



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

# FOOD & BEVERAGE REPORT

VOL. 3, NO. 11

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

NOVEMBER 1992

## WHAT'S INSIDE

Meet Senator Joe Young, Jr. ....	6
Products For A Profitable Holiday .....	4
Liquor Sales To Minors - Editorial .....	3
Good Luck At Mid-Michigan Party Store .....	8
Working For Solid Waste Management .....	16

## LEGISLATIVE UPDATE

### VETO STANDS! House Rejects Family Leave Mandate

Holding the line against more man-dates, house Republicans and conservative Democrats voted September 30 to support President Bush's veto of the "Family and Medical Leave Act."

The family leave act would have required employers to grant up to twelve weeks of unpaid leave to workers for the birth or adoption of a child or the illness of a close family member. It also required employers to maintain job protection and employment benefits to those on leave. Businesses with fewer than 50 employees were exempted.

### Senate Bottle Bill Hearing Will Focus on Energy Conservation

The Senate Energy and Natural Resources Committee held a hearing on September 17 regarding the energy conservation implications of beverage container recycling.

The House Energy and Commerce Committee filed its report on reauthorization of the Resource, Conservation and Recovery Act (H.R. 3865) on August 11. The legislation is ready for consideration by the full House. A national 10-cent beverage container deposit amendment is likely to be offered by Reps. Ed Markey, D-MA, and Matt Rinaldo, R-NJ, who offered this amendment unsuccessfully on a 27 to 16 vote in committee, or by House bottle bill sponsor Rep. Paul Henry, R-MI.

See Legislative Update, page 22

## IDEAS FOR A PROFITABLE HOLIDAY SEASON



### Move Your Products Before The New Year

By Ginny Bennett

As store managers make their holiday purchases, visions of glazed fruits and nuts, golden raisins, Jordan almonds and candy canes are filling their heads. Will the fruitcake ingredients still be on the shelf long after the holiday has come and gone? Will the aroma of salted cod be there as a reminder of overly enthusiastic purchases made in the fall when holiday hopes were high? Will the dreams of Christmas future become the nightmare of Christmas past? Careful purchasing, along with a good marketing plan, will ensure fast turnover.

Shoppers in recession doldrums will be preparing for holiday gift giving. Providing great gift ideas may encourage your customers to give home-made items from the heart (ingredients purchased from you, of course) instead of costly products purchased elsewhere. Countless

See Holiday Ideas, page 11

### AFD Liquor Liability Complete Cost Competitive Coverage

With the holiday season upon us and alcoholic beverage sales on the rise, it is critical that you have the best possible liquor liability insurance. We believe that North Point Insurance Company, AFD's liquor liability carrier and the largest writer of liquor liability insurance in the state, has the best policy available. We are pleased to announce that we have made arrangements with North Point, for AFD members, that assures you of the best value for your dollar.

Because North Point is the largest carrier, when you sign up through the AFD, you are not only buying insurance, you're also purchasing the power of a large agency. Should a claim be brought against you, North Point has an arsenal of attorneys to fight the claim on your behalf.

North Point also employs hundreds of agents to insure expedient service.

See Liability, page 20

### Detroit News and Free Press Roll Back Rates for Food Dealers

Just in time for the holidays, the Detroit Newspaper Agency (operators of the Detroit News and Free Press) have developed special zone advertising rates that significantly cut the costs for grocery advertising.

The special zone ads are limited to food advertising only and run in the Food Sections on Tuesdays in the Detroit News and Wednesdays in the Free Press. Because of the cost savings, advertisers can only place ads in up to three zones per week. Zones are: Macomb, Oakland, Detroit, Western Wayne and Downriver.

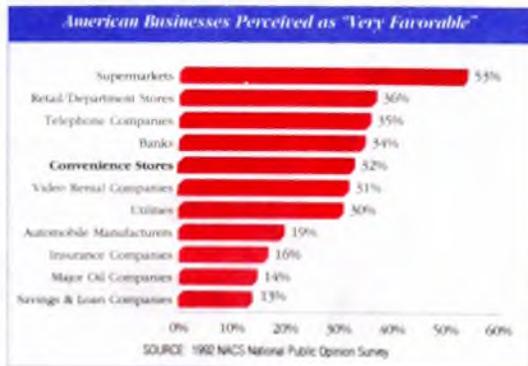
The cost to place an ad varies by zone, from \$19.80 per column inch in the Downriver zone to \$30 per column inch in Oakland. Full page ads range from \$2,583.90 to \$3,523.50.

Ads are not commissionable. However, given enough time, the Detroit Newspaper Agency will typeset and keyline an ad, making it camera-ready, at no additional charge. Camera-ready ad deadline is Monday at 10:00 a.m. for insertion in Tuesday's and Wednesday's papers.

"We have discussed creating zone advertising for food retailers with the Detroit Newspaper Agency in the past and are extremely pleased with the rate structure they have developed," said Joe Sarafa, AFD executive director. "By creating zones for retail food advertising, the Detroit

See Roll Back, page 20

### Supermarkets & Convenience Stores Rate High with Customers

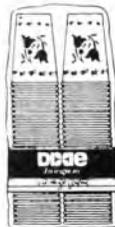


See Gallup, page 12

# Giving Thanks to our Customers this Holiday Season ...



*Sara Lee*



**DIXIE**



**paul inman associates, inc.**

FARMINGTON HILLS  
30095 Northwestern Hwy  
Farmington Hills, MI 48334  
(313) 626-8300

GRAND RAPIDS  
609 36th St., S.E.  
Grand Rapids, MI 49548  
(616) 243-2057

SAGINAW  
3160 Cabaret Trail  
Saginaw, MI 48603  
(517) 793-3531

TOLEDO  
1325 Indian Wood Cir.  
Maumee, OH 43537  
(419) 893-2100

FT. WAYNE  
5217 Merchandise Dr.  
Ft. Wayne, IN 46825  
(219) 484-2574

INDIANAPOLIS  
1305 West 96  
Indianapolis, IN 46260  
(317) 848-1301

## OFFICERS

**Frank Arcori**  
Chairman  
Vegas Food Centers  
**Amir Al-Naimi**  
Immediate Past Chairman  
Metro Grocery, Inc.  
**Nabby Yono**  
First Vice Chairman  
XTRA Foods  
**Thomas Welch**  
Vice Chairman  
Hollywood Super Markets  
**Mark Karmo**  
Vice Chairman  
Royal Food Center  
**Richard George**  
Secretary  
Wine Barrel  
**Bill Viviano**  
Treasurer  
Marks Sales & Marketing

## DIRECTORS RETAIL MEMBERS

**Raad Ayar**  
Harvest Foods  
**Sam Dallo**  
In 'N' Out Foods  
**Fred Dally**  
Medicine Chest  
**Terry Farida**  
Value Center Market  
**Jamal Garmo**  
Galaxy Foods  
**Raad Kathawa**  
Ryan's Food  
**Tony Munaco**  
Pack-Bewick Super Market  
**Thomas Simaan**  
Lafayette Towers Supermarket  
**Jerry Yono**  
D & L Market  
**Sam Yono**  
Palace Plaza

## DIRECTORS SUPPLIER MEMBERS

**Jerry Inman**  
Paul Inman & Associates  
**Mel Larsen**  
Club Cars, Inc.  
**Ron Paradoksi**  
Coca-Cola Bottlers of Michigan, Inc.  
**Alan Stotsky**  
Concord Drugs  
**Barbara Weiss-Street**  
The Paddington Corporation  
**Chris Zebari**  
Pepsi Cola Company

## AFD STAFF

**Joseph D. Sarafa**  
Executive Director & Publisher  
**Judy Mansur**  
Services  
**Sue Knapp**  
Office Administration  
**Jim Larges**  
Office Manager  
**Mona Youhana**  
Receptionist  
**Vicky Ople**  
Special Events  
**Phil Haddock**  
**Sabah Brikho**  
**Glenn Christian**  
Membership  
If we can help you, please call the staff members at (313) 557-9600 or 1-800-66-66-AFD

## AFD CONSULTANTS

**Harley Davis**  
Coupons  
**Karoub and Associates**  
Legislative Consultant  
**Gadaleto & Ramsby**  
Health Care  
**James Bellanca, Jr.**  
Bellanca, Beattie & DeLisle  
Legal Counsel  
**Jerry Urcheck**  
CPA  
**Ray Amyot**  
Advertising  
**Michele MacWilliams**  
Metro Media Associates, Inc.  
Public Relations AFD  
Food & Beverage Report Editor

## EXECUTIVE DIRECTOR'S REPORT

# Liquor Sales to Minors Must Not Be Tolerated

## Check Your Policies

By Joseph D. Sarafa

The Battle Creek Enquirer recently reported that teenagers working with police in a sting operation in that city were able to purchase alcoholic beverages in 13 of 29 liquor stores.



Sarafa

The newspaper ran a prominent feature story on the sting operation and wrote an editorial challenging retailers to do a better job of checking IDs.

The police employed two 17-year-old "decoys," a girl and a boy, to buy the alcoholic beverages. The paper said the girl has braces and wore a yellow ribbon during her store visits. After the sting, the girl remarked, "I can't believe it's this easy."

Liquor sales to minors is a very serious issue. The alcoholic beverage industry is among the most regulated of all state businesses. A single sale to a minor can result in substantial and costly penalties including administrative, criminal and civil actions. Administrative penalties include fines, suspension and license revocation; which usually means you could lose your

business and a great deal of your investment. Criminal penalties include possible jail time and additional fines. Civil penalties are the result of lawsuits which occur when a minor alleges that his or her carelessness was caused by the purchase of alcohol from a licensed establishment.

We are entering the holiday season, when sales of alcoholic beverages increase dramatically. It is your obligation to check identification of any customer that could possibly be a minor and to educate your employees to do the same. Alcoholic beverage sales to minors cannot be tolerated.

AFD and PLDA have been working with members of the Senate Committee on Judiciary in regard to Senate Bill 718, which deals with retailers who sell to a minor who is later seriously injured or dies.

Under this proposed law, a retailer would be guilty of a felony punishable by up to 15 years imprisonment and up to \$5,000 in fines or both.

We feel this is unreasonably harsh. Some government officials perceive that there is a problem with the manner in which alcoholic beverages are sold. However, we urged the Senate to become proactive instead of reactive by increasing alcohol abuse education and making minors more responsible for their own actions instead of applying additional punishment to the retailer.

At this point, we have managed to introduce language which would

exempt the retail licensee and the retail licensee's clerk, agent or employee. We are hopeful that if this bill passes at all, it will include this language.

Never the less, if you sell alcohol for a living—or employ people who do—more and more of our courts have a message for you. You've got to do something to stop sales to minors and to intoxicated customers, or you risk substantial penalties and possible lawsuits.

To help you avoid that risk, and help save lives, the AFD provides a training program called TIPS (Training for Intervention Procedures by Servers of Alcohol.) The course shows you how to promote responsible drinking and teaches intervention strategies you can use to help reduce the risk of losing your license. Those who pass the class will receive a certification card.

Evidence shows that TIPS training works and taking the course could even lower your liquor liability insurance rates. Many insurance companies acknowledge the value of TIPS training as a risk reduction tool. Our liability insurance company, North Point, encourages TIPS training.

For this holiday season, and from now on, I urge you to educate yourself and your employees in the proper handling of alcoholic beverage sales. It could save you money, reduce the chance of being penalized and hopefully save some lives.

For more information on our TIPS program, call the AFD office.

