


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

VOL. 3, NO. 9

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

SEPTEMBER 1992

 printed on recycled paper

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## **LEGISLATIVE UPDATE**

### **AFD supports winners in Michigan House primary**

Thanks to the help of our members and our Political Action Committee, the Associated Food Dealers of Michigan supported 34 candidates in the primary elections for the Michigan House of Representatives. Out of the 34 candidates we supported with monetary contributions, 31 were victorious, including several non-incumbents, which translates into a 91 percent success rate. All the candidates that AFD contributed to are supportive of business in general and of the AFD's concerns in particular.

### **Committee waters down bill on pornographic videos, publications**

The Senate Judiciary committee approved legislation last month by a 7-6 vote to give victims of sex crimes a cause of legal action against retailers of books, videos and magazines, deemed to be pornographic. The committee amended the Pornography Victims' Compensation Act (S. 1521), to permit suits only after the perpetrator of the crime was found guilty. The defendant must also be convicted of production, distribution, or sale of illegal pornography before a lawsuit can be initiated. AFD members should not be affected by this now watered-down bill  
—Washington Report

### **National bottle bill**

Efforts continue to enact a national bottle bill. The legislation has been turned down in three committee votes this year, but hearings will be held on the proposal in the Senate before Congress adjourns for the year. This indicates the national bottle deposit legislation will again be pushed in the next session of Congress.  
—FMI

### **Child labor laws**

The United States Department of Labor has announced the results of a two-week "blitz" by Wage and Hour investigators in smaller towns

See **UPDATE**, page 20



**G**olfers enjoy the competition and the festivities at the 1992 AFD Scholarship Golf Outing. See related story and more photos on pages 18 and 19.

## **Frozen food: Clarence Birdseye's dream is today's fact of life**

It was cold and blustery in Springfield, Mass., and March 6, 1930 would have been doomed to the anonymity of many a drab New England winter day had it not been for one event which forever altered

the course of food marketing—the introduction of the first retail line of frozen foods.

Six decades after this bold experiment, years filled with victories, defeats and frustrations, Clarence

Birdseye's vision has been transformed into a \$40-plus billion a year business and an intrinsic part of the nation's supermarket and foodservice industries. In fact, frozen and supermarkets grew up together, since 1930 also marked the birth of the modern supermarket.

Freezing food as a means of preservation actually began in 1908 when west coast growers froze drums of sugared fruits and berries in an ice-salt mixture. Variations of this so-called cold pack process were soon being used for ice cream, chicken and fish.

However, Clarence Birdseye, who continued to experiment with new methods of food preservation until his death in 1956, was indisputably the father of the frozen food business, for it was he who developed the technology to freeze food without damaging its cellular structure and who first froze foods in a package that could be sold directly to consumers.

### **BEFORE 1930...**

According to industry lore, the Birdseye saga predated the Springfield experiment by nearly 20 years. As a young engineer in Labrador in 1912,

See **FROZEN**, page 16

### **FLORIDA RETAILER STUDY:**

## **Is The Lottery a Winner?**

**QUESTION:** Has the lottery had a positive impact on your company's profitability?

Companies with less than 20 convenience stores:

Yes 25% No 75%

Companies with more than 20 convenience stores:

Yes 40% No 60%

**QUESTION:** Has the lottery caused crowds in stores and congested check-out lines which have driven away customers?

Companies with less than 20 convenience stores:

Yes 77% No 23%

Companies with more than 20 convenience stores:

Yes 90% No 10%

**QUESTION:** Has the lottery caused an increase in the cost of your store security?

Companies with less than 20 convenience stores:

Yes 43% No 57%

Companies with more than 20 convenience stores:

Yes 80% No 20%

SOURCE: Study by Arthur Andersen and Co. for the Retail Grocers Association of Florida (1989)

See Executive Director's Report for related story—page 3

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## EXECUTIVE DIRECTOR'S REPORT

# Lottery industry must make games more retailer friendly

By Joseph D. Sarafa  
Executive Director



Sarafa

With Texas retailers recently launching the Texas State Lottery and Georgians expected to approve a lottery game to begin early next year, this is an opportune time to review our own lottery program and once again ask the question: Does lottery pay?

Impacted by lean commissions, many operators across Michigan have struggled to show lottery profits. In addition, lottery retailers are also concerned with the difficulty faced in turning lottery customers into store customers. In a study conducted by Arthur Andersen & Company for Florida retailers, the overwhelming majority said that the lottery had not had a positive impact on their company's profitability. (See graph on page 1).

Many times customers, especially in poorer urban areas, will substitute the purchase of a food item to try their luck at the lottery. "In parts of

Metro Detroit, people will buy lottery tickets before they buy food, jeopardizing the welfare of their family," says Basil Boji, owner of Boji's Food Center in Dearborn. "I've seen it in my previous stores and I even see it here in Dearborn." He adds that he keeps a lottery machine mainly as a service for his customers.

According to the National Association of Convenience Stores (NACS), Georgia retailers have been active with the lottery commission in preparation for next year's start-up. Specifically, they have pointed out that retailers consider lottery tickets a product and treat them just as they do any other product in the store. Each product has certain costs associated with its sales such as labor, accounting and security.

In Michigan, it costs approximately \$600 per week to run a lottery machine. If a store doesn't do at least \$10,000 a week in sales, it is probably losing money.

On the subject of commissions, California raised its commission in 1990 because selling costs had made the product less attractive to retailers. Georgia, like California, is pushing for a higher commission citing higher labor costs as a result of the last two minimum wage increases.

In Michigan, as in most states,

more lottery terminals are located in convenience stores than in any other type of retail outlet. With Texas and Georgia joining the ranks of lottery retailers nationwide, the issue of the lottery's profitability is magnified. The National Association of Convenience Stores is planning to initiate an industry dialogue this fall to address lottery issues, determine average operating costs and investigate other ways of making lottery more profitable for the industry.

The AFD will work closely with the NACS, in order to resolve these matters. The result of this effort may yield new information that can help bring commissions in line with costs and turn lottery customers into store customers—a winning combination and the industry's ticket to lottery success.

## COMING EVENTS

**Sept. 19**—Eleventh Annual Detroit International Wine Auction. Black Tie—to benefit the Center for Creative Studies. Edsel and Eleanor Ford House, 1100 Lakeshore Drive, Grosse Pointe Shores. (313) 872-WINE.

**Oct. 6 - Nov. 10**—Food Service Sanitation, Madonna University, 3660 Schoolcraft, Livonia, MI 48150-1173. Six-week workshops for owners, managers and supervisors for food service establishments. 7:30-9:30 p.m. (313) 591-5096.

More events on page 17

## 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.

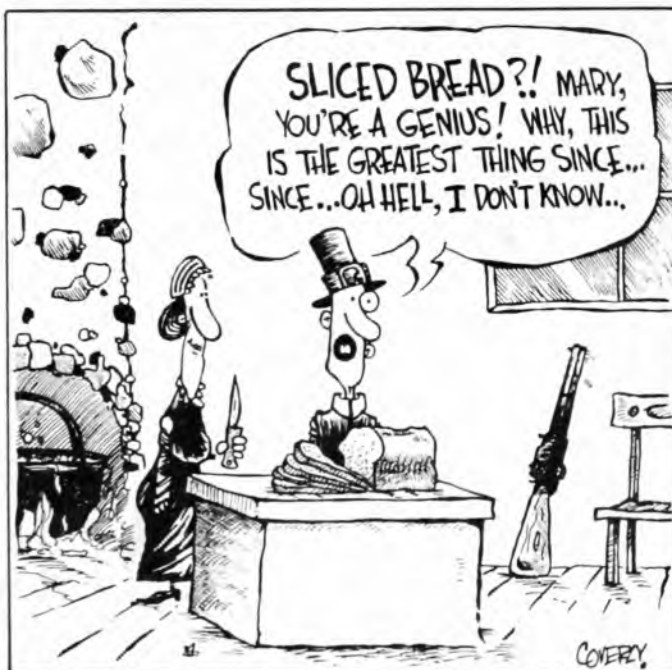
**POSTMASTER:** Send address changes to Food & Beverage Report, 18470 W. 10 Mile, Southfield, MI 48075.

