

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

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and its affiliate, Package Liquor Dealers Association

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WHAT'S INSIDE

Meet Senator Arthurs	4
Employee Theft On The Rise	6
Abbott Drugs Continues Old Values	8
Project Hang Up	10
FTC "Green" Guidelines	20

LEGISLATIVE UPDATE

Privacy for Workers and Consumers

Legislation which prevents grocers and other employers from monitoring employees through telephone, computer terminals and other electronic devices was approved by the House Education and Labor Committee recently. As approved the legislation will permit monitoring only if the employee has received notification, and only during the first six months of employment or if suspected of criminal activities.

Revised 1120-W

When making estimated tax payments, companies should not use the Form 1120-W that the IRS mailed to them at the beginning of the year. The IRS has announced that those forms contain errors and do not conform with 1991 tax law changes. Instead, companies should be using the revised Form 1120-W now available from the IRS.

Model Language Defining Food Items For Purposes Of Sales Taxation Under Study

A public hearing is scheduled for October 16 in Washington, D.C. by the Multistate Tax Commission (MTC) to discuss a model regulation for states that either already exempt or are considering exempting certain food items from their sales tax.

See Sales Tax, Page 4

Marketing To The Beer Connoisseur



*Americans know
how to consume beer
but not how to taste it.*

There is a wealth of information surrounding the making, tasting and purchasing of wines. Fine dining restaurants create dinners featuring special wines; and wine tastings have become very trendy. American wine consumers therefore are increasingly more educated, more interested and more willing to invest in the product. Beer, on the other hand, has not enjoyed the same amount of pomp and circumstance.

There is a general lack of information in the American market about specifics of brewing styles and their tastes and characters. Because of this, Americans know how to consume beer but not how to taste it. To be successful at selling and marketing fine beer, it is important to be well educated in beer tasting so you can then educate your customers.

Tasting

There are three key points on the palate that help us distinguish

the character of the beer we are drinking.

The front of the palate: The top of the tongue gives us the taste of sweetness. Here is where we get the variety of character that the sweetness of malt brings to beer.

The middle of the palate: We taste saltiness here, we also feel the "weight" of the beer on the

palate and the amount of carbonation.

Aftertaste: Unfortunately, this is probably the most important but least understood of the palate characters. The customer has been brainwashed to believe that to be good "no aftertaste" is important. Nothing could be farther from the truth. An aftertaste can be sweet or dry, long or short, or any combination of all of these. Aftertaste provides the balance for what is tasted at the front of the palate and most definitely belongs there. What we get for an aftertaste is in direct relation to the style of beer being consumed, therefore the consumer needs to know more about beers stylistically.

The two main characters we sense while tasting beers are sweetness and dryness/bitterness.

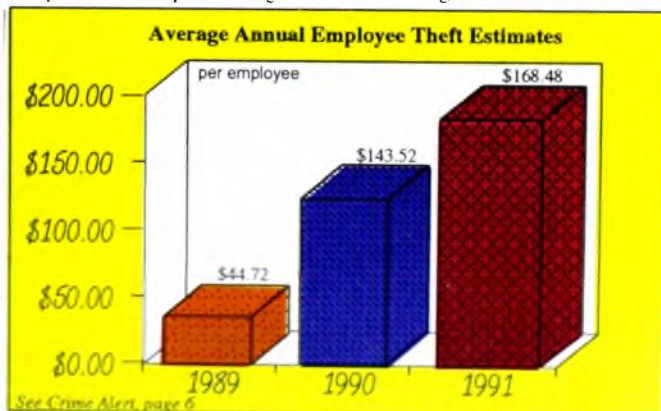
Sweetness comes from malt and has many impressions from the many different types of malt available to the brewer.

The dryness/bitterness comes from hops. Hops add both bitterness and aroma to beer with each specific variety of hop having a different ratio to the amount of bitterness vs the aroma characteristics it will give a beer.

The Many Faces of Beer

There are two categories of brewing, top-fermented and bottom-fermented. They are

See Beer, Page 16



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AFD CHAIRMAN'S REPORT

Food Safety is Fundamental

By Frank Arcori, AFD Chairman

Shigella, listeriosis, botulism!

A single incident of food poisoning can damage a good reputation that has taken years to build. With the growing interest in hot (and cold) prepared items in our deli cases we must take the time to insure that this food is always handled properly.

Concern over food safety should be foremost in every food handler's mind. Risks of contamination can come from the food itself, the supplier, cross contamination, or from the employee. One contaminated product, taken home and served, can have far-reaching effects. Besides causing serious harm to a customer, it will be a feast for the media.



Avoiding bad news is simply a matter of following some old rules about food safety which have not changed much over the years.

1. Raw and cooked foods should be kept apart.
2. Employees should wash their hands and all utensils and cutting boards after handling uncooked foods.
3. Raw vegetables should be washed thoroughly.
4. Raw meat should be cooked to 160 F; raw poultry to 180 F; raw fish to 160 F.
5. Hot foods should be kept at a temperature of 140 F.
6. Cold prepared foods must be kept at or below 40 F.

The old rules of - Keep it cold (or hot), keep it clean, keep it moving - still apply. If you sanitize properly and wash your hands, you're going to take care of 99 percent of the problem. In addition, cautious stores have found ways to protect themselves

against that last one percent. One way is changing the product flow in prepared food operations. A system is advisable to ensure that the product that has been in the case longest is sold first. Another way is changing the frequency of delivery. Sticking with proven products increases turnover and may be a key to always serving a quality product. It will look better, taste better and be safe because of the rapid turnover.

Employee education is fundamental. A meeting of managers and employees may be necessary to enlist their full cooperation. Food safety training videos are available. A course on food safety basics may help to convince employees of the importance of this issue. Hand washing, for example, must be done thoroughly; rinsing should be done from the fingertips toward the elbows so that the water carries bacteria away from the hands.

The good news is that protecting your reputation is a simple matter of protecting your customer.

Statement of Ownership

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AFD works closely with the following associations:



The Grocery Zone

By David Coverly



Senator Arthurhultz works to "clean" the House (and Senate)

By Virginia Bennett, Contributing Editor

Senator Philip Arthurhultz represents the 33rd district that serves Muskegon, Oceana, Mason and Newago counties. He serves in the Senate as Majority Floor Leader. Recent public interest in two important issues has catapulted Arthurhultz into the news.

As chairman of the Senate Ethics Committee, a self-policing



Senator Phillip Arthurhultz

Legislators should be influenced by whatever benefits society most, not by gifts, trips or honorariums.

body, Arthurhultz has responded to the public outcry for change. He has been especially diligent in regard to lobbyists representing special interest groups who

attempt to influence legislators with gifts.

According to Arthurhultz, lobbyists play a very important part in the political process. They benefit both the special interest group and the legislator. A grocer for instance, can't take time away from his family and his store to stay abreast of political matters that might have an impact on his business. The lobbyist can act for him and for other store owners at the same time.

While Arthurhultz feels that the lobbyist's role is important, "the one at the top of the heap should not have more of a senator's ear than another." Legislators should be influenced by whatever benefits society most, not by gifts, trips or honorariums.