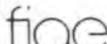
## Statement of Ownership

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

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

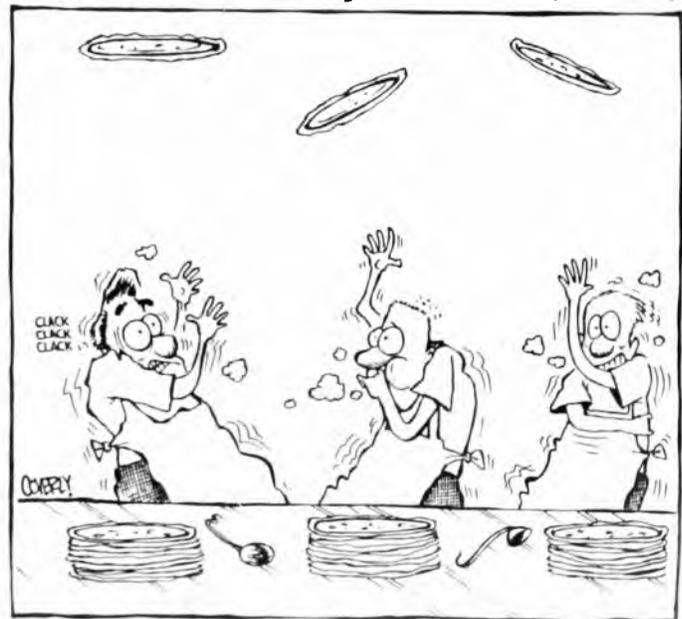
**ADVERTISERS:** For information on advertising rates and data, call AFD, Ray Amyot, 18470 W. 10 Mile, Southfield, MI 48075, (313) 557-9600 or (517) 386-9666.

AFD works closely with the following associations:



## The Grocery Zone

By David Coverly



BEHIND THE SCENES AT A FROZEN PIZZA FACTORY...

## For a Profitable Holiday



### Betty Crocker Introduces Four Holiday Treats

Consumers will enjoy Betty Crocker's unique product line of treats for the holidays. Chilly Bears are sandwiches made from cookies & cream ice cream and two sugar cookies.

Gingerbread men, a holiday classic, consist of vanilla ice cream and gingerbread cookies; while Frosty Snowmen are chocolate and vanilla ice cream snowmen on sticks. Finally, vanilla and strawberry ice cream make Jolly Santas.

Holiday treats are the only frozen novelty items with the Betty Crocker name; plus there is a full trade program to ensure sales. For more information, contact the Pfeister Company at (313) 591-8431.

### Smucker's and Planters put on their Holiday Finest

For the holiday season, Planters Honey Roasted Peanuts and Mixed Nuts, and Cocktail Peanuts and Sweet-N-Crunchy Peanuts will come in holiday gift packs. Two 12-ounce cans will be packaged inside a decorative box featuring Mr. Peanut and a crowd of children singing Christmas carols.

Smucker's Preserves are also dressing for success this holiday season. Smucker's Preserves Gift Boxes will come in two sizes: a 12-12 oz. Jar Assortment and a 6-12 oz. Jar Assortment.

For more information on both the Planters and Smucker's holiday packs, call Stark & Company, (313) 851-5700.

### Happy Holidays from Seagram

Seagram puts Holiday Cheer in the bag... a much bigger than life bag... measuring 30"W x 40"H x 10"D, to be exact. This program, complete with a huge red bag header filled with iridescent paper, decorated with a gold foil bow, has all the right stuff to make your holiday season better than ever.

The unique display can hang from the ceiling with nylon string, or stand on the ground with two display poles. And each bag comes with six interchangeable lithos of Seagram products in holiday packages, three of which you can put in the display at a time. So, if you like, you can highlight different Seagram products each week.

Also available are eight individual bottle cutouts measuring 14"H to give products the extra attention they deserve. Five of them can be hung from the ceiling dangler which measures 20"H x 20"W. It's sure to attract attention as it takes the Seagram Holiday message as high as the eye can see and back down again. The price spot measuring 12-1/4"H x 6-3/4"W reminds consumers to spread the holiday cheer and allows you to push special pricing at the same time. And pushing product is made even easier with a special shelf talker carrying the holiday message to the consumer, getting them in the spirit of giving... and the spirit of buying. It measures 5-5/8"H x 5-5/8"W.

For more information, call The House of Seagram, (313) 262-1375.

### Chinet Stacks Up for the Holidays

Ninety percent of America's households depend on disposable tableware during the busy holidays. Pfeister can help you provide your customers with what they need by stocking up on Chinet. According to a survey by A.C. Nielson, during the peak holiday season Chinet consistently tops the premium market with higher dollar sales.

The Chinet Holiday Plate Shipper features the new "Happy Holiday Tree," which holds plates in three popular sizes and the Holiday Combination Shipper holds both plates and napkins.

For more information contact the Pfeister Company, (313) 591-8431.

### Randell Expands Reach-in line



Randell Manufacturing has introduced several new products to complement their reach-in refrigeration/freezer line.

These new products include roll-ins, dual temperature units, heated cabinets and pass-thru units. All offer easy access, stainless steel construction and a variety of interior and exterior finishes.

Randell specially designs and builds the refrigeration system on its refrigerators and freezers, then powers them with higher horsepower compressors for more efficient cooling.

In addition to their refrigeration and freezer units, Randell offers a full range of commercial food service equipment, including portable serving lines, hot food tables, full-view display cases and pizza tables, as well as complete custom fabrication.

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

### Educating Retailers and Consumers in One Shot

A new product was recently released from the Produce Marketing Association and Dole Fresh Fruit company to help retailers educate their employees and customers about the benefits of fresh fruit.

Called Nutrition Edge, it includes a video on nutrition basics, an FDA compliance poster, workbook exercises, and mechanical artwork for a 5 A Day consumer brochure.

"Nutrition Edge helps employees understand the importance of showing customers the health benefits of eating fruits and vegetables," said Dr. Elizabeth Pivonka, PMA's nutrition director. "It teaches them how to better market nutrition and the 5 A Day for Better Health program. They'll learn how to talk to customers about the benefits of produce and the link between

consumption and good health.

"In addition, Nutrition Edge makes voluntary labeling compliance easy," Pivonka said.

"FDA's labeling rules will remain voluntary only if the industry complies with them now. And FDA will evaluate that in November."

### Lysol and Resolve Introduce Smart Pack Refills

Solid waste has become a major problem in the U.S. In the 1990s, 73% of all solid waste ends up in a landfill.

American consumers use 2.5 million plastic bottles every hour and 66 percent of the nation's landfills have closed since the late 1970s.

To combat the solid waste problem, consumers are looking to products with less packaging. LTF Products is responding with Smart Pack Refills for Lysol Direct and Resolve Carpet Cleaners. The 22 oz. flexible refill package costs less than comparable trigger-nozzle bottles and uses 75% less packaging.

Furthermore it takes up 65% less space in landfills and the 12-pack case weighs 16% less than the 12-pack trigger bottle case, saving energy in transportation.

For ordering information, call The Pfeister Company, (313) 591-1900.



### Analyze The Competition

Think about these points:  
 Who is your competition?  
 What's going on with them?  
 Do you know where they are strong and where they are vulnerable? Have you defeated your competition recently? Where? What happened? If you did not defeat them, why not?



# A Gift in Good Taste



## MARTELL

— COGNAC —

"The art of Cognac" lends itself to the art of giving this holiday season with Martell, the ultimate gift for the Cognac connoisseur.



CANADA'S FINEST

MARTELL

• V.S. •

New Low Shelf Price



Featured Price **\$11.49**

375 ML

Code #8721-8

*Take Advantage of the Savings and Stock Up on MARTELL now!*

For Information on 1992 Merchandising Programs Contact: The House of Seagram  
Southfield, MI — (313) 262-1375

# Joe Young Junior Works To Improve City

by Gary Heinenon, Contributing Editor

Representative Young first

began working for the House of Representatives as a janitor in 1971 while attending Michigan State University. Today Joe



Young Jr. is a Representative of the 15th District of the State of Michigan, which covers parts of the city of Detroit.

Graduating from MSU in 1974, Young has been a Democratic Representative since 1978.

From 1973 to 1978 he worked as a committee analyst and administrative staff assistant for former House Speaker William Ryan. Young then functioned as legislative assistant to State Representative Alma Stallworth. With his growing experience he went on to become committee administrator and then legislative assistant to former State Senator Dale Kildee at the nation's capital.

In his third term in the House of Representatives Young became Chair of the House Committee on State Affairs. Today Young serves on the House Standing Committees on Education, Elections, Marine Affairs and Port Development, Tourism, Fisheries and Wildlife, and Liquor Control.

When asked about hobbies, Young says, "I love to work with children." Married in 1970 to Mary J., together they raised four children; Kimberly Ann (21), Kerry Marie (17), Joe III (13) and Brooke Melinda (11).

Young said that his father, Joe Young Sr., also a member of the Michigan House of Representatives, was a positive influence by not pushing him into politics. "What he did was suggest to me that there are other ways in which I could make a contribution, but as I got older I saw that if you felt in your heart the need to help

people—being a politician is the way

Everything between the Detroit River and 6 Mile Rd. and between Van Dyke and Woodward lies in the 15th District. For the past 14 years most of the businesses have been liquor, beer and wine or grocery stores. "Now, I'm seeing a wide range of businesses," said Young.

"Currently in Detroit, there's a misunderstanding between the small business community and the residential community. Small businesses feel overburdened with rules and regulations that are meant to impact larger businesses

with 500 employees or more."

"A lot of business are frustrated with the Detroit Public School system because they believe that in many cases the children are receiving an inferior education."

"I am looking at a two cent increase in sales tax while continuing to exempt sales tax on food and drugs. It would raise \$1 billion to equalize per student spending." Accomplished within a 15-year period, it will be done by stabilizing those who are already at the \$8,000 level and raising those students at the bottom up to the \$8,000 level.

Currently the statewide range on per pupil spending is between \$1,800 and \$8,000.

If re-elected for an eighth term he would like to "...continue working on bringing the Chaldean and Black communities together." Young says, "More leaders need to work on bringing these groups together."

Among his accomplishments, Young worked to knock down the old Sears and Roebuck building to get Senior Citizen housing built in its place. Early in his first term he pushed to pass legislation that would strike references to illegitimacy from children's birth records so that they wouldn't have trouble being hired.

America One of Lansing, Inc.  
2214 University Park Dr.  
Okemos, MI 48864  
517 349 1988

Barker Weber Ins. Agency, Inc.  
2501 Spring Arbor Rd. Box 985  
Jackson, MI 49204  
517 783 2608

LaForest Insurance Agency  
301 E. Main, Box 378  
Flushing, MI 48433  
313 659 8919

America One Bob McElwain Ins.  
731 Genesee, Suite C  
Mt. Morris, MI 48458  
313 234 0700

Aernie Porter Insurance Agency, Inc.  
1210 W. Milham, Box 967  
Portage, MI 49002  
616 382 1803

America One / Your Ins. Agency  
2621 Carpenter Rd.  
Ann Arbor, MI 48104  
313 973 9444

National Insurance Exchange, Inc.  
18276 Colgate,  
Dearborn Heights, MI 48125  
P.O. Box 2490 Dearborn, MI 48123  
313 561 7880

America One Insurance Systems  
2600 Five Mile, N.E.  
Grand Rapids, MI 49505  
616 363 6838

Corey Insurance Agency  
400 S. Bridge St.  
Grand Ledge, MI 48837  
517 627 2128

America One Curtis Ins. Agency  
25 N. Washington  
Oxford, MI 48051  
313 628 3604

Matthew's America One of Muskegon  
1669 Peck St.  
Muskegon, MI 49441  
616 798 2218

America One of Southfield  
28000 Middlebelt  
Farmington Hills, MI 48334  
313 737 2800

America One of Tri Cities Agency  
2030 Mitchell St.  
Saginaw, MI 48603  
517 799 2706

America One Godfrey Ins. Agency  
130 W. Houghton, Box 571  
West Branch, MI 48661  
517 345 0190

America One Payne Ins. Agency  
1409 Westport Dr.  
Lansing, MI 48917  
517 321 6624

America One Adkins Insurance  
14701 S. Telegraph  
Flat Rock, MI 48134  
313 783 1717

## FOR INSURANCE WE ARE THE ONE



One qualified agency to serve all your insurance needs.

Including Assoc. Food Dealers Membership.

America One is the largest network of independent insurance agencies. Representing America's leading insurance companies. We provide Liquor Liability, Workers Compensation and Health Insurance Programs sponsored by Associated Food Dealers.