**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





# •• CRIME ALERT ••

## Taking legal action against shoplifting, bad checks

by James V. Bellanca, Jr.  
AFD Legal Counsel  
with Matthew LeMieux, Legal Assistant

Traditionally persons caught passing bad checks or shoplifting have been punished as criminals.

However, within the past decade, the Michigan Legislature has provided a way merchants can seek damages from the issuer of a bad check or a shoplifter. No longer must a merchant depend upon the criminal justice system as the only means of punishing such wrongdoers. With the passage of two civil penalty statutes, the merchant can now collect damages from shoplifters and fraudulent check makers.

MCLA 600.2952 sets forth a civil penalty that can be brought against the maker of a bad check. A merchant need not wait for the criminal justice system to take action against the wrongdoer; however, the civil penalty handed down after the merchant gains a judgment against the wrongdoer makes such a judg-



Bellanca

ment void. In such a case the merchant would be required to return any damages collected from the wrongdoer. If the criminal penalty is handed down before the merchant's civil action is brought, the civil action will be dismissed. Therefore, the merchant must make a decision as to whether the wrongdoer should be punished using the civil statute or the criminal penal code. A merchant using the civil remedy must first make a written demand upon the maker of a bad check. Delivery of the statement through the mail is sufficient. The statute sets forth the text for the written demand as follows:

"On \_\_\_\_\_ a check drawn by you for \$\_\_\_\_\_ was returned to us dishonored for ☐not sufficient funds ☐no account. If you do not pay to us, within 30 days of the time you receive this notice, the full amount of the check in cash, we have the right to bring action against you for 2 times the amount of the dishonored check (\$\_\_\_\_\_) or \$50.00, whichever is greater, or to make a criminal complaint against you. If you do not pay to us, within 30 days of the time you receive

this notice, the full amount of the check in cash, we will not take further action against you."

If the wrongdoer fails to comply with the above demands, the

wrongdoer may have to pay double the check amount, not less than \$50.00 and not more than \$500.00. If the check is for more than \$500.00, the wrongdoer will have to pay the

See SHOPLIFTERS, page 14

## Supermarket crime on rise

The case of robberies in grocery stores and supermarkets increased significantly in 1991 over 1990 levels. According to a survey by the Food Marketing Institute, in 1990 one in ten supermarkets were robbed. Burglaries occurred at about the same rate. The 1992 survey, based on criminal activities and security costs for the industry in 1991, shows that one in six stores were robbed and one in nine stores were burglarized.

Robbery is the taking or attempting to take anything of value from

the care, custody or control of a person or persons by force or threat of violence and/or putting the victim in fear. While supermarkets do not have the high risk of robbery associated with convenience stores or gasoline stations, this type of violent crime has increased significantly. Burglary is the unlawful entry of any fixed structure, vehicle or vessel of regular residence, industry or business, with or without force, with intent to commit a felony or larceny.

See CRIME, page 14

### Day of the Week on Which Robberies Occurred

Sunday	16.3%
Monday	11.6
Tuesday	20.9
Wednesday	4.7
Thursday	14.0
Friday	20.9
Saturday	11.6

### Time of Day Robberies Occurred

12 a.m. - 3 a.m.	10.0%
3 a.m. - 6 a.m.	2.5
6 a.m. - 12 p.m.	5.0
12 p.m. - 3 p.m.	2.5
3 p.m. - 6 p.m.	10.0
6 p.m. - 9 p.m.	42.5
9 p.m. - 12 a.m.	27.5

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# Representative Bennane fights for the inner-city

Representative Michael J. Bennane has been a city resident most of his life. He has seen the poverty and experienced the frustrations of urban dwellers. For all of his elected career, he has worked to improve the quality of life for his fellow Detroit city residents. He represents the First District, which consists of the northwest section of the City of Detroit, an area with a strong concentration of independent food stores.

Representative Bennane has been a major factor in the enactment of legislation in the area of urban development and sees the "rejuvenation of America's urban areas as one of the most important issues facing us today."

Of interest to the food industry, Representative Bennane has targeted cigarette sales to minors as a special concern in his constituency. He spoke to AFD members about this subject last spring. "Selling cigarettes to minors creates health-related problems for all of us." According to Bennane, children who are obviously underage frequently purchase cigarettes.

Due to the risks associated with smoking, Bennane wants to license

cigarette sales. He suggests a licensing fee of \$5 and fines levied after the first offense. He feels this would make sellers more conscious of their responsibility.

As a poignant aside, Bennane is a three-time quitter of cigarettes, with plans to try again.

Also, Representative Bennane feels that the issue of public health has finally begun to receive the recognition that it deserves in the legislative process. "The problem of lack of adequate health care for many

of our state residents has finally brought public health issues to the attention of the voters and the media. I feel that the public health of our state has improved over the last four years that I have had the opportunity to serve as the Chair to the House Public Health Committee. But, I feel that there is substantial room for improvement in our current system and I intend to devote the next two years to improving that climate," said

See BENNANE, page 21



Representative Michael J. Bennane

## AFD board elections slated for December

It is once again time to begin the process of choosing our new AFD board of directors for 1993. Any voting member of the association may be nominated to sit on our board.

In order to be eligible, you must be a member in good standing for no less than the prior 12 months, and you must be nominated in writing no later than October 1, 1992. All nominations require the support of 10 other members in good standing or a majority vote by the nominating committee. If you are a retail member you must seek a retail position on the board. If you are a general member, you must be nominated to stand for election for a general director's vacancy.

Please send your nominations with supporting signatures to the AFD Nominating committee, 18470 West Ten Mile Road, Southfield, Michigan 48075.

Our board of directors sets the policies by which the AFD is governed. We urge all AFD members to get involved by nominating candidates you feel will devote their time and talent to represent the food industry with professionalism and integrity.

Please call the AFD if you have questions: (313) 557-9600.

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## RETAILER PROFILE

# Party store a symbol of good times in Northville

The big clock on the front of the Good Time Party Store in Northville suggests that anytime is time for a good time. The large, stained cedar building is the home of the Good Time Deli and the Custard Time ice cream shop as well.

The Good Time Party Store, located at 567 Seven Mile Road, has changed owners twice and locations five times, but its liquor license was one of the first 100 granted after prohibition and the store has prospered and grown with each change.

Current co-owner Jim Roth along with wife Joan and her parents, Dave and Marty Harris, bought the store in 1969. In 1976 the Custard Time ice cream shop was added and in 1986 a major renovation updated the entire facility.

The renovation includes space for one of the most extensive wine departments in the Northville area. The Good Time Deli features prepared salads and sandwiches that are favorites with local lunchtime customers. Deli employee Barb said that many of their popular prepared items are low-fat and low-calorie. Frequently these are take-out items but co-owner, Joan Roth, pointed out stairs which lead to a second level loft where locals meet and enjoy an informal lunch or grab a quick bite while having a business meeting in a private setting.

Also displayed in the loft is a large selection of baskets for sale at special prices. Closer to the holidays, part of the loft becomes a bustling work area as gift baskets are filled by special order.