Arthurhultz has introduced ethics reforms that will be considered in the Senate this fall. They include:

A ban on fees, gifts, meals, etc. from lobbyists to elected officials.

Limits on campaign donations from special interest groups, including Political Action Committees (PACs).

Income disclosure laws which would reveal the source of elected officials' income and any financial interests which would "conflict with the public's interest."

- Eliminating office holder's expense funds. Commonly called "slush funds" these are monies that can be spent in almost any way the office holder desires.
- Computerizing campaign finance records which would make them readily accessible to the press or citizens' groups.

Arthurhultz has also been in the news because he has taken a stand in favor of using tax dollars

to renovate Tiger Stadium. He believes that the surrounding neighborhood will, in turn, be revitalized. From his standpoint, creating different pockets of growth around the city is preferable to expanding the theatre district or moving the stadium away from downtown Detroit. "It would be a travesty if the walls surrounding the very mound from where Ilitch made his announcement were torn down," said Arthurhultz.

Helping the individual is important to Arthurhultz if it in turn benefits society. He once helped a store owner who was having trouble moving his stores' liquor license from city to township. What should have been a simple move (only a few blocks) was complicated with red tape. He took a special interest in the issue because he feels that government should serve its constituents, not make their life more difficult.

Building a better society, whether helping an individual cut red tape, keeping an urban neighborhood vital or restoring confidence in our elected officials, is a major concern for Senator Philip Arthurhultz. He can be reached at (517) 373-1635.

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Sales Tax, Cont. from Page 1

This model regulation is one portion of a larger proposal on uniform sales taxes.

MTC is an agency of state governments created in 1967 and designed to help make state tax systems "fair, effective and efficient." There are currently 19 full-member states and 14 associate-member states. Michigan is a full-member state. Although states are not required to adopt an MTC proposal, MTC does not issue a proposal unless a majority of its members indicate they will seriously consider the proposal in their state legislatures.

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Cherry Berry, Orange, Peach and the original Red Pop. Plus an entire sparkling water line with a touch of Orange, Raspberry, Grapefruit, Lemon Lime or Regular. (coming soon, Cherry.)

FAYGO



CRIME ALERT



Preliminary results of FMI/London House Third Annual Employee Theft Survey Indicate High Losses

The third annual London House/Food Marketing Institute supermarket theft survey addressed the following questions: (1) How much employee theft and counterproductivity occurred in the supermarket industry in 1991, (2) what kinds of employee theft and counterproductivity were taking place, and (3) what were the main characteristics of supermarket employees who most frequently engaged in on-the-job deviant behavior? 1,206 stores from 30 separate supermarkets were surveyed.

- The average supermarket employee admitted to stealing approximately \$168 per year from the supermarket. In addition, the survey respondents estimated that the amount of theft engaged in by their "average co-worker" equaled \$1,040 per year. The amount of actual employee theft probably falls somewhere between these two figures.

Many supermarket employees admitted to costly theft and other counterproductive behaviors. For example, 45% admitted to cash/property theft, 44% supported various theft activities, 58% participated in some form of "time theft" (i.e., sick-day abuse), and 81% reported engaging in some form of general counterproductivity (i.e., wasting materials and supplies, arguing with customers, working under the influence of drugs or alcohol).

- The most common types of theft and counterproductivity reported included: taking merchandise, equipment and supplies for personal use; eating food without paying for it; not reporting observed theft by employees or customers;

excessive tardiness; leaving work early without permission; faking illness and calling in sick; damaging property while horsing around; arguing with co-workers, supervisors and customers; doing slow or sloppy work on purpose; coming to work hungover from alcohol; and engaging in unsafe work practices.

- It was found that supermarkets that used preemployment integrity tests to select job applicants with intolerant attitudes toward theft had fewer instances of both general theft and severe theft than supermarkets that did not screen their applicants with integrity tests. In addition respondents in test-using stores reported less costly theft.

Shoplifting - The Food Marketing Institute estimates that shoplifting costs the supermarket industry more than \$2 billion a year. Based on surveys, the average cost of an item shoplifted is nearly twenty dollars.

Food Stamp Update:

Fountain Drinks: Eligible Or Not?

As many members know, the Food and Nutrition Service (FNS) is currently reauthorizing the nation's 213,000 authorized food stamp retailers. FNS is the division of the U.S. Department of Agriculture that administers the food stamp program.

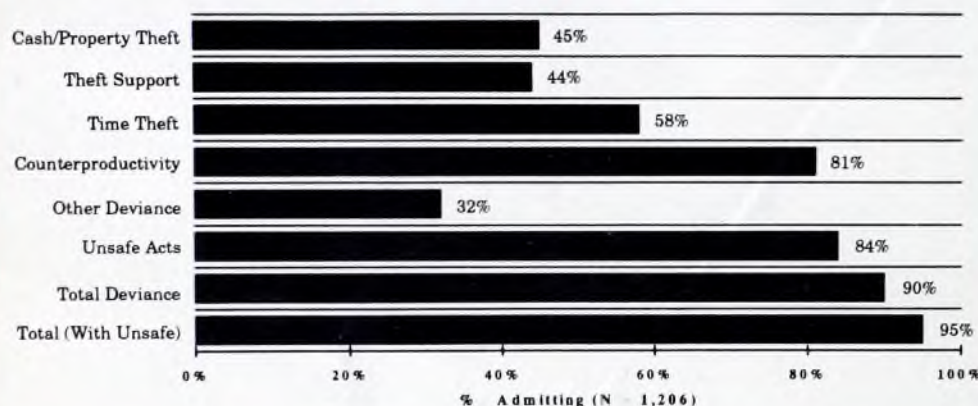
During this reauthorization process, several members have asked for clarification regarding the food stamp eligibility of fountain drinks. According to FNS, fountain drinks are eligible for purchase by food stamps, presuming they are to be consumed outside of the store.

If you accept stamps for fountain drinks, you must include their totals in your calculations.

However, FNS has shown considerable latitude as to whether retailers may consider fountain drinks as food stamp eligible. The reason is that, typically, FNS gauges these drinks as "not for in-store consumption" based on the presence of lids for carry-out purposes and the absence of inside seating for customers. You should also know that fountain drinks are only an "eligible" item, but not a "staple" item unless they contain juice and are uncarbonated.

The most current interpretation on this issue from FNS is this: if you accept stamps for fountain drinks, you must include their totals in your calculations. If you don't, their totals may be deleted from your application, likely making it easier for you to attain the 50 percent staple food requirement. Many members are looking closely at this issue and have decided not to offer fountain drinks for food stamps, citing difficulties in meeting the 50 percent criteria as the primary reason.

Percentage of Admissions by Category



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Old-Fashioned Drug Store Caters To Today's Customers

by Virginia Bennett, Contributing Editor

Businesses that survive in the 1990s will be the ones that provide excellent service to their customers. According to Eddie Catcho, co-owner of Abbott Drugs on Little Mack in St. Clair Shores, "Abbott Drugs never will be an Arbor or a Perry but we will always provide personal service."