For more information call:  
**1-800-688-9772**

America One Doug Marcum Agency  
2701 Washtenaw  
Ypsilanti, MI 48197  
313 434 5700

America One Ahearne Ins. Agency Inc.  
107 F. Dwight, Box 665  
Oscoda, MI 48750  
517 739 9175

America One Kapture Ins. Agency  
G5409 Fenton Rd.  
Grand Blanc, MI 48507  
313 238 4639

America One Boylen Ins.  
3975 Cascade Rd.  
Grand Rapids, MI 49506  
616 957 0022

America One Gilbert-Wiseman Agny.  
1060 W. Huron  
Waterford, MI 48053  
313 681 6300

America One Aernie Porter Agency  
912 W. Chicago Rd. Box 648  
Sturgis, MI 49091  
616 651 2687

America One Melvin Agency  
422 Water St.  
Allegan, MI 49010  
616 673 3991

America One Northridge Agency  
27780 Novi Rd.  
Novi, MI 48050  
313 344 4646

America One Duchon Ins. Agency  
82 Maple St.  
Manistee, MI 49660  
616 723 2553

Katt Ins. Agency America One  
6099 Meadowlark  
Rockford, MI 49341  
P.O. Box 281  
Belmont, MI 49306  
616 866 9886

Insurance Marketplace  
G8469 S. Saginaw, Box 672  
Grand Blanc, MI 48439  
313 695 0999

America One Kauer Agency  
4511 N. Woodward  
Royal Oak, MI 48072  
P.O. Box 1180  
Birmingham, MI 48012  
313 545 0700

America One Steinman Agencies  
39 N. Caseville Rd. Box 559  
Pigeon, MI 48755  
517 453 2257

America One Don Ryan Agency  
328 Salem Dr. Box 194  
Davison, MI 48423  
313 653 8020

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

The Taste of...

**melody farms®**

*Happy Holidays*



**STATE WIDE DISTRIBUTION**

For More Information Call: Terry Bunting at (313) 525-4000  
3111 Industrial Road, 48150 MICHIGAN TOLL FREE 1-800-686-6866

# Good Luck Brings Profits To Mid-Michigan Party Store



by Ginny Bennett



Jon Warren welcomes customers in his new location.

Jon Warren talks about the Irish influence in Clare where his original party store is located and counts on casino customers from the Chippewa Indian Reservation nearby in his newest venture, Jon's Corner Market in Mt. Pleasant.

However it's not the luck of the Irish nor is it lucky casino customers that make business thrive for Jon and Vicki Warren.

It's their combined hard work and long hours.

The couple divides responsibilities between the two locations. Vicki manages the Clare Party Store while Jon manages Jon's Corner Market in Mt. Pleasant. One afternoon a week they switch stores.

According to Jon, "their weekend starts at 11:00 p.m. on Sunday evening," meaning this is the first time the couple gets to take a break all week.

Jon enjoys the challenge of hard work. In March he built Jon's Corner Market just eight blocks from the Meijer's Thrifty Acres, newly opened in October 1990. His goal is to build the business in five years, four months and 23 days (a personal retirement plan)—and then sell it to 7-Eleven.

The Warrens have owned the Clare Party Store for the last six of the 32 years it has been in downtown Clare. The green and white building is just two blocks from the Doherty Hotel on McEwan Street. Jon and Vicki think the Irish theme helps business, "everybody is Irish in Clare." A leprechaun adorns the outside wall of the store. Hanging inside is a collage of sixteen pictures given to them by a priest from County Clare, Ireland, depicting all the County Clare pubs. In the past they have had a float in the St. Patrick's Day Parade. The 1,800 square foot store has a SDM and a SDD. Jon has defined his regular customer base as those who work in the offices and stores in downtown Clare and come from within 600 yards north, south, east and west of the store.

The new 2,000 - square - foot Jon's Corner Market is the only business on the four corners of Isabella and Broadway in Mt. Pleasant. The contemporary building is white inside and out and features distinctive textured ceramic walls and a black and white tile floor. The clean look is enhanced by advertising beer signs that encircle three sides of the walls at ceiling level. Behind the cash register and lotto station is the only other decorative item, a totem of an Indian tribe. Called a mandela, it was a gift to the new store from Vicki's parents and is supposed to bring good luck. Whether it does no one knows, but business is good on this corner. In addition to trailer parks that are nearby and growing, the Chippewa Indian Casino is one and a half miles east of the store. Many casino patrons stop in to ask directions and become customers. It is the local convenience store for Indian families.



Clare Party Store located in downtown Clare.

Jon's gimmick is refilling butane lighters for free. Customers bring their empty lighters to Jon and he exchanges the empty lighter for a new one. John calls this a complimentary refill, when he is actually giving away free lighters. His customers know this and appreciate the service.

Both stores stock similar items, although Jon's Corner Market carries only beer and wine. Along with typical party store products the store offers hand-dipped ice cream cones, house-made sandwiches and deli items.

Jenny Darling, a manager at the Mt. Pleasant store, makes many of the fresh garden salads, deli trays and sandwiches. Darling, like most of the other employees, goes to college part time. Their employees attend Mid-Michigan Business School, Central Michigan University and Northwood Institute.

Like the Warrens these employees have learned that hard work makes good luck.



Jon's Corner Market in Mt. Pleasant is a mile and a half from the Chippewa Indian Casino and near by is an expanding trailer park.

Attention Retailers!

## AFD Offers OSHA Compliance Kit

*It's the law...are you in compliance with OSHA?*

During 1991, Federal OSHA agents conducted 155 inspections in supermarkets resulting in \$362,669 in penalties and 31 inspections in food distribution centers resulting in penalties of \$21,367. Furthermore, state-operated programs fined supermarkets \$207,534 and distribution centers \$35,604.

### OSHA Compliance Kit for the Supermarket Industry

This kit contains all you need to know to comply.

- Compliance Manual
- Safety Orientation Video
- Suggestions for Ergonomic Improvement
- Proper Scanning Methods Video
- Chemical Safety Guide
- Chemical Safety Employee Booklets

Total Value: \$432.50

Available through AFD for just \$179.95 (plus \$10 Shipping)

For more information call AFD at (313) 557-9600 or fill out the information below:

Name \_\_\_\_\_

Address \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Send this order form, along with a check for \$189.95 to:

**Associated Food Dealers of Michigan**  
18470 West Ten Mile Road  
Southfield, MI 48075

# Specialty Food Sales Make Holiday Profits Bright!



More than at any other time of the year, the dynamic category of specialty foods explodes with profit potential during the holidays! Capistar is ready with numerous pre-sell opportunities and shippers to give you the very best deals of the season. See why today's specialty food marketplace continues to be one of dramatic growth. Don't let the holidays slip away without taking advantage of this virtual gold mine of profit opportunity. Capture impulse sales and create fast turns! Any interested grocer is welcome to order from Capistar. Call Brian Mulder, Director of Specialty Foods, at 517-699-3666 to receive more information on Capistar's outstanding specialty foods program.

CAPISTAR INC.

A Spartan Stores Co.



The specialty foods people with a full-service warehouse.

## PEOPLE

### Michigan Sugar Company announces Staff Promotions

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

**James H. Ruhlman** has been promoted to the position of management information systems manager. In his new position, Ruhlman will be responsible for and manage all communications and data processing systems throughout the company.



He has been with Michigan Sugar Company since 1983. Ruhlman has been on the board of directors of the Saginaw Valley Chapter of Data Processing Management Association since 1989, and is currently the president.

**James Mitchell** has been promoted to systems manager. Mitchell will direct the company's computer system design and development.

He has been on the board of directors of the Saginaw Valley Chapter of Data Processing Management Association since 1989.



**Michael J. Olson** has been promoted to the position of programming manager. Olson will be responsible for overseeing the information systems analysis and programming staff.

He has been with Michigan Sugar Company since 1989.



### New Representation for Dow Brands-Homecare Division

Stark & Company is pleased to announce they are now representing Dow Brands-Homecare Division in the Detroit, Grand Rapids, Saginaw and Toledo Markets.

### Fernandes Promoted To Director of Support Services

**Augie Fernandes** has been named to the new position of Director of Support Services for Spartan Stores, Inc.

In his new role, Fernandes will direct the Loss Prevention Department, the Charlotte Support Service Center, and the Coupon Redemption Department. He will report to Robert Morse, vice president of human resources, and James Meyer, senior vice president and chief financial officer.

Fernandes joined Spartan Stores, Inc. in 1989 as Loss Prevention Manager. Since that time, he has also assumed accountability for the Spartan Reclamation Center in Charlotte, MI, and the Coupon Redemption Department. Prior to his time at Spartan, Fernandes served in a variety of positions in the law-enforcement and loss-prevention fields.



### Beck Promoted to Director of Grocery/Perishables Warehouse Operations

**Robert Beck** has been named Director of Grocery/Perishables Warehouse Operations at the Grand Rapids distribution center of Spartan Stores, Inc.

In his new position, Beck will oversee the 272,200-square-foot perishable warehouse and the 595,000-square-foot grocery warehouse.

Beck has worked for Spartan Stores, Inc. for four years. Prior to his new position, Beck worked as transportation manager, and most recently as grocery warehouse manager.

In his new role, he reports to George Williams, vice president of Grand Rapids Operations. According to Williams, Beck's newly created position will provide Spartan Stores with the ability to better manage the operations of the perishable and grocery warehouses.



## "Working for You!" BUSINESS CARD ADVERTISING DIRECTORY

### ► AFD Food & Beverage Report Can Help You Reach New Customers in 1992/1993

- Effectively
- Efficiently
- Economically
- Easily

### ► 10,600 Monthly Industry Wide Mailing

### ► 30,000 Monthly Industry Wide Readership

### ► Targeted Food Industry Market



### RATES: BUSINESS CARD ADVERTISING DISPLAY

- Monthly \$50
- 6 Months (Prepaid) \$240
- 12 Months (Prepaid) \$420

(313) 557-9600

Call Today for Next Month's Promotions  
1-800-66-66- AFD RAY AMYOT

## Holiday Ideas

From Page 1



studies have proven that hurried shoppers will purchase pleasingly displayed items if it will also save them steps at the busiest time of the year.

As an example, along with the display of fruitcake ingredients, show an attractive finished product. Arrange a fruitcake in a loaf pan, wrapped in cellophane with a red ribbon and nestle it in a basket surrounded with mixed nuts. Provide several fruitcake recipes.

The possibilities are as endless as your imagination. Groupings like these will get you started:

**Flavored Vinegars and Oils** - Group olive oils with fresh herbs and chilies. Group vinegars with raspberries and herbs. Also include tall, corked glass bottles. Provide recipes if possible.

**Salad Dressings** - Group dry herbs and seasonings in cello bags, olive oil and fine vinegars, along with appropriate containers.

**Cookies, Candies and other holiday treats** - Group colorful tins, nuts, prepared cookies and recipe ingredients to make candy and cookies.

**Coffee Lovers Treat** - Group baskets, gourmet coffees and mugs.

**Tea Drinker's Heaven** - Group teapots with spicy teas and linen tea towels.

**Bean Pot Bounty** - Group assorted bags of dried beans, lentils, herbs, spices and canned hams. (A recipe follows for "The Best Bean Soup You'll Ever Eat.")

If part of your holiday business is selling large gift baskets, don't worry that you'll jeopardize these sales. Instead, your attractive baskets displayed in the store can be the catalyst for customers who will buy similar products to make their own. Customers who bought your baskets before will still do so and your baskets may inspire others seeking more personalized alternatives.

Provide recipes so that shoppers can pick up everything they need while they are shopping in your store. Good sources for recipes are the holiday magazines

sold at check-out counters and your regular grocery suppliers.

Another idea to promote holiday fare is to capitalize on the ethnic backgrounds of your customers and the neighborhood your store is in. Many of your customers will want to try the special holiday recipes of other nationalities, ethnic groups, and religions. Be sensitive to stocking products that are used to celebrate national holidays in other countries. In a Hispanic neighborhood stock dried cod. In a Jewish neighborhood make sure you have candles, Hanukkah Gelt, (chocolate candies in the shape of coins) and ingredients for potato latkaes (onions, matzo flour, potatoes and apple sauce).