Besides baskets, the store's decor includes an enormous wood counter that a local craftsman fashioned from a bowling lane at a former Northville bowling alley. There is also a collection of over 200 corkscrews. Jim Roth likes to point out the special corkscrews which have uses other than for wine. There are also pictures of "Goodtime," a well-known trotter that frequently raced at nearby Northville Downs. According to Jim the store wasn't named after the horse, but he was a popular winner at the track and the picture interests Good Time Party Store customers, many of whom work or attend races at Northville Downs.



A large wall clock welcomes customers to the Good Time Party Store.

Over the years all three Roth children gained valuable work experience in the family store. Joan Roth says, "One way Good Time Party Store has been able to serve the community has been by providing work experience to numerous area young people." She is proud of their accomplishments.

Jim Roth displays a length of lumber from their remodeling project. He calls it the Alumni Club. On it are a growing number of business cards from Good Time Party Store's

former employees. The Roths are justifiably proud of these people whose careers include a sports psychologist, hotel manager and a radio announcer, among many others. The employees are grateful for their opportunity, too.

Jim is especially proud of the flagpole installed in front of the Good Time Party Store. It was a Christmas gift from the employees. The clock, the flagpole and the inviting storefront welcome customers to come in and have a good time.



Jim and Joan Roth are proud of their extensive wine selection.



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# Shoppers rate grocery manufacturers

In a recent survey by the Grocery Manufacturing Association, shoppers rated their stores. Views on grocery manufacturers were detailed, as were opinions on food safety, nutrition, environmental packaging and future priorities for the industry.

"In short, this report demonstrates grocery manufacturers have listened carefully to consumers and have earned high marks for responding to the rapidly changing needs of America's shoppers," said GMA President Manly Molpus. "We have met their demands for nutrition and safety."

This is an important point to keep in mind as some advocates attack industry and government leading one mistakenly to believe we have failed shoppers. "Not so" say the majority of the people who buy groceries for themselves and their families. However, if we are to stay at the top and continue our record of success, we will need to continue to listen. I am confident that this is just what we will do."

## Great variety, highest quality

The Peter Hart research survey concluded the grocery manufacturing industry's reputation measures exceedingly well against other consumer

product industries, including the clothing, furniture and automotive industries. Shoppers awarded manufacturers with very high marks for providing a wide variety of quality products.

Specifically, 80 percent of consumers rank the variety of food products excellent or good and 71 percent rank quality excellent or good.

Shoppers also gave manufacturers high grades for responding to changing consumer demands, especially with products that are quick and easy to prepare and packaged in convenient sizes.

## Value and the recession

According to Peter Hart, the recession has had a profound influence on shoppers. "Price has always been important but consumers are very price sensitive today. Even in the midst of a recession, 85 percent told us they have no complaint about the price of packaged food. Only 13 percent said food was a 'bad buy,' which is comparable to clothing, furniture, non-prescription drugs and better than automobiles," he said.

## Nutrition top priority

Nutrition is the single most important factor for shoppers when they

consider what food and groceries to buy. The survey identified 65 percent of the shoppers listing nutrition as either their most important or second most important consideration in selecting a product.

Price and taste also rank high for consumers: 45 percent said price is either their first or second most important choice, and taste was listed by 37 percent of polled shoppers.

Twenty percent listed product safety as No. 1 or 2 consideration, 14 percent said environmentally responsible packaging and 13 percent felt ease of preparation was one or two top priorities.

"Food products that meet today's lifestyle demands for better nutrition are top priorities for shoppers," said Molpus. "We are gratified consumers recognize manufacturers work hard to meet this demand by reformulating or bringing out thousands of new products. New products are the economic lifeblood of the industry. They are great for consumers and business."

## Consumers want national uniformity

The overwhelming majority of shoppers expressed satisfaction with what is being done to ensure the

safety of packaged food products. Of those polled, 70 percent are confident packaged food is safe.

Also, fully 70 percent of shoppers surveyed agreed with the statement: "The federal government should establish national guidelines that would be sufficiently strict everywhere—because it would be inefficient and costly to have food suppliers try to meet different sets of regulations in each of the 50 states."

They also believe the federal government, not state government, should be responsible for guaranteeing products they buy are safe and environmentally responsible.

"Consumers know we are working hard to provide them with the safest food supply in the world," said Molpus. "Indeed, they recognize and support the success we have obtained through our 80-year federal and state food-safety partnership."

## Nutrition labeling OK

Seventy-one percent of shoppers read labels when they consider buying a packaged food product for the first time, primarily to find out about fat or cholesterol, vitamins and minerals, salt and calories.

Importantly, 63 percent of shoppers say the current label tells them what they want to know. Shoppers say accurate and informative labeling would be among the industry's top priorities in the future.

## Environmental packaging ranks low

Few shoppers take the environmental consequences of packaging into account when they purchase food products. On the other hand, however, the Opinion '92 consumers strongly support recycling.


## Eye to the future

In the next five years, consumers want grocery manufacturers to continue to concentrate on: nutrition (88 percent), recycling (83 percent), cost (82 percent) and safety (80 percent).

We are already hard at work on thousands of food products which have a better nutritional profile and which taste good," said Molpus.

GMA Communications Committee Chairman Craig Shulstad of General Mills commented, "This is an excellent way for GMA to present the media and consumers our side of the story. The survey presents a concise snapshot of how shoppers view food manufacturers."


The Opinion '92 survey was conducted by Peter D. Hart Research Associates, Inc. The group has conducted over 2,500 public-opinion surveys and analyzed interviews with more than 1.5 million people the past 20 years. The polling was done with 1,002 grocery shoppers nationwide from March 13-18, 1992. —GMA



## "Working for You!"

### Improve Your Profit Potential!

- ▶ **AFD Food & Beverage Report Can Help You Reach Your Goals in 1992**
  - Effectively
  - Efficiently
  - Economically
  - Easily
- ▶ **9500 Monthly Industry Wide Mailing**
- ▶ **25000 Monthly Industry Wide Readership**
- ▶ **Targeted Food Industry Market**
- **New Products Introduction Page**
- **People Page (appointments, promotions, transfers)**



**1-800-6666-AFD RAY AMYOT**

## LETTERS

Thank you for contacting me in support of legislation (H.R. 5649) to repeal the Special Occupational Tax (SOT) on the alcohol industry and improve the collection for diesel fuel tax. I appreciate having the benefit of your views.

I agree that the SOT, established back in the 1860s as a revenue raiser for the civil war, is today outdated and clearly inequitable. As you know, Representative Matsui introduced H.R. 5649 to repeal this user fee on producers, distributors and retailers of licensed beverages. In compliance with the terms of the 1990 Budget Agreement, the bill contains a financing mechanism that would not only offset the lost revenues from repealing the SOT, but would also combat rampant tax fraud and evasion.

I voted for H.R. 5649 on August 4, 1992; unfortunately, the measure failed to pass by a vote of 200-207. Please be assured I will continue to work with my colleagues to garner support for this proposal which would ease the burden on small business.

Again, thank you for sharing your views.

Sincerely,  
Sander Levin,  
Member of Congress of the  
United States  
17th District, Michigan

I wish to personally express my appreciation to the owners of the Eastbridge and Harper Food Center Supermarkets for their stance in discontinuing the sale of cigarettes and alcoholic beverages and developing a more family-oriented shopping center.

Statistics prove that the African-American community, next to the American Indian community, is seriously impacted by the effects of alcoholism and cigarette smoking. Many in our communities, not only in Detroit but across the nation, are murdered, maimed and orphaned because of addictive substances.