Abbott Drugs is a store with an old-fashioned atmosphere in a typical small town neighborhood. The employees that were working in the store when Catcho bought it two years ago have stayed on. They are happy and Catcho considers them an asset. Helen, the cashier, has been working there for three-and-a-half years and the two pharmacists have ten years service between them. They know their customers by

name. The friendly faces made the transition to a new owner an easy one. Working for Catcho has been good for the employees. Helen says, "It's nice working for Eddie, he doesn't act like a 'boss.'"

Abbott Drugs is a store with an old-fashioned atmosphere in a typical small town neighborhood.

Customers enjoy the atmosphere too. Catcho and his employees know most of them by name. The drugstore is part of the morning schedule for one local day-care center. Every morning the little group comes in to make their purchases and say hello.

The improvements in the store are considerable. The biggest change is the way it has been cleaned up. It is immaculate, light and organized. For its size Abbott Drugs has an amazing array of products. Besides typical items one would expect, the store stocks



Day care students make their daily stop at Abbott Drugs.

everything imaginable from American flags to barbecue grills. There is a large food department with adequate baking supplies and fresh, discounted Sanders bakery products.

The store has many of the services that the bigger stores have. Abbott Drugs will deliver prescriptions with one-day notice. They have a copier and fax machine for the convenience of their customers. And every Tuesday from 1:00 p.m. to 5:00 p.m. a registered nurse conducts blood pressure screening.

Like many stores, Abbott Drugs sells lottery tickets. A few weeks ago they had a \$100,000 winner. Catcho also offers players a very popular option he calls a "second chance" lottery. Losing tickets are deposited in a box for a weekly drawing, giving someone another chance to be a winner. Each week three winners of the drawing get fifteen free lottery tickets. Catcho is a winner too. Although these tickets come out of the profit, his sales have gone up. His philosophy of "Take a little, get a little" is working.

Abbott Drugs is Eddie Catcho's first store. He previously managed other stores. His partner and brother-in-law, Nazar George Mansoor, also runs their second pharmacy Tradewinds Family Pharmacy in Detroit on Livernois and Seven Mile. Catcho is very happy owning Abbott Drugs. In the two years since he became owner he has married and had a baby. The hours at the store are perfect for his new family life.

Letters

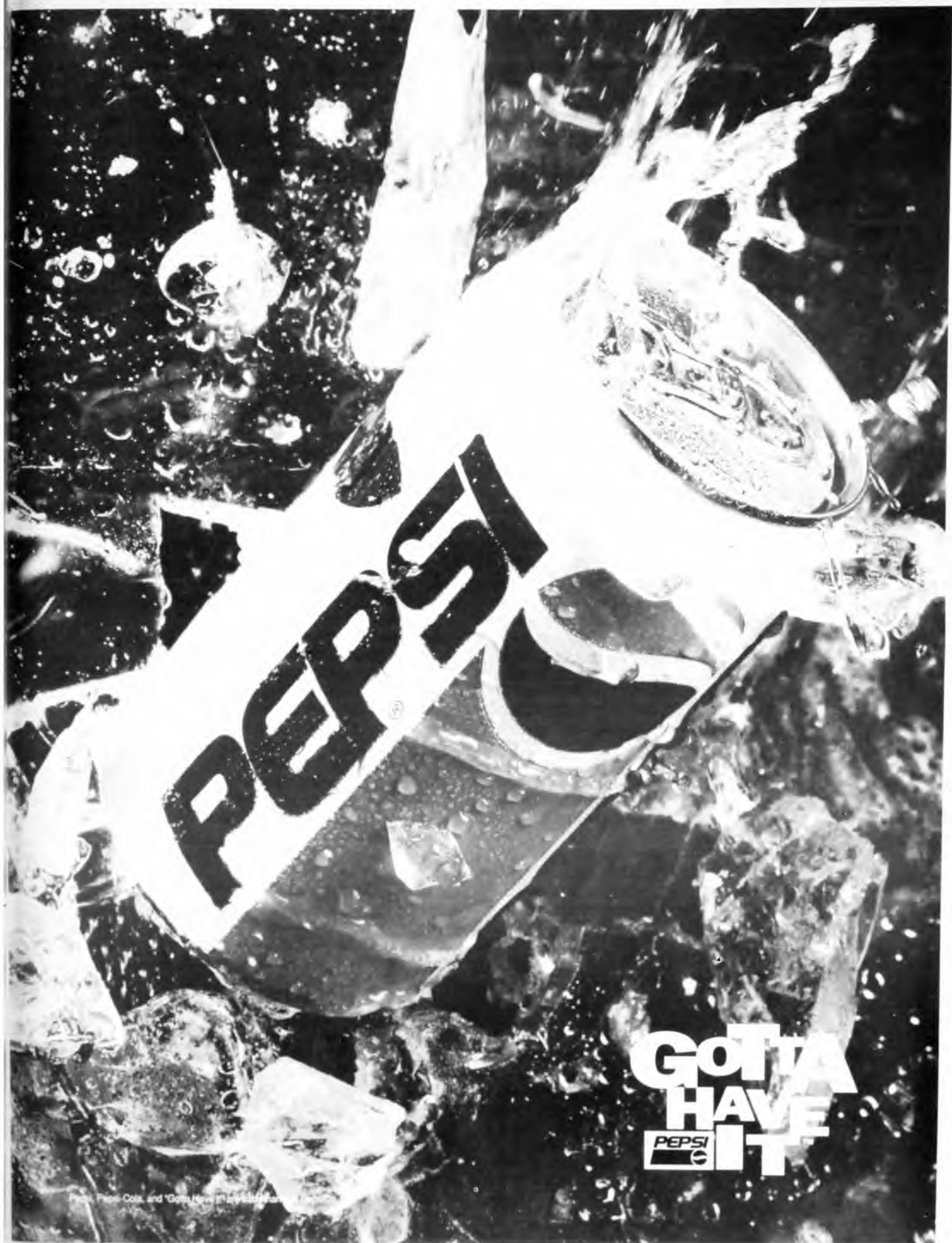
Dear AFD:

I am one of the 1992 scholarship recipients and would just like to thank your organization for the funds and the dinner reception. I would like to commend you on the success of the program also.

Once again, I really appreciate the scholarship and it will be put to very good use.

Sincerely,
Matthew Eddy





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PROJECT HANG UP

By Richard Darling.

President Michigan State Police Troopers Association



Enough is enough!

What began a few years ago as a mild annoyance has catapulted into a major consumer confidence game that threatens the credibility of all law enforcement. The issue is solicitations made on behalf of groups saying they represent police organizations. And it has to stop!

In the not too distant past, we didn't question the sincerity of a caller representing our local police department and asking for

funds. It didn't happen often. The money was likely earmarked for a worthwhile purpose like bullet-proof vests or playground equipment for underprivileged children. Back then, the money went where the caller said it would.



Sadly, those days are gone.

Soliciting on behalf of law enforcement has become a multi-million dollar business built on a quicksand foundation of dishonesty and hucksterism. The pockets of these profiteers are lined with the hard-earned money of independent business people and concerned citizens who truly believe that they are aiding their local law-enforcement officials. Nothing could be further from the truth. The solicitor pockets 80-90% of the funds collected.

These groups prey on small business owners.

A backstage view of the police solicitation industry offers little hope for a solution.