Everybody likes Italian food. Display a big pasta bowl or a colander, fill it with pastas and jars of sauce, canned mushrooms and a few heads of garlic. Or, a wok with Chinese food products. Shoppers will get the idea. They can go on to make personalized baskets, one for the chocolate lover, one for a wine aficionado.

2 quarts water  
1 large onion, diced  
1 ham bone  
1 pound ham, diced  
1 can tomatoes

Simmer four hours or longer. Add salt and pepper to taste. May be refrigerated covered. Flavor improves with age.

### Recipe for "The Best Bean Soup You'll Ever Eat"

Contents of Jar (an assortment of beans) (approx. 2 cups beans)  
3 teaspoons salt

Rinse beans, add salt. Add water, to cover. Soak beans for three hours or overnight. Drain. Put beans into large pan. Then add:

Suggested assortment of beans: Mix beans and store in decorative jars.

lentils            black turtle beans  
navy beans        green split peas  
pinto beans       yellow split peas  
barley             garbanzo beans  
great northern beans  
black-eyed peas  
red kidney beans



**HERB SCHERVISH  
PRESIDENT**

## Mortgage Money AVAILABLE

• FINANCIAL PROBLEMS •

## We Have Solutions

RESIDENTIAL LOANS  
REFINANCING/CONSOLIDATION  
HOME PURCHASES

### 35 YEARS EXPERIENCE

#### RESIDENTIAL LOANS FOR:

- DEBT CONSOLIDATION
- FINANCIAL LEGAL & ACCOUNTING FEES
- DIVORCE SETTLEMENTS
- HOME PURCHASES
- HOME IMPROVEMENTS
- PAY OFF:
  - LAND CONTRACT(S)
  - SECOND MORTGAGES
  - HOME EQUITY LOANS
  - TAX LIENS
  - CHARGE CARDS
  - PROPERTY TAXES

#### PROVIDING FINANCIAL ADVICE AND SERVICES, WITH FINANCING SOLUTIONS FOR:

- PERSONS REJECTED BY TRADITIONAL SOURCES
- FORECLOSURE AND BANKRUPTCY
- SELF EMPLOYED
- MONTHLY CASH FLOW INCREASE
- WE BUY LAND CONTRACTS

LIMITED DOCUMENTATION  
PROGRAMS AVAILABLE

#### MEMBERSHIPS:

MORTGAGE BANKERS ASSOCIATION OF AMERICA • NATIONAL ASSOCIATION OF MORTGAGE BROKERS  
MORTGAGE BANKERS ASSOCIATION OF MICHIGAN • MICHIGAN MORTGAGE BROKERS ASSOCIATION  
BETTER BUSINESS BUREAU

**GREENFIELD  
MORTGAGE  
COMPANY**

  
20031 Carlyle • Suite 1  
Dearborn • Michigan • 48124



EQUAL  
OPPORTUNITY  
LENDER

Available Anytime • Free of Charge to Review  
Your Financial Needs

Give Me A Call:

(313) 274-8555 • Fax (313) 274-1125



## A Trade Show for the Food and Beverage Industry.

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

**April 12, 1993 • 6 p.m. - 9 p.m.**  
**April 13, 1993 • noon 8 p.m.**  
**Hyatt Regency Dearborn**

### FOR MORE INFORMATION

or to obtain a contract and exhibitor's manual, call:  
**(313) 557-9600 or 1-800-66-66-AFD**

## Gallup Reports Increased Use of Convenience Stores

*1992 Data Shows 96% of Americans Shop in Convenience Stores*

A nationwide poll just completed by The Gallup Organization shows that 96 percent of Americans are regular shoppers of the nation's convenience stores. The figure is up significantly from 1988's figure of 88 percent.

Importantly, 47 percent of Americans shop in convenience stores two or more times a week. The number is up five percent from 1988 and the profile of the industry's frequent shoppers looks like this:

	<u>Sex</u>	
Male		55%
Female		45%
	<u>Age</u>	
18-34		45%
35-54		37%
over 54		8%
	<u>Income</u>	
Under \$25K		37%
\$25K-\$45K		34%
Over \$45K		29%

### Overall Image

The most positive aspects of convenience stores are their "convenience" and the fact that they have a variety of products including gasoline. Indeed, the growth of gasoline sales in the industry is likely an underlying contributor to the increased usage.

Sixty-seven percent of respondents said that the presence of gasoline made them more likely to shop convenience stores, up from 59% in 1988. And, branded gasoline was another factor that 60% cited as an inducement.

The most negative image issue is the perception of high prices. Fifty-nine percent of those polled named prices as what they like least about shopping in convenience stores.

### Responsible Sales of Cigarettes/Alcohol

A strong finding is that the public is giving the industry higher marks for its efforts to curb illegal sales of alcohol and tobacco. With respect to alcohol, 67% agreed that the industry is doing a good job, compared with 60% in 1988. For tobacco, 61% of Americans say the industry is doing a good job, up from only 41% in 1988. Clearly, the industry's efforts in these areas are making a difference in public opinion.

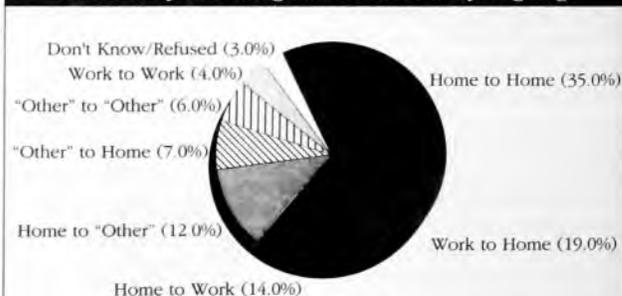
### Safety

Another highlight of the 1992 poll was the perception of Americans with regard to convenience store safety. A full 68% said that convenience stores are as safe as other stores, and 45% said that the presence of convenience stores make neighborhoods safer.

### Employees

One area identified for improvement by the poll was with respect to employees. When asked if they perceived employees to be courteous and well-trained, 68% responded yes, down from 74% in 1988.

**Q. Generally, when you shop at a convenience store, from where are you coming and to where are you going?**



SOURCE: 1992 NACS National Public Opinion Survey

# STARK & COMPANY

FOOD SALES AND MARKETING

## Season's Greetings



See your Stark & Company Sales Representative  
for Promotional and Display Opportunities !!!

DETROIT  
30301 Northwest Hwy.  
Farmington Hills, MI 48334  
(313) 851-5700

GRAND RAPIDS  
5519 Glenwood Hills Parkway  
Grand Rapids, MI 49512  
(616) 957-1650

SAGINAW  
6371 Bridgeport Village Sq. Dr.  
Bridgeport, MI 48722  
(517) 777-0660

TOLEDO  
1104 North Reynolds Road  
Toledo, OH 43615  
(419) 531-9739

# ★★★★★ Stroh's ★★★★★ ICE CREAM

*Introduces*

## *“Isiah Thomas’s Favorite Flavors”*

*Made with Stroh’s Premium Formula*

The Stroh’s Ice Cream Company is pleased to announce that on **October 26, 1992** the company introduced “Isiah Thomas’s Favorite Flavors” of ice cream. This unique line of products was created by Isiah and will be endorsed by him as his “Favorite Flavors”

Isiah Thomas’s new line will be available in 4 of his favorite flavors of Pints and 4 of his favorite flavors of Quarts. This new exclusive line will compliment Stroh’s Ice Cream recently introduced line of Pints and Quarts. Take advantage of this unique line by authorizing all 8 new flavors to increase sales and profit selling them with Stroh’s pints and quarts.



### Pint Size

- Champion Chill Caramel Vanilla
- Rim Rattlin’ Blue Moon Twist
- Orange Vanilla Twist
- Double Dare Raspberry Twist

### Quart Size

- Honey Vanilla Twist
- Chocolate Chill & Chips
- Twist & Shout Tropical Twist
- Double Clutch Vanilla/Chocolate Twist

Quality Michigan  
Made Since 1919

Call Your Sales Representative  
for Additional Information

Jim Grant  
Metro Detroit  
(313) 568-5100

Larry Russo  
Outstate Michigan  
(517) 754-6641



Photo: Mike Merano



# the upper crust

These days, many companies talk about quality products. For Monitor Sugar Company, being part of the quality upper crust is more than just talk... it's a commitment.

When you stock Big Chief brand products, we'll help you roll out success with...

▪ **High-Quality Sugars** produced with care under stringent quality control measures. Customers know and appreciate the quality of Big Chief sugars, which can help increase your share of the industry pie.

▪ **Monitor Service Specialists** who visit your store regularly and listen to your concerns. With your input, service specialists can shape our service to meet your specific needs. Monitor Sugar Company offers your business high-quality Big Chief sugars with outstanding service baked right in.



Now Your Business Is Cooking.

Monitor Sugar Company  
2600 S. Euclid Avenue • Bay City, Michigan 48706 • 517 686-0161 • Fax 517 686-7410



# Working Together For Better Solid Waste Management Legislation



By William E. Lobenherz, president, Michigan Soft Drink Association

The next two years will bring increased legislative activity seeking state laws to regulate the generation, collection and disposal of solid waste — including laws aimed at food products and packaging.

The final outcome of this debate will have a significant impact on the cost of doing business at all levels of the food industry.

In 1989, the Michigan Soft Drink Association (MSDA) reorganized in order to enhance its involvement in the development of legislative and public policy issues of concern to the soft drink and food industries.

We also recognized that the best way to maximize our impact on these important issues was to work closely with other trade associations having similar interests.

Several times during the ensuing three years, we joined with the Associated Food Dealers of Michigan and other industry groups to oppose legislation imposing burdensome costs

and/or mandates on food products and business operations.

First there was the 1989 legislation to expand the deposit law to include tea and fruit juice containers.

- Then, staff from the state's Council on Environmental Quality proposed penalty taxes and mandatory labeling requirements for products and packaging which did not conform to state standards for recycling or recycled content.
- Later, a Senate Select Committee was formed to develop statewide recycling and solid waste legislation for Michigan. Once again, proposals for expanded deposits, container taxes and product regulation were offered.
- Currently, legislation is in both the House and Senate to require labels and levy advance disposal fees (taxes) of up to two cents per item on products and packaging which do not meet state requirements for

recycling, reuse or recycled content.

In each instance, our collective efforts were able to effectively turn back proposals which would hurt our businesses.

The AFD's involvement in these issues was critically important. In fact, a major factor in our legislative successes was the ability for all of us to work together on matters of mutual interest and concern.

Cooperative work on these issues also resulted in the creation of a formal coalition of retail, food and other groups called the Michigan Recycling Partnership (MRP). The MRP has been effective in bringing our industries together to work toward a common goal.

In dealing with environmental and recycling issues we have tried to emphasize several points:

1. We recognize the need for developing environmentally sound products and packaging.
  2. We are working to bring these products to the market as quickly as economically feasible.
  3. The best way to encourage recycling is through public education and the marketplace, not through new government-required labeling, new product taxes or mandatory recycled content.
  4. Our stores and product manufacturers should not be looked upon as the new generation of recycling centers for the public. Instead, comprehensive curbside and drop-off recycling programs are the most effective, convenient and cost efficient alternative to reduce solid waste.
- Our combined voices are being heard. We are gaining confidence that the "tax and mandate" approach toward our products and packaging will not be adopted this year. But debate is not over, and we fully expect these issues to reappear in the 1993-94 session of the Michigan Legislature.

The next two years will be critical for our collective industries.

In Washington, D.C., a final

vote on a national mandatory deposit amendment appears imminent. And in Michigan, we expect that the Legislature will begin debate and conclude work on a comprehensive statewide recycling strategy.

Similar to the past three years, we expect the proponents of expanded deposits, new taxes, mandatory labeling and packaging regulation to continue to push their agenda.

Even today, at least one city council is discussing a proposed local ordinance to require retail stores to take back for recycling those products which are not included in local curbside programs.

In a number of other states, newspaper headlines such as "Recycling Might Replace Bottle Bill," "Deposit Law Could Undercut Recycling," and "Environmentalists Canning Once-Venerated Bottled Bills" are appearing with increased frequency.