Figures from the American Cancer Society indicate that African-Americans, especially in impoverished areas, often wait too late (because of lack of medical coverage and/or money) to see a doctor for illnesses related to smoking and alcohol. These illnesses may have been treated and prevented if they were detected at an earlier stage. I know we should all act responsibly, but unfortunately, that is often not the case.

I hope other stores throughout the city will follow the lead of Eastbridge and Harper Food Centers in making commitments for a strong, healthy society. It may seem like a small or maybe even insignificant gesture to some people, but for me and many others, it's a beginning.

Sincerely,  
LaSandra Nelson, Executive Assistant  
Black United Fund of Michigan, Inc.

## RETURNABLES!

HOW YOU FEEL ABOUT RETURNABLE CANS & PLASTIC BOTTLES?  
HOW MANY CANS ARE IN EACH OF THESE BAGS?



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 & sleeve method.

Can you afford not to use the X-Act Count 240777?

Replaces dirty sagging cardboard sleeves with sturdy washable plastic sleeves.

**ONLY \$14.99**

**X-ACT COUNT 240**

To order the X-Act Count 240 or Plastic Sleeves, call or write:  
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We ship UPS same day as order is received.

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

Contact your Paul Inman  
Sales Representative  
for more details

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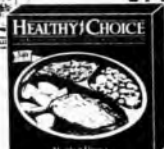
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**Banquet**



**Sara Lee**



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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





## PEOPLE

### Wagar named to Michigan Special Olympics board of directors

Kenneth Wagar of Wyoming, recently was elected to the Michigan Special Olympics Board of Directors. Wagar, vice president, marketing, for Spartan Stores Inc., headquartered in Grand Rapids, was elected by MSO's Board of Directors during its June 5 meeting on the campus of Michigan Special Olympics in Mount Pleasant.

Wagar has been involved with Special Olympics since 1990 as a Summer and Winter Games volunteer. He received his bachelor's degree in marketing from Wright State University in Dayton, Ohio. Wagar is a member of the board of directors of the Grand Rapids Junior Achievement, and a past board member of the Denver (Colo.) Private Industry Council and the Rocky Mountain Food Dealers Association.

Wagar and his wife, Vickie, have two children, Katara and Keith.

### Heinz details impact of restructuring, growing foodservice business

The H.J. Heinz Company, in its 1992 annual report, points to record net income and earnings per share as indications that its latest restructuring and investment initiatives have set the company on a course for continued growth in the coming years.

The report opens with a letter to shareholders from Anthony J.F. O'Reilly, Heinz chairman, president and chief executive officer. In it, he calls fiscal 1992 "a year of renewal for Heinz brands and management throughout the world."

Heinz's chairman says that, despite turbulent market conditions, the company's investment in its long-term future should greatly benefit Heinz shareholders. This includes a corporate investment of more than \$600 million that Heinz has used to streamline its affiliates and factories, develop new products and increase the market shares of core brands.

O'Reilly measures the immediate benefits of Heinz's strategy by citing a 12.4 percent increase in net income for fiscal 1992, along with a 12.7 percent jump in earnings per share from \$2.13 to \$2.40.

### Pfeister announces appointments

The Pfeister Company Board of Directors is pleased to announce the following appointments:

Cal Stein, former senior vice president, was promoted to executive vice president. Cal is currently a member of the board of directors, operating committee, and a stockholder. His current responsibility as the company's business unit

manager for the Detroit operation remains with Cal.

Cal's tenure with the Pfeister Company spans over a period of 14 years, where he has held various positions from retail merchandiser, account executive, department manager to his current position of business unit manager.

Cal is a graduate of Kent State University in Ohio and received his masters degree in business from Wayne State University in Detroit.

Greg Earhart, has been promoted to vice president in charge of The Pfeister Company's Confection Business unit.

Greg joined the company in June of 1991 at the time Brach's appointed Pfeister to represent them in the state of Michigan and Toledo, Ohio.

Greg held various management positions with the Campbell Soup Company, Seven-Up and Brach's.

Greg is a graduate of Central Michigan University.

Mark O'Keefe, current vice president and controller, was appointed secretary/treasurer.

Mark has been with the organization over 6 years, managing the financial department. Mark is a C.P.A. and is a graduate of Michigan State University.

### Delta Broadcasting honors sugar industry

Michigan Sugar Company and the Great Lakes Sugar Beet Growers Association have each received a plaque in recognition of the support their organizations have given Delta Broadcasting WUCM/WUCX TV 19/35 over the past 20 years.

Delta Broadcasting's interim general manager, Ruby Iwamasa, made the presentation to MSC's president Ernest Fiegenheimer and GLSBGA's executive president Robert Young during the dinner segment of the Second Annual Pioneer Sugar Golf Invitational July 13 at the Bay Valley Golf Club in Bay City, Michigan.

Aware of TV 19/35's need to replace obsolete equipment, Michigan Sugar Company suggested a sports-related fundraising event and joined with the growers association as the annual golf outing's official sponsors in 1991. This year, the outing welcomed 100 golfers and raised more than \$12,000 in net proceeds to public television.

Since 1973, Michigan Sugar Company and its growers have provided substantial funding to TV 19/35 by participating in *Great TV Auction*, underwriting *Mr. Rogers Neighborhood*, donating to its various fundraising events, becoming a "matching grant employer" and having its employees volunteer for Delta's on-air pledge drives. Currently MSC and its growers contribute more than \$15,000 annually to local public television.

## PRODUCTS



### Orlando Baking Co. offers a wide variety of Italian breads and rolls

Orlando Baking Company now offers a new line of fine, authentic Italian signature bread products. Orlando, located in Cleveland, Ohio, offers a full line of over 70 varieties, and each lends its own elegance and superb taste to every entree.

From breadsticks, kaiser rolls and delicious Focaccia, to their popular, crispy crust Ciabatta® bread, Orlando products are made with the finest ingredients and baked with old world recipes for mouth watering taste and texture. Slowly baked on the hearth for delectable flavor and lightly browned crusts, Orlando breads bring praise and requests for "more bread, please."

The Orlando family has been making hearth-baked specialty breads since 1872. They opened their first bakery in the town of Castel Di'Sangro, Italy where it is still in operation. In 1904 part of the family came to Cleveland where they continue to bake bread with the same

commitment to quality found in the old country.

For more information on these and other fine Orlando products, please contact: Nick Orlando Jr., Orlando Baking Company, 7777 Grand Avenue, Cleveland, Ohio 44104, or call: (216) 795-1000.



### Mootown Snackers announces new Big Duper Cheese & Pretzels

Sargento of Wisconsin announces a new product from their Mootown Snacker line that combines two favorites, cheese and pretzels. It's a new twist on an old standby, cheese and crackers. Called simply Cheese & Pretzels, the product is conveniently packaged for snacks and lunch boxes. It comes in small tubs for dipping and dunking.

Pretzels are the second fastest growing snack segment according to the snack Food Association. Pretzels are expected to grow in popularity due to their low-fat content.

Consumers rated Cheese & Pretzels highly, and in taste tests it was as successful as Cheese & Sticks, another popular Sargento product.

For more information on stocking Cheese & Pretzels, individually packaged or in five or eight packs, call Jim Farber at (313) 851-5700, Stark & Company, 30301 Northwestern Hwy., Farmington Hills, MI 48334.

## STING OPERATIONS TARGET SDD/SDM RETAILERS

**YOUR BEST PROTECTION IS ATTENDING THE AFD T.I.P.S. TRAINING CLASS**

### WHAT IS T.I.P.S.?

An acronym for Training Intervention Procedures by Sellers. This is a class that instructs retailers on how to sell alcohol, for off-premise consumption, responsibly and within the laws and regulations.