A law enforcement organization agrees to let its name be used by a professional solicitor in petitioning funds from the public. That's critical to the solicitor as it adds sorely needed legitimacy to the solicitation effort. Without it, there's no "hook" to reel in an unsuspecting public.

Fully credentialed, the solicitor is now free to "work the magic." In carefully crafted statements that take advantage of the credibility of police officers, potential contributors are led to believe the caller is just down the street and the donation will bolster local law enforcement efforts. In reality, it is most unlikely that the call is local. WATS lines (Wide Area Telephone Service) are a mainstay of the solicitation business.

"To make it, fake it," learned an enterprising reporter a few years ago when he went undercover to get a close-up glimpse of police solicitations. That credo remains in effect today.

Senior citizens and small business owners, those who can least afford to alienate law enforcement, are the frequent targets of solicitors. The impression is left that a contribution will prompt a better or quicker law enforcement response, or the public is led to believe that less than adequate police protection could result from a failure to contribute.

Remember, the police department provides service to everyone, not just those who make contributions.

One particularly disgusting practice is to solicit donations for a police officer slain in the line of duty. While family and friends, even total strangers, mourn the officer and console the family, solicitors descend on the community and treat the tragedy as an opportunity to ask for money. These opportunists collect funds on behalf of widows and orphans, with little or no money going for the intended purpose. Compounding the injustice is the fact that legitimate efforts to aid the family are therefore jeopardized.

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Currently the legislature is considering a proposal to regulate those who go to the public asking for funds in the name of law enforcement. The original intent of bill sponsor Rep. Curtis Hertel (D-Detroit) was to ban all police-related solicitations. That course of action, however, was prohibited by a United States Supreme Court ruling. Regulation became the only alternative.

The legislation will be a welcome tool to combat the problems associated with law enforcement solicitations..

Neither the Michigan State Police Troopers Association nor the Department of State Police use telephone solicitation to raise funds. Unfortunately, our name, or those similar enough to create deliberate confusion, have been used. This prompted the creation of **Project Hang-Up**.

While **Project Hang-Up** is a statewide effort designed to educate Michigan citizens on the pitfalls of phone solicitations and contributions to questionable law enforcement groups. The goal is simple and blunt:

Whenever you're asked for money over the phone, if you have the slightest doubt about the integrity of the caller or the legitimacy of the cause, just hang up!

Finally, I would ask that law enforcement not be judged by the actions of a few parasites. Most police officers have dedicated their lives to serving their communities and feel that integrity is more important than the few dollars left over after solicitors pocket their profits.

Hang up if you suspect a fraudulent solicitation

Ask questions until you are satisfied

No to high pressure salespersons

Get a written explanation of the program

Unscrupulous callers try to rush or force you into saying yes, say no

Police organizations with legitimate programs will answer your questions

If you are uncomfortable with a caller...remember, it's your time, it's your telephone...

JUST HANG UP!

Help available in finding qualified entry-level workers

A new Job Readiness Certification Program by the Greater Detroit Alliance of Business' allows employers to receive referrals of "Certified Job Ready Candidates."

These candidates have been prescreened against a set of entry-level employment standards devised by area employers:

- Reading and math scores at the 10th grade level as measured by a nationally standardized test. (A second-tier certifica-

tion will be awarded for eighth grade skills in these areas.)

- No unexplained gaps in work history or a 95% attendance record in a training program.
- Ability to fill out a job application and compose a simple business letter/memo satisfactorily.
- High school diploma or GED.

Satisfactory performance on a mock job interview.

"Asking for referrals of job-

ready candidates will save employers time and money in identifying qualified entry-level employees," said Charles Truza (IBM), chairman of GDAB's Training Provider Relations. "Employers should only have to talk to a few job-ready candidates to fill a position, instead of placing expensive want ads and sorting through hundreds of responses. It also sends a clear signal to job seekers and training providers as to what employers expect."



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Lottery Sales Are Up—Sales Top \$1 Billion Already This Year

By Michigan Lottery Commissioner, Jerry Crandall

Michigan Lottery sales topped the \$1 billion mark for the sixth consecutive year, and sales projections indicate an increase

over last year's sales. We are especially excited about the prospect of this being a comeback year - as it's our 20th year celebration and this would stand in stark contrast to last year's sales decrease. And much of the credit goes to you - our agents!

In an effort to counteract those decreases, the Lottery initiated several changes during the past year. The most dramatic was in the marketing of our instant tickets. Last spring we introduced a new multiple-game marketing strategy where the



Crandall

Lottery is now introducing one, and sometimes two, new games each month. This approach has been a huge success and has resulted in an increase of over 50 percent in our instant ticket sales. In fact, instant games now generate more sales than the other Lottery games, with the exception of Lotto and the Daily 3 game.

The Lottery is constantly evolving. As we enter our third decade of operation, we are striving to create an even more dynamic and visible lottery. In doing so, we have initiated changes over the past year and hosted a year-long 20th anniversary celebration of star-studded excitement.

One of the highlights of the 20th anniversary year was the introduction of the Lottery's newest on-line game, "Cash 5," which went on sale in March. The game is very popular with

our players because it offers a substantial top cash prize of \$100,000 and a payoff for matching three numbers.

"Cash 5" sales have already reached nearly \$45 million. In addition, more than 60 players have won the game's \$100,000 top prize for matching all five numbers and nearly 450,000 players have won cash prizes for matching three and four numbers.

The Lottery also hosted three special second-chance giveaway promotions throughout the year. Players got extra mileage out of their Lotto tickets by sending in non-winning tickets for a chance to win great second-chance prizes including: twenty \$10,000 cash prizes in the "Treasure Hunt" promotion; 12 Four Winns sport boats in the "Lotto Dreamboat Sweepstakes"; and 20 new automobiles in the "Lotto 20 Car Giveaway."

The success of all this year's exciting new games and promotions, combined with the hard work of our Lottery retailers, spurred an increase in our overall sales. Net revenues for education, about 40 percent of the Lottery's gross sales, are expected to reach more than \$458 million this fiscal year. These funds will be transferred to the state School Aid Fund to help support K-12 public education in Michigan.

Players will swing into fall with the Lottery's newest instant game "Nifty 50s," which goes on sale October 7. If a player matches three like amounts on the ticket, they win the prize shown - up to \$50 in cash prizes.

"Joker's Wild," with a top prize of \$1,000, will go on sale later this month on October 21. If a player scratches off the ticket's latex coating and matches three like symbols, they win the prize shown. Players can also win if they uncover two like symbols and a joker.



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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.

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Beer

From Page 1



roughly comparable to red and white wines. Top-fermented beers are comparable to red wine in their depth of flavor and complexity. Bottom-fermented beers are comparable to white wines with their light, drinkable character.

Top Fermented

As the name implies, this process takes place at the top of the fermenting vessel. This is the oldest form of brewing, with the first written reference dating back 3500 years to Babylon. Top-fermentation is a warm fermentation with temperatures ranging from 55 to 70 degrees F. Depending upon what the brewer is creating, these beers will often have some sweetness in the palate because not all of the sugars will be converted to either alcohol or CO₂ during fermentation. The actual fermentation lasts about a week, with a short conditioning period afterwards. Some types of

beers in this category are bottle-conditioned which means they are given an additional dosage of yeast, at bottling. This creates an additional fermentation in the bottle, adding to the beer's complexity and depth of flavor. Serving temperature should be roughly 50 to 55 degrees F.