Could it happen in Michigan? In the long run, I think so.

In the meantime, we must continue to work together to help assure that Michigan's laws reflect an effective and efficient approach toward recycling and market development. . .not new taxes and costly government mandates on our stores, our distributors and our product manufacturers.

## Nutritional Labeling

The Food and Drug Administration (FDA) has awarded the Ehrhart-Babic Group the federal government contract to check for supermarket compliance with Nutritional Education and Labeling Act of 1990. By spring of next year, the FDA will determine if a sufficient number of supermarkets have complied with the new standards for fresh produce and seafood. If not, additional mandatory regulations will be developed. Retailers can expect unannounced visits to their stores to check point-of-purchase displays between now and early 1993. Under the new Act, nutrition information must be provided by retailers for many fresh foods, such as fruits, vegetables, seafood and, soon, meat and poultry.

## Driver License and I.D. Guide Booklets

Order yours now.

This comprehensive booklet shows a picture of a valid drivers license from each and every state. All retail operators should have this booklet as a reference guide, near the cash register. You can accept out-of-state licenses for the purchase of alcohol. Using this guide will help you in making a positive identification. Order your booklets today.

Don't serve a minor with a tampered license.  
Check it out with the  
**Driver License Guide Booklet.**

AFD is offering these 1992 booklets at substantial savings. The guide is only \$10. Send checks to:  
Associated Food Dealers, 18470 W. Ten Mile Road,  
Southfield, MI 48075 or call (313) 557-9600.



ASSOCIATED FOOD DEALERS OF MICHIGAN  
and the PACKAGE LIQUOR DEALERS ASSOCIATION

Look For the

Enjoy   
**Sprite**<sup>®</sup>

**Green Bottle Displays  
At Your Participating  
AFD Stores**



"Sprite" is a registered Trademark  
of the Coca-Cola Company

# Lottery Celebrates 20th Anniversary This Month

By Jerry R. Crandall,  
Michigan Lottery Commissioner

Michigan Lottery retailers had their best sales year ever this year! Lottery sales soared to nearly \$1.22 billion in 1992 — the best ever in the Lottery's 20-year history — providing retailers with nearly \$81 million in commissions (a 7.6 percent increase) and the state School Aid Fund with more than \$474 million for Michigan's schoolchildren.



Crandall

As we celebrate the Lottery's 20th anniversary this month, I want to recognize all the retailers and staff whose hard work and dedication has contributed to the Lottery's list of impressive achievements over the past 20 years, including:

- Paying out over \$800 million in retailer commissions. Helping provide thousands of jobs with Michigan businesses that staff and support the Lottery.
- Paying out over \$6 billion in

prizes to players.

- Providing more than \$5 billion in revenue for Michigan's schoolchildren.

One of the Lottery's greatest successes this anniversary year has been in the marketing of our instant tickets. We saw a great growth potential in the instant game arena, and so we implemented a new multiple-game marketing strategy which led to a 50 percent increase in our instant ticket sales.

Lottery retailers are reaping the economic benefits of offering more instant game tickets. S.H. Rabban, of Tony's Market in Warren, took the time to write the Lottery expressing his "appreciation for the super service and cooperation" he's received through the past year with selling instant tickets. He has doubled his instant ticket business in the past year with the help of the Lottery's telemarketing division.

Throughout the 20th anniversary year we also featured several exciting new games and promotions for players that benefited both our on-line and instant ticket

retailers. Our newest on-line game, "Cash 5," which went on sale in March, has proven to be a huge success with our players. Already that game has produced more than 75 top prize winners and over 450,000 winners in total.

The Michigan Lottery provides a quality source of entertainment for its players, but behind the fun and fantasy of the Lottery lies a serious industry that pays great dividends to the business community of Michigan.

Michigan retailers who sell games enjoy the economic advantages of the Lottery, including having earned over \$800 million in commissions from ticket sales since the Lottery's inception and having profited greatly from an increase in traffic through their stores.

This year the Michigan Lottery launched several initiatives to enhance the relationship between the Lottery and its retailers. Lottery district sales representatives now meet with retailers on a more frequent basis to assist with in-store promotions and ticket

orders. Lottery headquarters has a fully operational retailer services division to better serve the nearly 9,000 Lottery retailers statewide. Players can more easily identify Lottery retailers now with the attractive universal Lottery signs which feature the new "money tree" logo. These signs were provided by the Lottery to retailers as part of the Lottery's awareness-building campaign. In addition, the Lottery sponsored retailer incentive programs to reward retailers who are working extra hard on behalf of the Lottery.

As we begin the Lottery's third decade of operation, the goal is clear: to create an even more dynamic, visible and profitable lottery. The future is bright for both the Michigan Lottery and its retailers.

*Editor's Note: This guest editorial reflects the viewpoint of the Bureau of State Lottery. It continues to be the position of the Associated Food Dealers of Michigan that the current six percent commission is inadequate and that the increase in traffic through the store is minimal at best.*



## 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

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



spend money on the other products you sell.

Plus, when you sell the games of the Michigan Lottery, you receive a 6% commission on every ticket you sell, and a 2% commission on every winning ticket you redeem up to \$600.

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

# The Importance of Marketing & Merchandising Yourself and Your Products

The economic roller coaster has made the dollar an increasingly precious commodity. Not only to John and Jane Q. Public, who watch where every dollar is spent, but to you, the retailer, who faces tougher competition to capture that revenue through sales and turnover of inventory.

The key word for retailers who want to succeed and grow in today's marketplace is AWARENESS: consumer awareness of your store, your products and your prices. And the way to gain this awareness is to utilize the "Four P's" of marketing that include Price, Product, Place & Promotion.

PRICING is the name of the game to capture business. Your customers need to be aware of your prices and, more importantly, your "special" or "sale" prices. Obviously you do not want to price yourself out of business. But competitive pricing, and communicating about pricing via advertising and promotion, will give consumers motivation to buy at your place of business. Remember, a good deal never loses its sales appeal.

PRODUCT, and positioning of product can be managed to gain optimum sales. Displays and promotion of premium and call brands attract customer attention to products that will improve the bottom line. Direct traffic to these brands with creative floor displays, prominent shelf placement, brand-specific drink specials or promotional events.

The PLACE element of marketing is closely tied to product. Shelf placement, floor displays and promotional material tied to brand promotion must be outstanding and noticeable. On-premise promotional material should leap out at a consumer in even the most unexpected places. Prominent, creative displays inform, excite and entice sales of the brands and products you want to sell.

Finally, PROMOTION. Many articles have described creative ways to promote your products; but what about promoting yourself? Break through the clutter of competition with promotional products emblazoned with your business' name and/or logo. These items range in price and

extravagance; and include such items as key chains, posters, shirts and matchbooks. Anything and everything can have your name imprinted on it.

Think of items that are used daily: calendars, letter openers, watches. These are just a few items that will create an identity and awareness for your place of business. These can be giveaways or revenue-builders of their own.

To make your marketing program gel, one final element must be included: SERVICE. Give your attention to the customer; suggest a wine with dinner; help with party planning. Nothing can be achieved without quality service. This makes a customer loyal, comfortable and will set you apart from the retailer across the street.

Marketing sets your business apart from the competition. By making yourself visible and your products and prices appealing, you will win through sales, relationship building and regular turnover of stock.

## LETTERS

Dear Associated Food Dealers of Michigan:

The business office at Sacred Heart Major Seminary has informed me that they received the first semester payment of the scholarship. I once again thank you for your generosity. It really helps me out quite a bit. Thanks again and God Bless.

Sincerely,  
Brad Flint,  
Scholarship Winner

Dear Mr. Sarafa:

Thank you very much for the Associated Food Dealer Scholarship that I received. I was extremely honored to win the award. It is wonderful that AFD cares enough about the youth of America to assist them in their education. Thanks again.

Sincerely,  
Randy Meisner

## HO, HO, HO! You're in for a Treat



**Tony's**

### Cafe Peking

- Pot Stickers
- 8 Crab Rangoon
- 3 Egg Rolls
- Sanchos
- 6 Pierogies

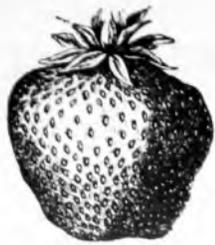


Since 1984 we've introduced over 16 new products... all backed by the most powerful merchandising machine in frozen foods today.

TONY'S PIZZA SERVICE  
The Driving Force In Frozen Profits



**FOR SALES & SERVICE CALL 1-800-247-1533**



As consumers are encouraged to eat more fruits and vegetables, it is increasingly important to provide them with quality produce that is readily available. The Agricultural Research Service (ARS) is helping to meet this challenge with research that increases availability and quality and extends its shelf life of fresh produce. A recent ARS report highlighted some of its current research:

#### Freeze-resistant citrus

On Christmas Eve, 1989, central Florida was hit with freezing temperatures of 18 degrees Fahrenheit, which cost citrus growers in the Orlando area about \$600 million in losses. Ambersweet trees with no protection survived slightly warmer temperatures near Lake Alfred. In addition to being cold-hardy and ripening early, Ambersweet oranges also meet federal color grade standards for Grade A juice and can be mixed with other

# Agricultural Research Extends Shelf Life of Produce

*Here's a look at what science is doing to improve our produce.*

orange juices to bring their color up to standard.

Now, the same ARS scientists who developed Ambersweet are trying to bring biotechnology to citrus breeding. They've taken the first step by establishing cell lines capable of regenerating whole plants and are planning to insert desired DNA into the cells. There are no genetically engineered citrus plants yet. (C. Jack Hearn and Randall P. Niedz, Orlando, FL, (407) 987-7300)

#### New varieties

ARS has several projects involving the development of new, improved produce varieties. Some of these include a Fantasy Seedless fresh-market grape produced in California and two new peaches developed in Georgia — Goldprince and Scarlet-pearl. There's also a white sweet potato with built-in bug defenses that tastes like an Irish potato, and a new strawberry that keeps its vivid color even after being sliced, frozen and thawed. (Howard J. Brooks, Beltsville, MD, (301) 504-5912)

#### Apple quality

Much of the quality and grade loss of fresh market apples is due to bruise damage both during and after harvest. A new, totally automatic bagger designed by ARS scientists will help the apple industry and consumers get better quality apples. The equipment allows apples to settle, rather than drop, into a bag, decreasing bruises 15-fold. The experimental bagger, operated under commercial conditions at a packing house, maintained all apples bagged at



nearly the U.S. Extra Fancy grade which allows no more than one half-inch bruise per apple. (Dale E. Marshall, East Lansing, MI (517) 353-5201 (Patent))

Before hitting the bag, as they roll on the conveyor belt, apples can now be tested for firmness and maturity. Scientists measure the pitch of sound transmitted by intact apples. Fully automated, this approach would test about five apples per second compared to two per minute now being tested by the industry. The method is being patented. (Judith A. Abbott, Beltsville, MD, (301) 504-8450 (Patent))

*-Produce Marketing Association-*

## ASK AFD

**Q.** Please describe the market structure of the convenience store industry in the U.S. - how many stores are there, who owns them, where are they located, etc.?

**A.** This is an interesting question and one we get frequently from suppliers.

In 1991, there were 69,600 convenience stores in the United States. The largest twenty-one chains operated 40% of the stores in the U.S. Conversely, 60% of the industry is operated by more than 1,350 smaller companies. Approximately 58% owned 10 or less stores in 1991. Eighty-eight percent owned fewer than 50 outlets. The majority of convenience stores are located in the South Atlantic region, a nine-state region stretching from Washington D.C. to Florida. The

region with the fewest stores is New England.

**Q.** Sales of soft drinks at my store seem flat. Is soft drink consumption up or down?

**A.** According to Beverage Industry magazine, U.S. soft drink sales registered only a 1.6% gain in 1991, compared with a 3% gain in 1990. Between 1983 and 1990, consumption grew almost 5% annually. Per capita consumption of carbonated soft drinks in 1991 is estimated to be 48.2 gallons, or about two glasses per day for every person in the U.S. Soft drink sales at convenience stores have remained relatively stable. Experts predict that sales will slow down in the 1990s as the population ages. Older consumers traditionally buy fewer soft drinks, and there is increased competition from alternative beverage products.