### DON'T LOSE YOUR LIQUOR LICENSE BECAUSE...

- An employee serves a minor
  - An employee serves an intoxicated person
  - An employee doesn't check identification
- HAVE YOUR EMPLOYEES TRAINED! SEND THEM TO A T.I.P.S. SEMINAR!**

**IT'S FOR YOUR PROTECTION! WHETHER EMPLOYEE or EMPLOYER CALL AFD TODAY TO REGISTER at 1-800-66-66-AFD**

(Limited seating, reservations necessary)

**DATE:** Monday, September 21, 1992

**TIME:** 7:00 p.m. - 9:00 p.m.

**PLACE:** Associated Food Dealers of Michigan  
18470 West Ten Mile Road, Southfield

**COST:** Members: \$15.00 per person; Non-members: \$30.00 per person  
(Note: \$15 in take-home materials included)



The Taste of...

For More Information Call: Terry Bunting at (313) 525-4000  
31111 Industrial Road, 48150 • MICHIGAN TOLL FREE 1-800-686-6866



## SHOPLIFTERS

from page 4

amount of the bad check. This civil action is properly brought in small claims court, unless the damages requested exceed the limit that can be awarded in a small claims court.

MCLA 600.2953 sets forth a civil penalty that can be levied against a shoplifter, in addition to the criminal penalty. A person who commits retail fraud in the first or second degree is also liable to a merchant for the full retail price of any unrecovered property or recovered property that cannot be resold. The statute sets out a lengthy form that a merchant should use to set the civil action in motion. The merchant is required to send this written request by mail or deliver it to the person accused of shoplifting. More importantly, the merchant must file a police report in order to use this civil remedy. A person who complies with the merchant's written demand is free of civil liability. However, if the shoplifter fails to return the property or returns it in unsaleable condition, the person must pay the full retail price of the property, plus a civil penalty of \$200.00 and reasonable costs not to exceed \$50.00. this action should be brought in a small claims court, unless the damages the merchant seeks are more than the court is allowed to grant. In such case, the action should be brought in District Court. the statute also provides procedures to be used against a shoplifter who is a minor. The statute makes the **minor's parents responsible for payment.**

These two statutes give members an additional means to punish those persons caught passing bad checks or shoplifting. In the bad check scenario, the merchant must choose whether to press criminal charges against the wrongdoer or bring a civil action. The merchant may choose to do both, but the criminal penalty will take precedence over the civil judgment. In the case of shoplifting, the civil penalty can be used in addition to the Michigan Penal Code. Therefore, the merchant has a double remedy at his or her disposal in dealing with shoplifters. The advantage of the civil remedies are clear. The merchant is now able to recover from the wrongdoer without relying on the overburdened criminal justice system as the sole means of punishing the wrongdoer. This efficient means of recouping a merchant's loss may also, in the long run, be an additional deterrent to those persons who shoplift and pass bad checks.

**DON'T FORGET!  
AFD BOARD  
NOMINATIONS  
DUE OCTOBER 1, 1992!**

## CRIME

from page 4

Most supermarket robberies occur at the checkstand (43.5 percent in 1991). The courtesy booth was robbed in 19.6 percent of the cases; the money safe or vault was robbed in 13 percent of the cases and in 23.9 percent of the cases, all three areas were robbed. Money safes and vaults and courtesy booths are robbed most often by two or more individuals. Checkstand robberies usually committed by a single individual. Handguns were used in 44.6 percent of the robberies, knives were used in 22.9 per-

cent of the incidents, shotguns were used in 10.8 percent of the incidents and bombs were used in 3.6 percent of the incidents. Physical threats were used in 22.9 percent of the incidents.

The Northeast and Western parts of the country are, by far, the areas where robberies and burglaries occur most often. The Northeast region experienced 39.1 percent of the robberies and 47.8 percent of the burglaries in 1991. The Western region had 46.7 percent of the robberies and 44.8 percent of the burglaries over the same period.

The average loss per robbery was \$2,549.00; losses ranged from \$60. to \$12,000. The average value of merchandise and cash lost per

burglary in 1991 was \$2,034., with losses ranging from \$100 to \$10,000. The top four items stolen during burglaries were, in order of loss, cigarettes, meat, alcoholic beverages and cash. —FMI



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Serving Southeast Michigan  
TERRY SESTER  
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**ROOF - MOUNTED  
ADVERTISING BALLOON**

**RESORT AREA:** Family owned and operated village grocery and meat market. Great business—located in center of town. Call Marilyn or Lori at Osentoski Realty (517) 738-5251 or (517) 738-6707.

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**ROYAL**  
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**CELLARS BEVERAGE**  
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**IMPERIAL DISTRIBUTING**  
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**KENT BEVERAGE CO.**  
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Wyoming, MI 49548  
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**TOM RYAN DISTRIBUTING**  
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Flint, MI 48503  
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Raverse City, MI 49684  
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(616) 947-0523

**BAYSIDE BEVERAGE**  
1008 Franklin Street  
Petoskey, MI 49770  
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**ALPENA BEVERAGE**  
1313 Kline Road  
Alpena, MI 49707  
(517) 354-4329

**DRAVES DISTRIBUTING**  
610 East Woodworth Street  
Bad Axe, MI 48413  
(517) 269-8581

**FABIANO BROTHERS, INC.**  
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P.O. Box 749  
Mt. Pleasant, MI 48858  
(517) 773-3605

**INTRASTATE DISTRIBUTING**  
15396 Idaho Street  
Detroit, MI 48238  
(313) 867-2337

**MARCHETTI DISTRIBUTING**  
700 Emeline Street  
Sault Ste. Marie, MI 49783  
(906) 632-2321

**PETERLIN BROS.  
DISTRIBUTING**  
US-41  
P.O. Box 387  
Calumet, MI 49913  
(906) 337-0213

**BINK COCA COLA**  
3001 Danforth  
Escanaba, MI 49829  
(906) 786-4144

**PIKE DISTRIBUTING**  
Hwy. 41 West  
P.O. Box 807  
Marquette, MI 49855  
(906) 475-9936



# Take advantage of Michigan's liquid assets.



Stock the unique Faygo flavors your customers are sold on.

What a great state to be in...carrying the one-of-a-kind Faygo flavors your customers keep coming back for. With liquid assets like these, you can smile all the way to the bank: Moon Mist, Cherry Festival, Rock & Rye, Raspberry Crenie,

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.**

# FROZEN

from page 1

Birdseye was fond of fishing and froze his catch in the snow with the aid of Labrador's unrelenting subzero winds. After thawing it out, he found that the fish was as fresh as when he caught it or, as a subsequent Birds Eye Company slogan would put it, "frozen with the wiggle in its tail."

Birdseye launched his first commercial venture in New York in 1923. With \$20,000 in seed money from a public stock offering, he formed a company to freeze fish fillets. But the public was uninterested and couldn't distinguish between quick freezing and cold storage, so the firm went bankrupt.

Undaunted, Birdseye gathered financing for a firm called General Seafoods Corp., Gloucester, Mass., and, in 1928, developed the double belt freezer, the forerunner of modern freezing technology.

## GENERAL FOODS IS BORN

At about the same time, the New York investment house of Goldman Sachs was scouting out growth opportunities for one of its clients, the Postum Company. In 1929, Postum purchased General Seafood's parent firm, General Foods Company. Shortly thereafter, Postum changed its name to General Foods Corporation.

Less than a year later, the company launched the Springfield experiment in 10 grocery stores.