Top Fermented Beers include:

Pale Ale, Bitter Ale, Brown Beers, Scotch Ale, Porter, Barley Wine Style Ale, Alt, Weizen, Weisse, Hefe-Weizen, Trappist Ale, Abbey Ale and Lambic Beers

Bottom Fermented or Lager Beers

Bottom Fermenting began in the early 1800s when refrigeration was developed. Bottom-fermentation consists of two phases: primary fermentation and lagering. Primary fermentation will last about a week, maybe even two, depending upon the style of beer being made. Then comes the secondary phase, or lagering, which is a slow, cold (32-34 degrees F.) settling pro-

cess. This process allows proteins and yeast to settle out, smoothing any roughness in the palate of the beer. Lagering can last from several days, to as long as a year.

Bottom Fermented Beers include:

Pilsner, Export, Doppelbock, Munchener-Dunkel, Marzen, Dortmunder, Rauchbier, Anniversary Bier, Bock

The Language of Beer

Tasting beer, like wine tasting, has a language of its own. To learn to taste beer correctly, one must also learn the language.

Aroma

This is the most fleeting of impressions when tasting beer and one brewer's work very hard at. Because it fades rapidly, aroma should always be the first step in tasting beer.

When judging aroma, consider these terms:

Bouquet: impressions created by the hops used for aroma.

Complex: interaction between aroma and bouquet producing many different impressions.

Esters: produced by malt, these are impressions that can be floral spicy or citric.

Earthy: a characteristic that certain varieties of hops bring to the nose of a beer.

Smoky: can be a very faint impression or powerful, as in a German rauchbier.

Malty: various impressions of sweetness to graininess.

Hop: the general taste of bitterness with impressions of spiciness or earthiness.

Yeast: self-descriptive.

Skunky/Musty: old beer or beer exposed to light to long.

Fruity: impressions of apples, pears, banana, black current.

Taste

The two most basic impressions of taste in beer are: sweetness which comes from the malts, and bitterness or dryness which comes from the hops. Beer offers a range from a simple, refreshing quaffing beer to a complex, richness of flavor ideal for matching with the best of foods.

Alcohol: a bitterness that leaves a warm feeling in the mouth.

Smooth: no rough edges through the palate.

Bitter: general description of the taste of hops.

Diacetyl: a by-product of fermentation with an impression of butterscotch.

Herbaceous: impression of hop particularly noticeable in a fresh beer.

Sweet: the general taste impression left by malt.

Vinous: wine-like impression on the palate.

Appley: an ester produced from the yeast-malt interaction.

Caramel: a higher percentage crystal malt will produce this taste.

Espresso: a higher percentage of black patent malt creates this taste.

Molasses: another variation in taste coming from malts.

Crisp: all taste characteristics are well-defined.

Clean: a fresh impression with a good balance between the various elements.

Coarse: a beer that is not in balance.

Dry: no sugars from the malt, hop taste predominates.

Rich: describes a substantial malt body.

Flat: generally a lack of carbonation or old beer.

Strong: describes a high alcohol content balanced by rich flavor.

Balance: the relationship between the sweetness of malt and bitterness of hops.

Big/Thick: impression of fullness left by the beer while in the mouth.

Thin: a watery impression of the taste of a beer.

Salty: impression left by excessive amounts of sodium, calcium or sometimes magnesium.

Appearance

Bead: describes the bubbles in a beer, a well-made beer will have a very fine bubble rising from the bottom of the glass for the entire length of time it takes to consume it.

Belgian or Brussels Lace: traces of head left on the glass as a beer is consumed.

Head: foam generated at the top of a beer as it is poured.

Rocky or Thick: head on a beer

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Round Table Works To Build Coalition

In an attempt to build bridges of understanding between the Arabic/Chaldean and African American communities, The Greater Detroit Interfaith Round Table has formed a study group of area leaders.

Recent incidents sparking tensions between neighborhood merchants and the community highlight the need for both short- and long-term strategies to address the problem and get people to work together to improve community relations, said Michael Berry, Interfaith Round Table Co-Chair.

The study group held its first meeting July 8 at Marygrove College. Its primary focus is the improvement of relations between merchants of Arabic or Chaldean descent and the African American community.

Leaders of the new group are: Berry; Joseph Sarafa, AFD executive director; James Trent of the Detroit Association of Black Organizations; Tallal Turfe of the Arab Chaldean Council; Joann Watson of the NAACP; Paul Hubbard of New Detroit; Michael George of Melody Farms, Inc.; Moussa Kaddouh of the Islamic Institute of knowledge; N. Charles Anderson of the Detroit Urban League; Horace Sheffield Jr. of the Detroit Coalition of Black Trade Unionists; and Sharkey Haddad of the Chaldean Federation.

Robert Arcand, executive director of the Interfaith Round Table, said the group's agenda includes developing incident teams and developing a structure to achieve its goals.

"Our goals are to prevent problems in our communities, develop crisis teams to work on situations if they arise, and develop long-term solutions to deal with tensions and foster better relationships," he said.

Arcand said the group is considering approaching various sources to fund this program.

Beer

From page 16

that almost has the appearance of whipping cream.

Thin: head without much texture or short lived.

Opaque: absence of light.

Clear/Bright: totally transparent.

Color: Color in beer is created by the addition of specialty malts which, by the degree of their roast and amount used, create the variation from straw

to black.

Cloudy: a condition not normal to beer except for bottle-conditioned beer where yeast is added at bottling to add an additional fermentation and depth of character.

Hazy: This occurs when a natural beer is over chilled, certain proteins coagulate together forming the haze. It does not harm the flavor of the beer and will disappear as the beer warms up.

Now with your increased

knowledge of beers, you are ready to start educating your palate to the different beer varieties. Remember, the better educated you are, the more information you can provide your customers and the more willing they will be to trust your judgment regarding purchases.



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PEOPLE



Sixteen-year Grocery Veteran Bags COO Spot at Inman

Ronald K. Fairchild was promoted from executive vice president and corporate director of grocery sales and retail operations for Paul Inman Associates to corporate director of sales and chief operating officer (COO) at a recent board of directors meeting.

Fairchild joined Paul Inman Associates in 1977 as an account executive. Since then he has moved up the ranks being promoted to vice president in 1979, senior vice president in 1980 and to group vice president in 1987. He was elected to the executive committee in 1988.

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

GourmetFresh Foods, Inc. Names LIS Marketing Food Broker for Michigan Market

Gourmet'sFinest brand entrees is pleased to announce the selection of LIS Marketing as its food broker for Michigan. The seven-year-old company currently covers the entire Michigan market and plans to expand into the Chicago market in the near future.

LIS Marketing will target Gourmet'sFinest brand entrees to Michigan's higher-end supermarkets including Shopping Center Market, D&W Food Centers and Spartan Stores.

"We like to handle products we feel are the best of the best in their category. With Gourmet'sFinest brand entrees we know that's what we have got," said Larry Snider, president of LIS Marketing. "Based on the reactions of store managers and buyers who received samples of the product, we feel Gourmet'sFinest will be well received."