# STOP BAD CHECK LOSSES TODAY!

**MALIN  
and  
ASSOCIATES**  
7073 ELMHURST  
W. BLOOMFIELD, MI 48322  
PHONE 343-0222



**for BEST QUALITY  
THUMBPRINTS  
USE E-Z PRINT LABELS  
IMMEDIATE SERVICE  
CALL 343-0222**

## Liability

*From page 1*

We invite you to shop around and compare policies and prices. Then call Judy Mansur in our AFD offices, (313) 557-9600, for information on North Point's program. We're certain that the time you take to look into this will be a worthwhile investment.

## Roll Back

*From page 1*

News and Free Press have made it possible for independents to afford to compete in their market area," Sarafa added.

For more information, contact Ray Amyot at the Associated Food Dealers (313) 557-9600 or (517) 386-9666.

# Happy Holidays Season Greetings



**perrier**  
Naturally Sparkling  
Mineral Water



# First Annual Golden Can Award Introduced To Recognize Canned Food Month 1993 Promotions

Great news for Canned Food Month participants! The Canned Food Information Council has established the first annual Golden Can Award, an award designed to recognize companies and individuals for outstanding merchandising and promotion efforts during February, Canned Food Month. To help in the planning process, guidelines kits for the annual February Canned Food Month (CFM) promotion - including complete information and an application for the Golden Can Award - are now available from the Canned Food Information Council.

"We've had terrific participation in Canned Food Month over the past couple of years," said Norman Correia, president of S & W Fine Foods and chairman

of the Canned Food Marketing Program. "We now want to recognize and reward the trade's efforts to help us promote canned foods."

A total of 24 Golden Cans will be awarded in both food service and retail categories, as well as for CFM regional committees, the media and industry-related organizations. Entries will be judged based on how well they meet the following criteria:

- Creativity
- Length of program
- Use of Canned Food Month logos
- Incorporation of nutrition, good taste and recycling messages
- Trade promotion support
- Trade or consumer advertising tie-ins

- Incentives/assistance to brokers, distributors, employees or customers
- Special displays
- In-store consumer education programs
- Support of Canned Food Month Regional Committee programs

To obtain free copies of the Canned Food Month guidelines kit, or for more information on how to get involved, contact:

The Canned Food  
Information Council  
500 North Michigan Avenue,  
Suite 200  
Chicago, IL 60611  
Phone: (312) 836-7279

## Legislative Update

From Page 1

### Child Labor Penalties Raised

The Department of Labor has amended the rules regarding civil penalties for child labor violations to raise to \$10,000 the maximum civil money penalty to be assessed for each employee who is the subject of a child-labor violation.

### Employer Allowed to Conduct Surprise Tests

The sixth U.S. Circuit Court of Appeals recently upheld a Michigan employer's right to subject employees to surprise drug testing.

Eagle-Pincher Corp. employs 230 people at its Michigan plant, which handles hazardous materials. When hired, all employees must sign a form to acknowledge that their employment is at will. Employees then receive a handbook that lists rules of conduct - the first rule of conduct prohibits intoxication while on duty.

In 1988, the employer began a campaign to rid the Michigan plant of a drug problem. The campaign included hiring an undercover agent, and two employees were arrested for selling drugs.

The employer then performed a surprise drug screening. Nine employees refused to take the test, and the employer treated the refusals as voluntary resignations. More than 200 employees submitted to the drug test, and the employer immediately dismissed any employee who tested positive for drugs.

Claims were brought against the employer by the employees who were dismissed for testing positive or for refusing to submit to the drug test.

However the trial court dismissed the lawsuit. The appellate court affirmed the trial court's decision.

### Gasoline Tank Fee Suspended

The State Fire Marshal has announced that \$100 annual gasoline-tank fee was suspended as of September 30 because the UST Fund has exceeded \$8 million; tank registration, however, is still mandated. For more information contact: MUST Report, Capitol Reports Inc., (517) 484-4481.

## RETURNABLES!

Do you find returnables:

- › TIME CONSUMING
- › AN INVENTORY PROBLEM
- › DIRTY
- › QUESTIONABLE RETURN ON YOUR MONEY

WE HAVE THE SOLUTION TO YOUR PROBLEM

The **X-ACT COUNT 240**  
can & plastic bottle counter

**ONLY \$39.95**

Now available - electronic X-Act count.

Patent Pending

**NEW!! Plastic Sleeves**

Accurately counts all aluminum cans and plastic bottles, except 2 liter

Allows inventory count at any time to reconcile with register payouts

1 person can sort and count 2000 returnables per hour. Accurate count saves an average small store approximately \$4000.00 annually over the current bag & sieve method.

Can you afford not to use the X-Act Count 240???

Replaces dirty sagging cardboard sleeves with sturdy washable plastic sleeves

**ONLY \$14.99**

To order the X-Act Count 240 or Plastic Sleeves, call or write:  
ROLL RITE CORPORATION  
2574 School Rd.  
Alger, MI 48610  
Phone: (517) 345-3434  
We ship UPS same day as order is received.

**X-ACT COUNT 240**

"The best \$39.95 you've ever spent!"

## New WIC Infant Formula

Wyeth-Ayerst Laboratories replaces Mead Johnson Nutritionals as the new contractor to provide milk-based and soy-based iron-fortified infant formula for the Michigan WIC Program beginning November 1, 1992. The contract term is for three years. As you know, Mead Johnson has been the state's infant-formula provider since November 1, 1989.

Approximately 96% of the infant formulas purchased by the WIC Program will be S.M.A. Iron Fortified and Nursoy manufactured by Wyeth-Ayerst.

WIC authorized vendors must anticipate an increase in demand for S.M.A. Iron Fortified and Nursoy and a significant decrease in demand for Enfamil with iron and Prosobee after November 1, 1992.

If you have any questions regarding this matter you may contact your vendor relations analyst at (517) 335-8937.

## Advertising possible health benefits of alcohol could be hazardous to your store's health

By Fred Niemann, Jr., National Association of Beverage Retailers General Counsel

Recently, the possible health benefits of alcohol, and red wine in particular, have received a great deal of publicity, primarily due to a report on the 60 Minutes television show. In response to this favorable publicity, several retailers have asked about the advisability and legality of advertising red wine or alcohol as being healthful when used in moderation.

Such advertising by retailers is not advisable in today's social and legal climate.

First, whether alcohol beverages are healthful or harmful when moderately consumed remains a subject of fierce scientific debate. Until the issue is finally resolved in scientific circles, there are many critics of the industry who believe that it is inappropriate for the industry to point to the favorable studies, without mentioning studies which indicate that alcohol abuse carries certain dangers.

Indeed, the U.S. Surgeon General and various other state and federal health officials have made it clear that they will strongly oppose efforts by the industry to promote alcohol as having health benefits. Whether this governmental policy is wise or unwise, the net effect is that industry members who attempt to promote alcohol as beneficial for health are likely to be subject to intense regulatory scrutiny and possible punitive action.

In addition, advertising health benefits of alcohol may expose a retailer to lawsuits from consumers. There are many health and consumer groups who feel that it is deceptive to claim that moderate alcohol use is beneficial. These groups may be eager to test their theory by suing industry members under state and federal deceptive advertising laws.

Also, the recent Supreme Court decision which permitted certain consumers to sue tobacco companies for tobacco-related problems may ultimately be expanded to apply to alcohol. In that case, the court indicated that the warning given to consumers by federally mandated warning labels does not prevent a con-

sumer from suing the tobacco company for health-related damages if the tobacco company had made representations to the customer that the produce had certain health benefits. Under that case, making positive health claims may have opened a door to liability which would have been closed otherwise.

In short, in today's social, governmental and legal climate, it is not wise for an alcohol beverage retailer to promote or advertise the possible health benefits of alcohol.

## ALCOHOL-RELATED FATALITIES DROP 10% IN 1991

Traffic deaths related to alcohol dropped nearly 10% between 1990 and 1991, U.S. Transportation Secretary Andrew Card announced June 22.

Alcohol-related traffic deaths (those where a driver, pedestrian, etc., involved in a crash had a trace of alcohol in his or her bloodstream) declined from 22,083 in 1990 to 19,900 in 1991. The 9.9% drop was the largest one-year percentage decline detected by the Transportation Department since it began issuing

such statistics in 1982.

According to Card, the proportion of alcohol-related deaths represented 48% of all traffic deaths in 1991 — another ten-year low. By comparison, alcohol was involved in 50% of all traffic deaths in 1990 and 57% in 1982.

Card also reported that out of all drivers age 15-20 involved in fatal accidents in 1991, 20% were intoxicated (blood alcohol concentration of 0.10 or higher) compared to 31% in 1982.

## Hungering for a complete pizza program...

### GET YOUR SHARE OF THE PIZZA MARKET!

Pizza outsells all other types of fast food. If your customers are ordering a delivery pizza to eat with the beverages they purchase at your store, why not sell them the pizza too!

*Perky's offers a complete freshbaked pizza program that delivers the quality your guests are hungerring for*



*Perky's patented Fresh Bakery Station, shown with optional lighted canopy*

### 20 PIZZAS PER DAY RETURNS AN INVESTMENT IN JUST 6 MONTHS!

Perky's is designed to be like a franchise with everything included. But with Perky's there's no franchise fee or continuing royalties...just profit!

It's time to project a stronger bottom line and better serve your guests. You've heard of us, so call Perky's today!

## ...it's complete!

**perky's.**  
fresh baked...pizza, etc.



FOR MORE INFORMATION, CONTACT

**DCH FOOD EQUIPMENT INCORPORATED**

3350 E. DAVIDSON - DETROIT, MI 48212 - (800) 896-4DCI

**KENWORTH food equipment co.**

1200 GODFREY SW - GRAND RAPIDS, MI 49503 - (616) 243-8862

## AFD Offers Special Advertisement for Members To Feed The Hungry

AFD members can participate in the fourth annual "Help Feed the Hungry: Buy a Case of Food" campaign, which begins November 16 and will continue through the holiday season.

Gleaners Community Food Bank is conducting the campaign with the cooperation of Michigan National Bank. The Associated Food Dealers of Michigan is helping in the effort by donating space for a public service advertisement in this publication.

Appearing on this page is a public service ad which allows readers to designate the cases of food they wish to donate for the hungry and tells them where they can mail their checks.

"Readers can take a direct role in feeding the hungry," explains Gene Gonya, Gleaners' president. "The monies from the campaign are used to purchase and distribute cases of food at no cost to our member agencies."

Residents of southeastern Michigan contributed \$279,015 to the "Buy a Case of Food" campaign last year. This translates into over 700,000 pounds of food for the needy.

Since its inception in 1988, the "Buy a Case of Food" campaign has raised more than 1.5 million pounds of food.

Readers can obtain more information about Gleaners by calling Gene Gonya at (313) 923-7855.

## Gleaners Community Food Bank and Second Harvest Provide Food for Florida Hurricane Victims

Hurricane Andrew will go down in American history as one of the worse events to hit the state of Florida. But the response of the American people in helping those devastated by the storm will also be recorded as a historic outpouring of concern and kindness.

Many individuals, churches and organizations answered Florida's cry for help after the

hurricane ravaged the community of Homestead and surrounding areas, leaving many families hungry and homeless. The Second Harvest Food Bank quickly sprang into action by warehousing and distributing 5.7 million pounds of food in the first two weeks.

Thanks to many AFD members and also concerned individuals, the Gleaners Community Food Bank was able to assist the relief effort by sending 40,000 pounds of food to the Miami area. Some of the principal donors (General Mills, Nabisco, M&M/Mars, Uncle Ben's, Pillsbury, Procter & Gamble, Nestle and Best Foods) sent representatives to Florida the first week after the disaster.

They toured the Second Harvest Distribution Center Warehouse, met with the military command, and saw the field kitchens and the people being served.