The biggest obstacle to the industry's growth in those early years was getting retailers to pay for display cases. The first frozen food case was developed in 1929 by C.V. Hills & Co., Inc., Trenton, N.J., the predecessor of Hill Refrigeration. But \$1,200 for an eight-foot display and \$700 for a four-footer was a stiff outlay for grocers during the Great Depression.

## EARLY MERCHANDISING

To solve the problem, Birdseye contracted with American Radiator Corp., in New York to develop a low-cost, coffin-shaped cabinet—dubbed the Amerad unit—and rented it to retailers for \$7.50 per month on a minimum three-year contract.

By 1938, Birds Eye's sales were an anemic \$8 million, partly as a result of increased competition from companies which started out as its co-packers. New contenders included Seabrook Farms, Bridgeton, N.J., which had begun experimenting with quick freezing vegetables in 1930; Fairmont Packaging Company, Fairmont, Minn.; H.C. Baxter Company, Brunswick, Maine; John H. Dulany & Son, Fruitland, Maryland; and Honor Brand, a retail and institutional label from Waterman & Company, a New York produce distributor, later acquired by Stokely-Van Camp.

The latter has a special place in the history of frozen foods for two reasons. It was the first to work through an exclusive network of

wholesale distributors, a practice which would continue for more than a decade, and facilitated the entry of Stokely-Van Camp, then the food industry's third largest canner, into frozen foods.

The problem for all the players, however, was that consumer resistance brought retail sales to a virtual standstill and the fledgling industry's saving grace was the institutional trade.

This market, which accounted for half of Birds Eye's 1938 sales of \$8 million, became the path of least resistance. Products did not have to be presold to consumers, since, in most cases, they were not aware they were eating frozen products.

By the latter part of the decade,

railroads and steamship lines became dumping grounds for surplus retail inventories and low or off-grade frozen products. Restaurants, sensing consumer resistance, were a harder sell and some posted notices on their menus stating: "We don't serve frozen foods."

## THE WAR YEARS

World War II forever changed the face of the frozen food industry and for the first time, sales outpaced production.

When Japan overran southeast Asia, it captured a large portion of the world's tin resources and the U.S. government placed stringent controls on canners in an effort to conserve this vital wartime metal.

This opened the door for frozen, which used less crucial materials such as paperboard, waxed paper and cellophane.

Furthermore, retail shelves emptied as canned goods went to war and such major chains as Jewel Food Stores, Albers Supermarkets and the Penn Fruit Company eagerly pressed frozen into service to fill the gaps.

Because frozen did not use metal, their purchase by consumers required fewer ration points than canned products.


## POST-WAR BUST

But the wartime boom soon turned into a post-war bust. The military canceled its contracts for frozen vegetables, consumers returned to


See FROZEN, page 21

## TRUSTED BY GENERATIONS: TRAVELERS EXPRESS MONEY ORDERS



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

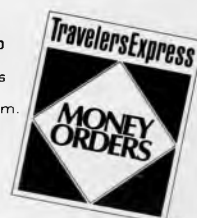
For retailers, that translates into one important word: traffic. Month after month, and year after year, money order sales bring in a steady stream of customers that generate more income and additional product sales.

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

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

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

Call 1-800-328-5678, ext. 3300 to get details on the Travelers Express Money Order Program.



Trusted Service For Over 50 Years

## WHAT'S HAPPENING AT THE MICHIGAN LOTTERY?

DURING MONTH OF SEPTEMBER:

# Bonus nights to give Daily 3 game a boost

By Jerry Crandall  
Michigan Lottery Commissioner

The Michigan Lottery has a special promotion for Daily 3 players this month. Players can win extra cash playing the Daily 3 game during "September Bonus Nights." This promotion will provide players with the opportunity to receive bonus payoffs on straight bets two nights a week for four weeks from August 31 through September 26.

Bonus nights (two each week, eight total) will be announced during the nightly telecasts of each drawing. Bonus payoff will be:

- A dollar straight bet will pay \$600 instead of \$500
- A 50-cent straight bet will pay \$300 instead of \$250
- 3-way straight/boxed will pay \$383 instead of \$333
- 6-way straight/boxed will pay \$341 instead of \$291.

This promotion will be supported with radio and newspaper ads, spots on the "Michigan Lottery Megabucks



Crandall

Giveaway" TV weekly games show, and in-store point-of-sale materials.

### Lottery "kicks off" football season with new instant game

Michigan Lottery players will "win big" this football season with the Lottery's newest instant game "First & Ten" which goes on sale September 16.

Players win "First & Ten" when the numbers underneath the ticket's four "yardage" footballs add up to 10 or more. The player wins the prize shown—up to \$500 instantly! The overall odds of winning a prize in this game are 1-in-6.23.

### "Lotto 20 Car Giveaway" helps drive up Lotto sales this summer

The Michigan Lottery wraps up its exciting "Lotto 20 Car Giveaway" second-chance sweepstakes this month. In celebration of the Lottery's 20th anniversary, the Bureau is giving away 20 new automobiles from July 9 through September 11. Michigan Lottery players who miss out on Lotto this summer are getting a second chance to win big by driving away a new vehicle.

We're excited about this promotion because it captures the spirit of

the Lottery's 20th anniversary. It is our way of thanking our players for supporting the Lottery and Michigan's public education system, and it shows our support for the automotive industry—an industry of great importance to Michigan's economy.

The promotion has players in "high gear"—more than 1,000,000 entries were received for just the first few drawings!

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

- Chevy Caprice
  - Dodge Dakota
  - Ford Probe
  - Pontiac Grand Am
  - Dodge Daytona
  - Ford Mustang GT Convertible
  - Buick LeSabre
  - Jeep Grand Cherokee
- (one of each of the following):
- Lincoln Town Car
  - Cadillac DeVille

Two winners are announced every Saturday from July 11 to September 12 on the "Michigan Lottery Megabucks Giveaway" TV game show.



## COMING EVENTS

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

Dec. 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.



# 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

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.

Store Name (Please Print) _____	
Address _____	
City/State _____	Zip _____
Phone Number _____	Contact Person _____
<small>For information on how to become a Michigan Lottery retailer, please return to: Bureau of State Lottery, 101 East Hillsdale, Box 30023, Lansing, MI 48909. Or Call (517) 335-5600</small>	







## AFD retailers and suppliers make Golf Outing best ever!

We're pleased to say that the 1992 AFD Golf Outing broke attendance records with over 200 people from the industry participating in the tournament and dinner reception. It was held on Monday, August 3, at Shenandoah Country Club in West Bloomfield, a club that has seen considerable improvements over the past year. The course was in good condition for the tournament, especially considering the extensive rain we received for over a week prior to our event. Despite a few threatening clouds and a brief shower, the sun prevailed for most of the day, bringing comfortable golfing temperatures with it.

The day included an 18-hole tournament, breakfast in the clubhouse, cook-out lunch under the tent at the end of the ninth hole, a gourmet dinner, golfer goodie bags, and a vast array of door and raffle prizes.

Thanks to our academic and hole sponsors, we also awarded 22 scholarships to deserving young people; the most we have ever given out to date. Most of these young scholars were on hand to receive their award during a special presentation at dinner.

Thanks to our members, sponsors, Shenandoah Country Club and Mother Nature, our golf out was a smashing success!

## AFD 1992 GOLF COMMITTEE:

•Jim Farber, Stark & Company, *Chairman*

- Sam Awdish, General Liquor
- Brian Bushey, Kowalski Sausage
- Amjed Francis, J. Lewis Cooper
- Joe LAginess, J&J Wholesale
- Kevin Larsen, I & K Distributing
- Dana Ludington, Ludington News
- Brad Miller, M&M Mars Co.
- Joe O'Bryan, Seven up of Detroit
- Mark Sarafa, Coca-cola Bottling Co.
- Larry Stamos, Kar Nut Products
- Keith Tipper, Tony's/Red Baron's Pizz
- George Tomasso, Jay's/Cain's
- Jeanette Waters, Faygo Beverages
- John Wojnicki, Pepsi-Cola Co.