"We are excited about working with LIS Marketing, and I am confident that by having LIS broker Gourmet'sFinest brand entrees we will be successful in the Michigan market," said Jock Shaw, president of GourmetFresh Foods.

GourmetFresh Foods, Inc. manufactures a variety of gourmet entrees using the patented Vac-U-Fresh method of cooking. All entrees are under 300 calories and are low in fat and cholesterol.

Nabisco Names Pinkowski Director, Sales Technology

Gary Pinkowski has been named director of sales technology for the Sales & Integrated Logistics Division of the Nabisco Foods Group.

In his new position, Pinkowski will be responsible for providing information and technology to assist the sales force in its selling efforts.

Pinkowski joined the Nabisco organization in 1989 as manager of sales technology and became senior manager of sales technology for Sales & Integrated Logistics in 1991.

Based in Parsippany, N.J., the Sales & Integrated Logistics Division handles warehouse-distributed grocery products for the Nabisco Foods Group.

Two Elected To H.J. Heinz Company Board of Directors

David R. Williams, 49, and Luigi Ribolla, 55, have been elected to the board of directors of H.J. Heinz Company.

Mr. Williams is the company's senior vice president - finance and chief financial officer. He is based at Heinz's World Headquarters in Pittsburgh.

Mr. Ribolla is the company's senior vice president - European operations. He maintains his office in Milan, Italy.

Mr. Williams joined Heinz in 1967. He has served in a number of financial management positions at H.J. Heinz Company Ltd. in England and at StarKist Seafood Company in Long Beach, California. Additionally, he has directed the company's international audit function.

A native of London, Mr. Williams received a B.A. degree in economics from Exeter University in England. He is a chartered accountant. He resides in Upper St. Clair, Pennsylvania with his wife Gillian. They are the parents of four children.

Since 1988 Mr. Ribolla has held responsibility for all Heinz operations in the Mediterranean area and is managing director of Heinz-Italia.

Mr. Ribolla began his Heinz career in 1967 as an auditor at Plasmon, S.p.A.

Mr. Ribolla attended University Cattolica in Milan and for seven years taught at various colleges. He and his wife, Giovanna, reside in his hometown of Bergamo, Italy. They are the parents of one son.

COMING EVENTS

November 9—Greater Detroit Interfaith Round Table 1992 Brotherhood Dinner.
(313) 869-6306

October 25-28—1992 Food Industry Distribution & Technology Conference, Atlanta, Georgia.
(703) 532-9400.

October 26-28—National Frozen Food Convention and Exposition, Las Vegas, Nevada. (717) 657-8601 or (703) 821-0770.

December 1-3—Hazardous Materials Storage Expo and Seminar, sponsored by State Police Fire Marshal Division and Michigan Chemical Council, Lansing Central. Contact Colleen Mohr, MSP - Fire Marshal Division, Hazardous Materials Expo, P.O. Box 30157, Lansing, MI 48909.

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Did you know ...

...that per capita consumption of fruit juices and fruit drinks has nearly doubled over the past decade?

...that fruit juices accounted for over \$1 billion in convenience store sales volume in 1991?

PRODUCTS

Entertain the 5 A Day Way!

The season for entertaining is fast upon us, and it'll be healthier than ever this fall when you show your customers how to *Entertain the 5 A Day Way!*

The Produce for Better Health Foundation is serving up this new promotional wave for September through December. Centering around the fall season, new materials will help customers work fruits and vegetables into gifts and party planning.

New materials will include posters, POS cards, and brochures, along with new approved 5 A Day recipes, ad copy, tip cards and hanging cards.

The fall season will be an ideal time to promote fruit and vegetable baskets as gifts, platters of fruits and vegetables for parties, and colorful seasonal produce such as kiwi, carrots, cranberries, yams and apples. Also emphasizing a low-fat diet message will be easy with low-fat dips for platters, dried fruit instead of nuts in fruit and vegetable baskets, and light, attractive fruit desserts.

For more information, call Amy Beasley at PBH, (302) 738-7100

Six Unique Stroh's Ice Cream Flavors Slow cooked For Premium Quality and Taste Now Available in Quarts!

The Stroh's Ice Cream Company has introduced six unique, premium ice cream flavors, in round, sealable quart containers.

These new "Finest Ice Cream" quart packages are kosher-approved and compliment the recently introduced pint-size containers and the square half-gallon cartons of Stroh's Frozen Yogurt, Frozen Dairy Dessert and premium ice cream.

Stroh's Ice Cream Company is a privately held, Detroit-headquartered firm, with a 72-year history of producing and distributing premium ice cream products in Michigan.

Heinz Introduces All Natural Cleaning Vinegar

Responding to the need for a natural, environmentally friendly, cleaning agent, Heinz has introduced an all natural cleaning vinegar that sanitizes, deodorizes and is 50 percent stronger than regular vinegar.

In a survey, 84 percent of consumers who were told about Heinz Cleaning Vinegar said they would buy it. After using the product, over 73 percent said it was excellent or very good for cleaning windows, floors and

coffee makers.

For more information call Ron Schuler at Pfeister Company at (313) 591-1900.



Frankenmuth Beer Wins in Germany

At a recent taste competition in Brodenbach, German. Frankenmuth Pilsener and Frankenmuth Dark were awarded the first prize. It is the first time that Frankenmuth Beers were entered in a European competition.

"It is a special honor for Frankenmuth Brewery that in a country where the world's best beers are produced, Frankenmuth Beers receive top honors," said Fred Scheer, Frankenmuth Brewery's master brewer.

Frankenmuth Brewery, which recently celebrated its fifth anniversary in the 130-year-old brewing facility, is not new to winning awards. At the Great American Beer Festival held each October in Denver, Colorado, Frankenmuth Beers have won a total of four medals in the last three years. Two of those were gold medals.

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

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FTC Green Guides Offer Clarification

ASK AFD

In an effort to reduce consumer confusion, the Federal Trade Commission recently issued its long-awaited guidelines aimed at clarifying the environmental terms shoppers see in the grocery store, such as "biodegradable," "recycled" and "ozone friendly."

The new standards are hailed by industry, state attorneys general, environmentalists and advertisers for bringing more uniformity and certainty to the national marketplace. The FTC will review the guidelines after three years. The guidelines are voluntary and do not preempt state or local laws. While they do not specifically define environmental terms, the guidelines provide a series of examples of both acceptable and deceptive

claims for eight key concepts: general environmental benefits, degradable/biodegradable/photodegradable, compostable, recyclable, recycled, recycled content, source reduction, refillable and ozone safe or ozone friendly.

For example, a nationally marketed juice bottle with the unqualified statement that it is recyclable would not be allowed if collection sites for recycling are not generally available. The bottle label would have to say "check to see if recycling facilities exist in your area," in order not to mislead consumers. Claims of recycled content should only be made for materials that have been recovered or diverted from the solid waste stream, either during the manu-

facturing process (pre-consumer) or after consumer use (post-consumer). Claims for products only partially made of recycled material should be qualified to indicate the percentage of recycled material.

