** IN GRAND RAPIDS AND SAGINAW.

## THE BRANDS INVOLVED ARE:



Totino's®



Green Giant®

YOUR PFEISTER COMPANY REPRESENTATIVE WILL BE IN CONTACT WITH YOU REGARDING CURRENT AND FUTURE PROMOTIONS.



YOUR STATE-WIDE FOOD BROKER

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

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

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