### FOOD & BEVERAGE COMPANY DONORS:

*Many, many products were donated by generous member companies, making for a tasty golf outing! Thanks to:*

- Kowalski Sausage
- Tony's/ Red Baron Pizza
- IFC/Statewide Food
- I & K Distributing
- Melody Farms
- Jay's/Cain's, Borden Snacks
- Frito-Lay, Inc.
- Awrey Baking
- Koeplinger Bakery
- Entenmann's Bakery
- Kar Nut Products
- Stark & Company
- Archway Cookies
- Nestle
- Faygo Beverages
- Seven Up of Detroit
- Coca-Cola Co.
- Pepsi-Cola Co.
- Hubert Dist., Budweiser
- Oak Distributing, Coors



## FORE! AFD FEARSOME FOURSOMES



*Pepsi-Cola Foursome*



*Coca-Cola golfers*



*Board Members Sam Yono and Mark Karmo with teammates from Madison National Bank*



*Bellanca, Beattie & DeLisle foursome*



*Faygo Beverages foursome*



*Stark & Company foursome*

# ACADEMIC SCHOLARSHIP / HOLE SPONSORS



Mohawk's 8 scholarships were presented to Sana Abid, Bradley Flint, Troy Glease, Balsam Jarbo, Rohit Pallegar, Anne Riech, Bryan Tollenaar and Balsam Yono by Daniel O'Connor.



Rodney George of Melody Farms, presents a scholarship to Mark Shaya.



Todd McKinney receives a scholarship from sponsor Keith Tipper of Tony's / Red Baron's Pizza.



The J. Lewis Cooper scholarship was presented to Tammie Tarver by Dick Stricker.

## 1992 AFD ACADEMIC SCHOLARSHIP SPONSORS:

We applaud these fine companies for their generosity in sponsoring the golf outing and the 1992 academic scholarship winners. The AFD Scholarship program could not be successful without your support.

Blue Cross & Blue Shield	J. Lewis Cooper Co.
Central Distributors	Ludington News
Coca-Cola Bottling Co.	Melody Farms
Coors Brewing Co.	Mohawk Distilled Products
Creative Risk Mgmt. Co.	Paul Inman Associates
Detroit Edison Co.	Pepsi-Cola Co.
Faygo Beverages	Pfeister Company
General Wine Co.	Scot Lad Foods
House of Seagram	Seven-Up of Detroit
Hubert Distributing	Tony's / Red Baron Pizza



Coca-Cola's scholarship was presented by Orlando McCorvey to scholarship winner Doral Abrihalm.



Pablo Guzman and Tom Crammins of Coors Brewing Co. present Amy Gentner with a scholarship.



Seven-Up's scholarship was presented to Julie Godin by Jim Miller and Joe O'Bryan.



Detroit Edison's, Valerie Wasson, receives the sponsorship plaque from AFD Chairman Frank Arcori and Executive Director Joe Sarafa.



Jim Ellers from Seagram's is happy to win a rotisserie cooker.



Bob Caughlin from Eby-Brown wins a case of Canadian Club.



Jim Millville wins a 7-Up golf bag

## PRIZE DONORS:

Many thanks to the companies who donated such exceptional items and premiums to the AFD Scholarship / Golf Outing. Your kindness made the day a huge success.

- |                            |                             |                            |
|----------------------------|-----------------------------|----------------------------|
| • Archway Cookies          | • Hubert Distributors       | • Mucky Duck Mustard       |
| • Barney's Shop Rite       | • Hyatt Regency Dearborn    | • Nabisco Co.              |
| • Bil Mar / Mr. Turkey     | • I & K Distributing        | • Paddington Corp.         |
| • Blue Cross & Blue Shield | • J & J Wholesale           | • Park Place Hotel         |
| • Borden snacks            | • J. Lewis Cooper Co.       | • Paul Inman & Assoc.      |
| • Coca-Cola Bottling Co.   | • Kar Nut Products          | • Pepsi-Cola Co.           |
| • Coors Brewing Co.        | • Kehe Foods                | • Pfeister Company         |
| • Detroit Edison           | • Kowalski Sausage          | • R. M. Gilligan           |
| • Faygo Beverages          | • Kramer Foods              | • Scot Lad Foods           |
| • Gadaleto Ramsby & Assoc. | • Ludington News            | • Seven-Up of Detroit      |
| • Garland                  | • M&M Mars Co.              | • Spartan Foods            |
| • General Liquor Co.       | • Madison National Bank     | • Stark & Company          |
| • Hillshire Farm & Kahn's  | • Michigan Szugar           | • Tony's / Red Baron Pizza |
| • Hiram Walker & Assoc.    | • Michigan National Bank    |                            |
| • House of Seagram         | • Mohawk Distilled Products |                            |



Bill Fowler of Melody Farms wins a Caribbean cruise for two, donated by Pepsi-Cola

# AFD ON THE SCENE

## AFD BOARD RETREAT

On July 24 and 25 the board of directors for the Associated Food Dealers of Michigan met at Garland Resort in northern Michigan. They met to discuss issues concerning Michigan grocers, socialize and squeeze in a little golf.



Board members relax on the log cabin porch at Garland.



AFD Board discusses issues vital to the food industry during Garland retreat.



Board members take in a little golf.

## ANTI-GANG & VIOLENCE COUNCIL



Members of the Anti-Gang and Violence Council meet with Robert Scott of Scotty's Party Store. Joe Sarafa, AFD executive director, visited 16 southwest Detroit convenience stores, urging them to support the council's program.



AWARDS FOR  
PUBLICATION EXCELLENCE

## Food & Beverage Report receives award

We are pleased to announce that this magazine, the AFD *Food & Beverage Report*, has received the Apex '92 Award for Publication Excellence. Our category is non-profit external tabloids/newspapers.

The award was given by Communications Concepts, a national organization for professional communicators, located in Washington, D.C.

### BE ECO-CONSCIOUS! RECYCLE THIS NEWSPAPER!

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

Associated Food Dealers  
of Michigan

## UPDATE

from page 1

targeting businesses such as food retailers and restaurants. They investigated 4,700 businesses, found 5,000 minors working in violation of federal law, and assesses \$3.2 million civil penalties. Many grocers who believed themselves in full compliance with the law found themselves among those cited.

Retailers are cautioned to review their child labor compliance programs generally, and especially to make sure that all store employees are aware of the prohibitions concerning paper baling machines. The Federal Fair Labor Standards Act states that 14- and 15-year-olds can work in non-hazardous occupations for not more than 40 hours in a week, or 8 hours in a day, when school is not in session, and not more than 3 hours in a day or 18 hours in a week when school is in session. The 14- and 15-year-olds can work only between 7 a.m. and 7 p.m., except that from June 1 through Labor Day they can work to 9 p.m. Most states also have child labor laws and these should be reviewed as well. The state law applies if it is stricter than the federal law.

—FMI



## SHOPPING FOR WAYS TO INCREASE YOUR SALES?

Just look at the products in the Michigan Bankard™ Services aisle! The Associated Food Dealers of Michigan and MBS let your customers choose their favorite way to pay... *with their credit and debit cards.*

- Accept Visa®, MasterCard®, Discover®, and Magic Line® ATM cards (We also process American Express®, Diners Club®, and Carte Blanche®)
- Superior protection against theft, fraud, and chargebacks
- Electronic deposit to your local bank account
- Check guarantee services
- Food stamp processing and other cash vault services
- 24-hour, 7-day, toll-free Customer Service Hotline
- Great service at low AFD rates

**TO APPLY, CALL JUDY MANSUR  
AT 1-800-66-66AFD TODAY**

Be sure to ask for our special magic ML PAY® debit program for AFD members.