Green advertising should follow four general rules: 1) qualifications and disclosures should be stated clearly and prominently; 2) environmental claims should make clear whether they apply to the product, the package or both; 3) claims should not be overstated, especially when the benefits are insignificant; 4) a claim that the environmental attributes of one product are superior over another product's should make the basis for the comparison sufficiently clear and should be substantiated.

Q. What are the laws for sales tax on non-alcoholic beer?

A. There seems to be some confusion about how to treat the sale of non-alcoholic malt beverages such as O'Doul's by Anheuser Busch, Miller Sharp's and Coors Cutters. Some stores charge a sales tax, averaging 16 cents per six-pack. Some stores refuse to sell it to people under 21 years of age and others restrict the hours when the beverage can be sold, treating the product like regular beer.

The Michigan Liquor Control Commission regulations regarding non-alcoholic beer are as follows:

- Non-alcoholic beverages are defined as "cereal beverages," and the Michigan Penal Code prohibits them from being sold to anyone under 18 years old.

- There are no restrictions on the hours during which cereal beverages may be sold.

- Since they are not defined as alcoholic beverages, no sales tax should be charged.

ENVIRONMENTAL RESOURCES

Following is a sampling of environmental resources and publications that may be useful as you develop and implement your company programs.

- "Why Comprehensive Recycling Is A Solid Winner: Why Forced Deposit Laws Are A Solid Waste" is available from the National Soft Drink Association (NSDA). To order the brochure, contact NSDA at 1101 Sixteenth St., N.W., Washington, D.C. 20036 or call (202) 463-6732.
- "Municipal Solid Waste Composting Report" is available from the New Jersey Advisory Council on Solid Waste Management. For a copy call (609) 530-8593.
- "Securing Our Legacy: An EPA Progress Report 1989-1991" is available from the U.S. Environmental Protection Agency. For a copy write to: Office of Communications, Education and Public Affairs, EPA, 401 M Street, S.W., (A-107), Washington, D.C. 20460.
- "Environmental Affairs Update" is available from the Grocery Manufacturers of America, Inc. (GMA). For subscription information write to GMA, 1010 Wisconsin Ave., NW, Suite 800, Washington, D.C. 20007, or call (202) 337-9400.
- "Answers to Often Asked Questions About Printing-Writing Paper and Recycling" is available from American Paper Institute's (API) Printing-Writing Paper Division. Answering a broad range of the most frequently asked questions about printing-writing papers and recycling; it can be a useful tool in addressing these issues. Call Sandra Hathaway at (212) 340-0665 to order copies.
- "Aseptic Packaging Council News: Drink Box Recycling Update" is available from the Aseptic Packaging Council (APC). This publication was established to inform the solid waste management community of APC's efforts and progress in facilitating the recycling of drink boxes, milk cartons and similar materials in the U.S. For more information call APC at (202) 333-5900.
- "Poised for Growth: Perceptions and Challenges in PET Plastic Container Recycling" is available from the National Association for Plastic Container Recovery (NAPCOR). The booklet includes results of an in-person public opinion poll conducted by The Roper Organization for NAPCOR. For more information call NAPCOR at (704) 357-3250.



IN 1992, THE MARKET FOR MEXICAN SAUCES WILL GROW 14% TO REACH RETAIL SALES OF \$730 MILLION, ACCORDING TO A NEW STUDY BY PACKAGED FACTS.

After years of double-digit growth, the market shows no signs of faltering. Packaged Facts is predicting that the market will grow 20% in 1993, and maintain that growth through 1996, when total sales will hit the \$1.5 billion mark.

This staggering prospect, (if realized) will mean that the Mexican sauce market (only \$332 million in 1987) will have more than quadrupled in a decade.

AFD On The Scene



Fannie Watson stands behind the baskets she makes from her company "Basket Case," which is a new member



Trustees of AFD Self-Insured Workers Comp Program meet to discuss member dividends and other important matters



AFD member Kramer Food Co. held its annual trade show, "Go for the Gold," at the No. Convention Center



AFD Golf Committee meets to review 1992 Successful Outing and make plans for 1993.



1992 golf outing chairman, Jim Farber of Stark & Co., passes the gavel to Brian Bushy of Kowalski Sausage Co., who will chair the 1993 golf committee.



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PUBLIC RELATIONS FOR THE FOOD RETAILER

By Michele MacWilliams

Just what exactly is Public Relations? To answer that some definitions of basic terms are in order:

PUBLICITY is the technique of telling the story of a business, organization, person or cause. It is the umbrella term covering all the techniques of disseminating information to the public.

PUBLIC RELATIONS is a broader based term than publicity. It covers all the dealings of an enterprise or individual with the public in every manner and form.

NEWS is something new and something of interest. The more striking the news, the more widespread the interest.

Under these definitions, all publicity can be considered public relations, but not all good public relations necessarily



results in publicity. The grocer who convinces a newspaper not to use a story possibly detrimental to his business is practicing the art of public relations, as is the business owner who makes certain the press is aware of his contribution to the community.

It has been estimated that over 50 percent of the news that we read in our newspapers, hear on radio and see on TV was "placed," meaning the basic information or idea was provided to the press in one form or an-

other by someone serving in the role of publicist.

The reason is simple economics. No medium can afford extensive staff and facilities that would enable it to keep the public informed of all the news. Therefore, the prime function of the publicist is to service the media with news that it might not normally get. While the press depends upon assistance, it also establishes guidelines and criteria for the publicist.

An effective public relations program is important for all businesses. Properly conceived and implemented, publicity can develop good will, create a positive image, secure editorial coverage and attention and stimulate interest.

In addition, although publicity does not usually sell products directly, it can help create an atmosphere conducive to making sales. It supplements the busi-

ness' advertising and sales program by generating traffic and interest. Properly directed publicity can add depth to a promotion, particularly where there is only a low budget available for that program.

Simply put, positive public relations creates a climate of public opinion that makes people more receptive to your business.

Achieving this end product varies from company to company and from situation to situation. Effective public relations is achieved only by consistently applying creativity, ingenuity and awareness.

The cornerstone for all publicity is news. News can be a spot occurrence, an event or a crisis. A story's potential news value usually is the deciding factor in the media's decision to devote valuable print space or air time to its coverage. More than any other factor, the success of a publicity program depends upon the degree to which the publicist can develop newsworthy information or events.

How do you determine if a topic or event is newsworthy? Assuming you desire to publicize a particular event or promotion involving your store, ask yourself the following questions:

- Did it just happen, or will it happen soon?
- Is it unusual and different?
- Does it concern important names in the community?
- Can it directly affect the reader or the community?
- Does it have human interest?
- Will it do your company good to have the news spread?

If the answer to the last question and at least two others is yes, the likelihood is that this is a story of interest to the news media and should be pursued further.

Michele MacWilliams is president of Metro Media Associates, Inc., the public relations agency of the AFD.

Foodland Distributors Team With Schools in Aggressive Private Label Brand Promotion

Livonia, MI, - Foodland Distributors recently unveiled an aggressive private label promotion designed to fortify sales of the distributor's Natures's Best, Homebest, Topmost and Bi-Rite brand products.