The food company representatives were amazed that the Second Harvest network was able to mount a food distribution operation and staff it in such a short time. The private sector — from food product companies and other corporations, to concerned individuals, to organized food banks — came through when the need was greatest.

It is encouraging to know that this support system would be available to come to Detroit if we had the need.

### HELP FEED THE HUNGRY

## Buy a Case of Food



Use this coupon to Help Feed the Hungry. Gleaners Community Food Bank will use your donations to purchase the cases of food you select and distribute them at no cost to over 180 soup kitchens, church pantries, and emergency shelters.

---

**INDICATE THE NUMBER OF CASES OF EACH ITEM YOU WISH TO BUY FOR THE HUNGRY**

<input type="checkbox"/> Castleberry Beef Stew	\$14.06 case
<input type="checkbox"/> Bush's Deluxe Pork & Beans	\$10.85 case
<input type="checkbox"/> Star Kist Chunk Light Tuna	\$40.00 case
<input type="checkbox"/> Kroger Peanut Butter	\$18.00 case
<input type="checkbox"/> Welch's Grape Jelly	\$19.35 case
<input type="checkbox"/> Ragú Old World Style Spaghetti Sauce	\$20.44 case
<input type="checkbox"/> Healthy Choice Chicken Noodle Soup	\$14.40 case
<input type="checkbox"/> Kroger Instant Potatoes	\$14.03 case
<input type="checkbox"/> Beech Nut Baby Food	\$ 7.20 case
<input type="checkbox"/> Juicy Juice (Grape Juice)	\$12.83 case
<input type="checkbox"/> Sunshine HiHo Deluxe Crackers	\$25.50 case
<input type="checkbox"/> S·M·A Infant Formula	\$24.86 case
<input type="checkbox"/> Kroger Toasted Oats Cereal	\$16.50 case

Gleaners salutes the above food industry associates for their involvement in our continued efforts to Help Feed the Hungry.

Enclosed is my check in the amount of \$\_\_\_\_\_ for \_\_\_\_\_ case(s) of food as a tax deductible contribution to Gleaners Community Food Bank to Help Feed the Hungry.

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Please make checks payable to Gleaners Community Food Bank and mail with this coupon to: 2131 Beaufait, Detroit, Michigan 48207.


 For more information call (313) 923-3535. <sup>156</sup>  
8/15/91

## Piggly Wiggly Corporation and Capistar, Inc. Establish Retail Group Program in Northern States

Lawrence L. Crane Jr., president of Piggly Wiggly Corporation, and Thomas Beckett, president of Capistar, Inc., announced recently that the two companies have entered into an agreement to establish a Piggly Wiggly retail group program in the Michigan, Indiana and Ohio areas.

Capistar, Inc., a retail support center headquartered in Holt, Michigan, will coordinate their efforts with Memphis-based Piggly Wiggly Corporation to franchise the Piggly Wiggly name to independently owned stores in the regions currently serviced by Capistar.

According to Beckett, the company views the union as an opportunity to expand geographically and establish a strong presence in that region. "We are looking to penetrate markets in Ohio, Michigan and Indiana," said Beckett. "Entering into a business relationship with Piggly Wiggly is the vehicle to help us do that."

We are extremely impressed by Capistar's program, their staff, and their understanding of the independent retail market," said John Chinault, senior vice president of Piggly Wiggly Corporation. "The market holds potential for considerable growth for Piggly Wiggly and Capistar."

Capistar, Inc. is a wholly owned subsidiary of Spartan Stores, Inc., headquartered in Grand Rapids, Michigan.

## Extending Shelf Life

Abnormal ripening problems occur when fresh produce is shipped any great distance because of reduced temperatures required in transit. An Agricultural Research Service chemist developed an edible, inexpensive film that can be easily applied to fruit and vegetables to retard ripening. Made from natural food ingredients, the coating extends shelf life of tomatoes, oranges, carambolas and bananas, allowing storage at 70 degrees F. (Myrna Nisperos-Carriedo, (813) 293-4133)



**Hollywood Market Shopper Wins GEO Tracker**

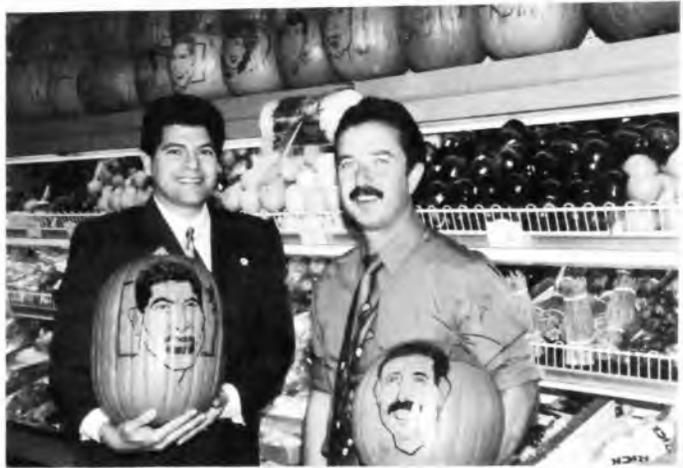


**Marlene Koreck** knows how to "bring the bacon home" in style. The Madison Heights mother of three loaded that bacon, along with \$300 worth of other groceries into her brand new sporty GEO Tracker on Monday, September 28, 1992. She was awarded the new car, complete with groceries, at the Hollywood Market in Royal Oak, 805 S. Campbell, where she

regularly shops. Koreck, a cashier at Gail's Office Supply, entered to win the car during a September contest in which entrants had to guess the dollar amount of the groceries that filled the GEO Tracker on display. Koreck said she based her guess on her shopping experiences at Hollywood. "It looked like it held about 20 bags of

groceries," she said. "I usually buy 15 bags of groceries a week, and I know what that costs, and I regularly shop at that store." Thom Welch, AFD board member and owner of Hollywood, said that Koreck guessed within six cents of the value of the groceries. Welch also gave away five trips to Mission Point Resort on Mackinac Island during the contest.

**Sarafa and Karmo Face to Face with their Pumpkin Pusses**



Joe Sarafa, Executive Director of the Associated Food Dealers, stopped by to check out the changes at Johnny Karmo's Market Square and see his likeness on a pumpkin. The store recently underwent a massive remodeling project, inside and out. To help celebrate the renovation, some caricature artists accepted the challenge of putting Detroit area media personalities and Tigers, Lions, Pistons and Red Wings on the pumpkins. After the "Renovation Celebration" the pumpkin caricatures were donated to Beaumont Hospital's children's ward for

their Halloween Party.

In addition to the pumpkin people, each day of the celebration specialty food items were available for tasting. A wide variety of Market Square recipes were offered for sampling.

Architect Victor Saroki, a team of designers and artists, are responsible for the new look. From the inviting facade with the feel of a village market place, to the richly colored murals inside, the design is upscale and contemporary without losing the warmth and charm of a friendly neighborhood grocery store.



Ray Amyot, AFD Food & Beverage Report advertising manager, snapped this photo at the Grand Traverse Resort during the successful 1992 MGA Trade Show



**Michigan Sugar Company** was honored with the award for "Best Display of Product" at the 1992 MGA Trade Show.

Pictured from left to right are Nancy Ryan and John Curry of the Michigan Sugar Company, Linda Goble, president of Michigan Grocers Association and Michigan Sugar Company's brokerage representative Bill Nesseth of Conrad Patterson Associates of Southfield.

*Charting The Course*

In 1492 Columbus changed the course of history  
 In 1992 our innovative insurance programs are still setting the course for the industry

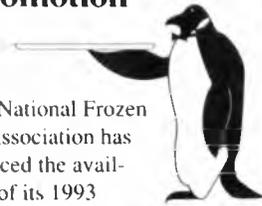
- Employee Benefits
- Property
- Workers' Compensation
- Liability

**Administrator of AFD's  
 Workers' Compensation Plan**

**CMC**  
 Creative Risk Management Corporation

4620 Harper Avenue, P.O. Box 285, Mt. Clemens, MI 48046-285  
 (313) 792-6355 Fax # (313) 792-9429

## National Frozen Food Association Paves the Way for March Frozen Food Promotion



The National Frozen Food Association has announced the availability of its 1993 Promotions Kit, featuring this year's theme, "Quality on Parade."

This 64-page promotion book for use by both the retail and food service sectors, includes everything needed to plan a National Frozen Food Month event. The directory lists people that make NFFM happen, such as the coordinators of the event and local frozen food organizations. Case histories follow the directory, and describe in detail several outstanding National Frozen Food Month promotions to help retailers, distributors and others get ideas for their own promotions.

To obtain NFFA point-of-sale and specialty item order forms, which include full-color pictures of each item, or copies of the 1993 Promo Book, contact

The National Frozen Food Association,  
4755 Linglestown Rd., Suite 300  
Harrisburg, PA 17112:  
(717) 657-8601;  
fax (717) 657-9862.

## NAWGA Says Free Trade Agreement Will Benefit Food Industry

Adoption of the North American Free Trade Agreement will benefit U.S. food producers and consumers alike, creating new opportunities on both sides of the U.S.-Mexican border, according to John Block, president of the National-American Wholesale Grocers' Association (NAWGA).

"There are very few agreements we have ever signed that are likely to be so beneficial to the U.S. as this one. With the adoption of NAFTA, Mexico is going to become our next great export market," Block told the House Subcommittee on Trade today during a congressional hearing on the free trade pact.

Block, who also serves as chairman of the National Agricultural Advisory Committee, said the NAFTA would increase the accessibility of produce in U.S. supermarkets on a year-round basis. The Mexican growing season "complements the U.S. horticultural season and will make up for shortages in U.S. production due to season declines and also due to natural disasters like storms and droughts."

The NAFTA also will create new markets for U.S. agricultural exports to Mexico, already the U.S.' third-largest export market for food products. "Elimination of the Mexican import license system should further improve our chances to sell more agricultural products to Mexico," Block said.

Block, who served as Secretary of Agriculture from 1981 to 1986, said the free trade agreement also will enhance opportunities for U.S. food companies to enter the Mexican consumer market and distribute food to the 90 million Mexican consumers. While two NAWGA member companies already are involved in joint ventures with Mexican food distributors, "more U.S. businesses will certainly follow in these companies' footsteps if NAFTA is adopted," Block testified.

The agreement as proposed contains protections from sudden surges in Mexican exports to the U.S., and maintains good phytosanitary standards for agricultural products. "Our negotiators have been very sensitive to the needs of U.S. producers. I have high confidence in the capability of U.S. agricultural producers to adapt and compete with anyone in the world," Block told the panel.

"The NAWGA membership will work with the Congress, the Department of Agriculture and the FDA to ensure the quality of any fresh perishable or processed food that we may import from Mexico. This is an ongoing task that needs to be closely monitored, whether or not we have a free trade agreement with Mexico," Block said.

## Newly Designed Pallet May Save \$500 Million

A new block-style, true four-way entry pallet will be made available soon, which will help the grocery industry recoup some of the estimated \$500 million in annual losses due to pallet damage.

That conclusion about the new style pallet to be developed by the pallet industry is the key in helping reduce damage, improve productivity and increase payloads for grocery products.

Once the four-way entry pallet is ready for use, the phaseout of the notched stringer pallet can begin. Said Ross Murdock of Campbell Soup, co-chair of the joint panel: "Ever since we started four years ago, we recognized the notched stringer pallet has been a major cause of the \$500 million damage related to pallets that the grocery industry experiences annually.

"New, definitive studies by the Campbell Soup Co. based on extensive tests carried out at several of our plants, have provided stark evidence confirming this."

## Spartan Cash for Label Program Extended Through 1993

Spartan Stores, Inc. has announced plans to continue its successful Cash For Labels non-profit organization fund-raising program through the end of 1993.

Spartan Stores' Cash For Labels program allows participating groups the opportunity to earn two cents for every Universal Product Code (UPC) symbol from Spartan brand products they save and redeem.

Cash For Labels was originally scheduled to run through December 31, 1992, but Spartan stores and its retailers have decided to extend the program through 1993 based on the popularity of the program.

Except for two product groups, labels from any of the more than 1,000 Spartan brand products can be redeemed in Cash For Labels (for the sake of customer safety, UPC codes from 12-ounce Spartan pop in aluminum cans and Spartan refrigerated biscuits cannot be redeemed.)

## BUSINESS CARD DIRECTORY

To place your  
**BUSINESS CARD**  
in the space...

Call: Ray Amyot  
(313) 557-9600 or  
1-800-66-66-AFD

**DAVID TARR** Tile and Marble  
Specializing in:  
CERAMIC TILE ♦ MARBLE ♦ GRANITE  
(313) 437-8404

(313) 349-6130



- Web Offset
- Sheetfed
- Typesetting
- Graphic Design
- Mailing

THE PRINTING PEOPLE  
Kelley A. Petroskey

ROCKY H. HUSAYNU  
PROFESSIONAL INSURANCE PLANNERS  
*Health - Life - Disability - Annuities*

18470 W. Ten Mile Rd., Suite 210  
Southfield, MI 48075

(313) 55-ROCKY  
(313) 557-6259  
FAX (313) 557-9610

# SUPPORT THESE AFD SUPPLIER MEMBERS

## BAKERIES:

Ackroyd's Scotch Bakery & Sausage	532-1181
Archway Cookies	(616) 962-6205
Awrey Bakeries, Inc.	522-1100
Koepfingler Bakeries, Inc.	967-2020
S & M Buscuit Distributing	893-4747
Sunshine/Salerno	352-4343
Taystee Bakeries	476-0201

## BANKS:

Greenfield Mortgage Co.	274-8555
Madison National Bank	548-2900
Michigan National Bank	489-9100

## BEVERAGES:

Absopure Water Company	358-1460
American Brokers Association	544-1550
Anheuser-Busch, Inc.	354-1860
Bellino Quality Beverages, Inc.	946-6300
Brooks Beverage Mgt., Inc.	(616) 393-5800
Canandaigua Wine Co.	379-3644
Central Distributors	946-6250
Coca-Cola Bottlers of Mich.	478-2212
Coors Brewing Company	451-1499
Don Lee Distributing, Inc.	584-7100
E & J Gallo Winery	643-0611
Eastown Distributors	867-6900
F & M Coffee	851-5774
Faygo Beverages, Inc.	925-1600
Frankenmuth Brewery	(517) 652-6183
General Liquor	868-5100
General Wine	867-0521
Hiram Walker & Sons, Inc.	626-0575
House of Seagram	262-1375
Huben 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
Pabst Brewing Co.	887-2087
Paddington Corp.	345-5250
Pepsi-Cola Bottling Group	641-7888
Powers Dist.	682-2010
R.M. Gilligan, Inc.	553-9440
Royal Crown Cola	(616) 392-2368
Serv-U-Matic Corporation	528-0694
Seven-Up of Detroit	937-3500
Spirits of Michigan	521-8847
Stroh Brewery Company	446-2000
Tetley Tea Co.	(216) 331-4062
Viviano Wine Importers, Inc.	883-1600

## BROKERS/REPRESENTATIVES:

Acme Food Brokerage	968-0300
Ameri-Con, Inc.	478-8840
Denha General Brokers	776-1610
ELC Associates	624-5133
Hanson Faso Assoc.	354-5339
J.B. Novak & Associates	752-6453
James K. Tamakian Company	424-8500
John Huetteman Co.	296-3000
Marks & Goergans	354-1600
McMahon & McDonald, Inc.	477-7182
Northland Marketing	353-0222
Paul Inman Associates	626-8300
Plester Company	591-1900
Stark & Company	851-5700
VIP Food Brokers International	885-2335

## CANDY & TOBACCO:

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

## CATERING/HALLS:

Country House Catering	(517) 627-2244
Emerald Food Service	546-2700
Gourmet House, Inc.	771-0300
Karen's Kafé at North Valley	855-8777
Nutrition Services	(517) 782-7244
Pennas of Sterling	978-3800

Southfield Manor	352-9020
St. George Cultural Center	335-8869
Taste Buds	(517) 546-8522
Thomas Manor Catering	771-3330
Tina's Catering	949-2280
Vassel's Banquet Hall & Catering	354-0121

## DAIRY PRODUCTS:

American Dairy Assoc.	(517) 349-8923
Berneia Food Service	(800) 688-9478
Borden Ice Cream	871-1900
Dairy Products of Michigan	552-9666
McDonald Dairy Co.	(517) 652-9347
Melody Farms Dairy Company	525-4000
Milk-O-Mat	864-0550
Stroh's Ice Cream	568-5106
Tom Davis & Sons Dairy	399-6300

## EGGS & POULTRY:

Cavanaugh Lakeview Farms	475-9391
Linwood Egg Company	524-9550

## FISH & SEAFOOD:

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

## FRESH PRODUCE:

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

## ICE PRODUCTS:

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

## INSECT CONTROL:

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

## INSURANCE:

America One	(517) 349-1988
Blue Cross/Blue Shield	(800) 486-2365
Capital Insurance Group	354-6110
Creative Risk Management Corp.	792-6355
Gadaleto, Ramsby & Assoc.	(517) 351-7375
Jardine Insurance Agency	641-0900
K.A. Tappan & Assoc. Ltd.	473-0011
Macatawa Ent.	(616) 335-9551
Marketplace Insurance	553-2280
Miko & Assoc.	776-0851
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
Groeb Farms	(517) 467-7609
Home Style Foods, Inc.	874-3250
Jaeggi Hilldale Country Cheese	(517) 368-5990
Kalil Enterprises, Inc.	527-7240
Kraft Foods	261-2800
Michigan (Pioneer) Sugar	(517) 799-7300
Monitor (Big Chief) Sugar	(517) 686-0161
Nabisco, Inc.	478-1400
Nestle Food Company	851-8480
Philip Morris U.S.A.	489-9494
Prince Macaroni of Michigan	772-0900
Red Pelican Food Products	921-2500
Roll Rite Corp.	(517) 345-3434
Singer Extract Laboratory	345-5880
Tony's Pizza Service	634-0606

## MEAT PRODUCTS/PACKERS:

Hartig Meats	832-2080
Hillshire Farm & Kahn's	778-3276
Hygrade Food Products	464-2400
Kowalski Sausage Company	873-8201
L.K.I. Packing, Inc.	833-1590

Nestle Foods	851-8480
Oscar Meyer & Company	488-3000
Pelkie Meat Processing	(906) 353-7479
Smith Meat Packing, Inc.	458-9530
Swift-Eckrich	458-9530
Thom Apple Valley	552-0700
Winter Sausage Mfg., Inc.	777-9080
Wolverine Packing Company	568-1900

## MEDIA:

Arab & Chaldean TV-62 Show	352-1343
C & G Publishing, Inc.	756-8800
Chaldean Detroit Times	552-1989
Daily Tribune	541-3000
Detroit Free Press	222-6400
Detroit News	222-2000
Detroit Newspaper Agency	222-2512
Gannett National Newspapers	357-7910
Macomb Daily	296-0800
Michigan Chronicle	963-5522
The Beverage Journal	454-4540
WDIV-TV4	222-0643
WJBK-TV2	557-9000
WLTJ-Lite FM	354-9300
WWJ-AM/WJOL-FM	222-2636

## NON-FOOD DISTRIBUTORS:

Albion Vending	(517) 629-3204
Enca'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
Gonn 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
Insignia Systems	(612) 553-3200
Iniro-Marketing	540-5000
J.R. Marketing-Promotions	296-2246
PJM Graphics	535-6400
Point of Sale Demo Service	887-2510
Safeguard Business Systems	548-0260
Stanleys Advtg. & Dist.	961-7177
Stephen's NU-AD, Inc.	777-6823
T.J. Graphics	547-7474

## SERVICES:

Akram Namou CPA	557-9030
American Mailers	842-4000
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. Shuttle P.C.	288-2080
Follmer, Rudzewicz & Co., CPA	355-1040
Goh's Inventory Service	353-5033
Golden Dental	573-8118
Great Lakes Data Systems	356-4100
Karoub Associates	(517) 482-5000
Menczer & Urcheck P.C., CPA	356-1620
Merrill Lynch	656-4320
Metro Media Associates	625-0700
Michigan Bell	221-7310
National Exposition Service	865-1000
News Printing	349-6130
Nona & Company P.C., CPA	351-1760
Oakland Realty	557-7700
Pappas Cutlery Grinding	965-3872
Paul Meyer Real Estate One	341-4522
PDK Labs Inc.	(516) 273-2630
Rosman 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
---------------------	----------

## STORE SUPPLIES/EQUIPMENT:

Belmont Paper & Bag Company	491-6550
Bollin Label Systems	(800) 882-5104
Brehm Broaster Sales	(517) 427-5858
DCI Food Equipment	369-1666
Hobart Corporation	697-7060
MMI Distributing	582-4400
Market Mechanical Services	680-0580
Midwest Butcher & Deli Supply	588-1810
Refrigeration Engineering, Inc.	(616) 453-2441
Stateride Food Equipment Dist.	393-8144
TRM Copy Centers	(503) 231-0230

## WHOLESALE/FOOD

### DISTRIBUTORS:

Bremer Sugar	(616) 772-9100
Cabana Foods	834-0800
Capistar, Inc.	(517) 699-3605
Capital Distributors	369-2137
Central Foods	933-2600
Detroit Warehouse Co.	491-1500
EBY-Brown Co.	(800) 532-9276
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	493-0011
I & K Distributing	491-5930
J & J Wholesale Dist.	795-4770
J.F. Walker	(517) 787-9880
Jerusalem Foods	595-8505
Kehe Food Distributors	(800) 888-4681
Kramer Food Company	585-8141
Lipari Foods	469-0131
Louren Kachagian Distributing	843-2898
Maxwell Foods, Inc.	923-9000
McInerney-Miller Bros.	833-8660
Metropolitan Grocery	871-4000
Midwest Wholesale Foods	744-2200
Miesel/Sysco Food Service	397-7990
Mucky Duck Mustard Co.	683-5750
Norquack Distributing Co.	522-1000
Northwest Food Co. of Michigan	368-2500
Rich Plan of Michigan	293-0900
Sackett Ranch	(517) 762-5049
Scot Lad Foods, Inc.	(419) 228-3141
Sherwood Food Distributors	366-3100
State Wholesale Grocers	567-7654
Stephenson & Stephenson	(906) 293-3851
Spartan Stores, Inc.	455-1400
Super Food Services	(517) 777-1891
Superior Fast Foods, Inc.	296-7118
Tony's Pizza Service	(800) 247-1533
Value Wholesale	862-6900
Weeks Food Corp.	727-3535
Ypsilanti Food Co-op	483-1520

## ASSOCIATES:

American Synergistics	427-4444
Basket Case	831-4438
Bureau of State Lottery	(517) 335-5600
Business Dining Serv.	489-1900
Club Cars	459-8390
Herman Rubin Sales Co.	354-6433
Livermore-Davison Florist	352-0081
Minnich's Boats & Motors	748-3400
Power House Gym	865-0111
Wilden & Assoc.	588-2358

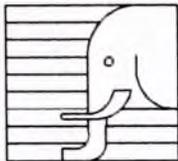
The area code is 313 for above listings unless otherwise indicated.

If you are not listed or need to change your listing, contact Jim Larges at AFD at 557-9600.

**REMEMBER TO VOTE**

**ON NOVEMBER 3rd**

*for the candidate of your choice*



*or if write-in choices are needed  
here are some of our leading candidates...*



**THE**  
**Pfeister**  
COMPANY

*The People's Choice!!*



*Charlie The Starkist Tuna*

*( Represent in Detroit/Saginaw only )*



*Morris The Nine Lives Cat*

*( Represent in Detroit/Saginaw only )*



*Pillsbury Doughboy*



*Green Giant Sprout*



*Jolly Green Giant*



*California Raisin (Dole)*



**THE**  
**Pfeister**  
COMPANY

**YOUR STATE-WIDE FOOD BROKER**

DETROIT  
(313) 591-1900

SAGINAW  
(517) 793-8100

GRAND RAPIDS  
(616) 949-7210