"CASH FOR THE CLASS" is a redemption program that allows students to redeem Universal Product Code (UPC) symbols from any product bearing one of these private labels. For each symbol redeemed, the school or school organization receives five cents. Classes in grades K through 12 at public, private or parochial schools may participate

in the program. The school or school organization that redeems the greatest number of labels throughout the promotion will receive a bonus award of \$2,500. The funds may be used for books, computer software, athletic equipment, field trips and other items. The money received may not be used for administrative purposes.

The program started September 1 and continues through June 30, 1993. Extensive support for the program is planned, including in-store signage and point of sale reminders. Foodland will also run print ads and radio spots

highlighting "CASH FOR THE CLASS." The 48 participating Foodland affiliated supermarkets will contact local schools, providing informational brochures for both school administrators and for parents.

Ken Jacobs, director of grocery procurement for Foodland Distributors, says, "More and more, distributors want to find new ways to emphasize private label products to our customers. "CASH FOR THE CLASS" lets us do that, and, at the same time, show our commitment to supporting education in our community."

Foodland Distributors, a full-service grocery wholesaler, is headquartered in Livonia and services 165 independent and chain supermarkets in Michigan.

SUPPORT THESE AFD SUPPLIER MEMBERS

SERIES:

Arroy's Scotch Bakery & Sausage	532-1181
Chway Cookies	(616) 962-6205
Arroy Bakeries, Inc.	522-1100
Apple Bakes, Inc.	967-2020
Mc Buscuit Distributing	893-4747
Shine/Salemo	352-4343
Ystee Bakeries	476-0201

BANKS:

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

BEVERAGES:

Asopure Water Company	358-1460
American Brokers Association	544-1550
Inheuser-Busch, Inc.	354-1860
Illino Quality Beverages, Inc.	946-6300
Brooks Beverage Mgt., Inc.	(616) 393-5800
Manandagua Wine Co.	379-3644
Central Distributors	946-6250
Oca-Cola Bottlers of Detroit	585-1248
Boon Brewing Company	451-1499
Don Lee Distributing, Inc.	584-7100
& J Gallo Winery	543-0611
Eastown Distributors	867-6900
& M Coffee	851-5774
Raygo 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
Hubert Distributors, Inc.	858-2340
Lewis Cooper Co.	835-6400
Miller Brewing Company	(414) 259-9444
Mr. Pure Juices	(312) 379-3000
Nestle Beverages	489-9349
Dak 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) 392-2468
Serv-U-Matic Corporation	528-0694
Seven-Up of Detroit	937-3500
Spirits of Michigan	521-8847
Stroh Brewery Company	446-2000
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 Huettnerman Co.	296-3000
Marks & Goergans	354-1600
McMahon & McDonald, Inc.	477-7182
Northland Marketing	353-0222
Paul Inman Associates	626-8300
Pfeister Company	591-1900
Stark & Company	851-5700
VIP Food Brokers International	885-2335

CANDY & TOBACCO:

M & M Mars	363-9231
Sherrin'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 Kate at North Valley	855-8777
Nutrition Services	(517) 782-7244
Penna's of Sterling	978-3880
Southfield Manor	352-9020

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

DAIRY PRODUCTS:

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

EGGS & POULTRY:

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

FISH & SEAFOOD:

Tailman 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
Roxe 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 Huvaynu & Associates	557-6259
Traverse Bay Insurance	(616) 347-6695

MANUFACTURERS:

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

MEAT PRODUCE/PACKERS:

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

Pelkie Meat Processing	(906) 353-7479
Smith Meat Packing, Inc.	458-9530
Swift-Eckrich	458-9530
Thorn Apple Valley	552-0700
Winter Sausage Mfg., Inc.	777-9080
Wolverine Packing Company	568-1900

MEDIA:

Arab & Chaldean TV-62 Show	352-1343
C & G Publishing, Inc.	756-8800
Chaldean Detroit Times	552-1989
Daily Tribune	541-3000
Detroit Free Press	222-6400
Detroit News	222-2000
Detroit Newspaper Agency	222-2512
Gannett National Newspapers	357-7910
Macomb Daily	296-0800
Michigan Chronicle	963-5522
The Beverage Journal	454-4540
WDIV-TV4	222-0643
WJBK-TV2	557-9000
WLTJ-Lite-FM	354-9300
WWJ-AM/WJOI-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
Goin' Nuts	437-9831
Kar-Nut Products Company	541-7870
Niklas Distributors (Cabana)	571-2447
Pioneer Snacks	525-4000
Variety Foods, Inc.	268-4900
Vitner Snacks	368-2447

PROMOTION/ADVERTISING:

Advo-System	425-8190
Insignia Systems	(612) 553-3200
Intro-Marketing	540-5000
J.R. Marketing-Promotions	296-2246
PJM Graphics	535-6400
Point of Sale Demo Service	887-2510
Safeguard Business Systems	548-0260
Stanleys Advig & 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
Bollin Label Systems	(800) 882-5104
Central Alarm Signal, Inc.	864-8900
Christy Glass Co.	544-8200
Closed Circuit Communications	478-3336
Detroit Edison Company	323-7786
Edward A. Shuttie, P.C.	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
PKD Labs Inc.	(516) 273-2630
Rossmann Martin & Assoc.	(517) 487-9320
Sarafa Realty	851-5704
Southfield Funeral Home	569-8080
Supermarket Development	
Inventory Services	573-8280
Telecheck Michigan, Inc.	354-5000

Travelers Express Co.	(800) 328-5678
Vend-A-Matic	585-7700
Whitey's Concessions	278-5207

SPICES & EXTRACTS:

Rafal Spice Company	259-6373
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STORE SUPPLIES/EQUIPMENT:

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

WHOLESALE/FOOD

DISTRIBUTORS:

Bremer Sugar	(616) 772-9100
Cabana Foods	834-0800
Capistar, Inc.	(517) 699-3605
Capital Distributors	369-2137
Central Foods	933-2600
Detroit Warehouse Co.	491-1500
EBY-Brown Co.	(800) 532-9276
Epcor Foods, Inc.	857-4040
Family Packing Distributors	644-5353
Foodland Distributors	523-2100
Garden Foods	584-2800
Gourmet International, Inc.	(800) 875-5557
Great Lakes Home Food Service	(517) 835-6785
H & O Distributors	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
Lauren Kachigian Distributing	843-2898
Maxwell Foods, Inc.	923-9000
McInerney-Miller Bros.	833-8660
Metropolitan Grocery	871-4000
Midwest Wholesale Foods	744-2200
Miesle/Sysco Food Service	397-7990
Mucky Duck Mustard Co.	683-5750
Norquick Distributing Co.	522-1000
Northwest Food Co. of Michigan	368-2500
Rich Plan of Michigan	293-0900
Sackett Ranch	(517) 762-5049
Scot Lad Foods, Inc.	(419) 228-3141
Sherwood Food Distributors	366-3100
State Wholesale Grocers	567-7654
Spartan Stores, Inc.	455-1400
Super Food Services	(517) 777-1891
Superior Fast Foods, Inc.	296-7118
Tony's Pizza Service	(800) 247-1533
Value Wholesale	862-6900
Weeks Food Corp	727-3535
Ypulanti 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 AFD at 557-9600.

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GRAND RAPIDS MI 49512
(616) 949-7210