Now your customers can pay with their Magic Line ATM cards!

Michigan Bankard Services is affiliated with Michigan National Bank, Lansing, Michigan.



## FROZEN

from page 16

buying products that were no longer in short supply and the *Wall Street Journal* ran an article with a headline declaring "Frozen food drop—a glut on the market."

This might have been frozen food's swan song had it not been for the debut of a revolutionary new product that was destined to become the industry's first volume item—frozen concentrated orange juice.

The first truly successful frozen juice was a concentrate introduced in 1946 under the Snow Crop label. A year later Minute Maid, which had packed the Snow Crop product the previous season, began marketing its

own label. By 1953, 90 labels had been registered with the Florida Citrus Commission.

Skyrocketing demand for frozen concentrate was also a blessing for Florida's depressed citrus industry and 44 years after the product's introduction, nearly 80 percent of the state's orange crop goes into the production of concentrate.

Orange juice may have been the industry's first volume item, but seafood has earned a special place in the history books as the first frozen item of any kind.

The most popular seafood item was breaded shrimp. As the story goes, a Thunderbolt, Geo. grocery store owner by the name of William Mullis was so fond of breaded

shrimp that his wife had a hard time keeping up with his demand. So Mullis decided to batter, bread and freeze shrimp so they would be ready whenever the urge hit him.

Once his customers tasted and approved of this delicacy, Mullis decided to go into large-scale distribution, and he founded the Trade Winds Co. Soon after that, steadily rising demand for breaded shrimp led to the establishment of SeaPak Corp., now Rich-SeaPak, and King & Prince Seafood.

### FISH STICKS A HIT

While marketers continued to exploit the American consumer's new-found love of packaged seafood, none of these products rose to pro-

minence as quickly as the fish stick, developed by General Foods in 1952 and marketed under the Birds Eye label.

Production soared to 63 million pounds just two years earlier. But this phenomenal growth, which attracted companies such as Mrs. Paul's, Gorton, and Taste O'Sea, also gained the attention of Kroger and A&P, whose private label fish sticks sent pricing into a tailspin, a condition that would eventually be

See FROZEN, page 22

**The  
card  
that  
counts.**



**Blue Cross  
Blue Shield  
of Michigan**

CONTRACT NO.  
123 456 789

GROUP NO.  
9000

PLAN CODE  
210

COVERAGE CODE  
BCBS H

MEMBER NAME  
ALUED CUSTOMER

## BENNANE

from page 6

Representative Bennane.

Born on January 25, 1945 and raised in the City of Detroit, Representative Bennane is a graduate of Benedictine High School and Wayne State University.

After his election to the Michigan House in 1976, Representative Bennane organized the House Democratic Study Group and was chosen by his democratic colleagues as its first chairman. This group consisted of half of the Democratic majority in the Michigan House.

In 1985 Representative Bennane was elected Associate Speaker Pro Tempore of the Michigan House of Representatives and served in that capacity through 1988. He currently serves as Chairman of the House Public Health Committee, and Housing and Urban Affairs Committee. In addition, Representative Bennane serves as Chairman of the Subcommittee on Urban Health Care. He is also a member of a special Task Force appointed by the Speaker of the House that will investigate availability and cost of obstetrical and pediatric care in Michigan.

Bennane, a lifetime resident of Northwest Detroit, has been active in community organizations throughout his career. He is former president of the Belmont Civic Association and served as the Emerson Community Homeowners Organization's (ECHO) representative to the Mayor's Northwest Leadership Council. He is currently a member of the Old Redford Association, Ancient Order of Hibernians, Detroit Police Community Association-Northwest Station, North Rosedale Park Civic Association, League of Women Voters, Michigan Democratic Party Century Club, 17th District Democrat Club, and the Democratic National Committee.

If you have any questions or concerns you would like to discuss with Representative Bennane, he can be reached through his district office at (313) 592-8667.

*Editors note: AFD hopes that all retailers will take special care to prevent the sale of tobacco to minors. However, the AFD Board of Directors does not believe a licensing fee is appropriate.*



**S·M·A**  
Infant Formula

**Nursoy**  
Soy Protein Formula



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**1-800 SMA 4 WIC (762-4942)**

**THE BABY FORMULA SHELF SET BELOW MAY HELP YOU IN YOUR PRODUCT POSITIONING**



GERBER	SMA PWDRD W/IRON	NURSOY PWDRD	SIMILAC
↓	13 OZ SMA CONC W/ IRON		
ENFAMIL	13 OZ NURSOY CONC		
↓	32 OZ SMA PREMIX W/IRON	32 OZ NURSOY PREMIX	↓
13 OZ SMA CONC W/ IRON FULL CASES		13 OZ NURSOY CONC FULL CASES	



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SAGINAW MI 48603  
(517) 793-8100

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



# SUPPORT THESE AFD SUPPLIER MEMBERS

## SERIES:

oyd's Scotch Bakery & Sausage	532-1181
way Cookies	(616) 962-6205
ry Bakeries, Inc.	522-1100
plinger Bakeries, Inc.	967-2020
M Biscuit Distributing	893-4747
hine/Salerno	352-4343
tee Bakeries	476-0201

## NKS:

enfield Mortgage Co.	274-8555
ison National Bank	548-2900
higan National Bank	489-9100

## VERAGES:

opure Water Company	358-1460
enican Brokers Association	544-1550
neuser-Busch, Inc.	354-1860
lino Quality Beverages, Inc.	466-6300
oks Beverage Mgt., Inc.	(616) 393-5800
andaigua Wine Co.	379-3644
niral Distributors	946-6250
ca-Cola Bottlers of Detroit	585-1248
ors Brewing Company	451-1499
n Lee Distributing, Inc.	584-7100
& J Gallo Winery	643-0611
stown Distributors	867-6900
& M Coffee	851-5774
ygo Beverages, Inc.	925-1600
ankenmuth Brewery	(517) 652-6183
eneral Liquor	868-5100
eneral Wine	867-0521
ram Walker & Sons, Inc.	626-0575
ouse of Seagram	262-1375
ubert Distributors, Inc.	858-2340
Lewis Cooper Co.	835-6400
iller Brewing Company	(414) 259-9444
lr Pure Juices	(312) 379-3000
estle Beverages	489-9349
hai Distributing Company	674-3171
ubst Brewing Co.	887-2087
addington Corp.	345-5250
epsi-Cola Bottling Group	641-7888
owers Dist.	682-2010
E.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
Amen-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
Plester Company	591-1900
Stark & Company	851-5700
VIP Food Brokers International	885-2335

## CANDY & TOBACCO:

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

## CATERING/HALLS:

Country House Catering	(517) 627-2244
Emerald Food Service	546-2700
Gourmet House, Inc.	771-0300
Karen's Cafe at North Valley	855-8777
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
Bernea Food Service	(800) 688-9478
Borden Ice Cream	871-1900
Dairy Products of Michigan	552-9666
McDonald Dairy Co.	(517) 652-9347
Melody Farms Dairy Company	525-4000
Stroh's Ice Cream	568-5106
Tom Davis & Sons Dairy	399-6300

## EGGS & POULTRY:

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

## FISH & SEAFOOD:

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

## FRESH PRODUCE:

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

## ICE PRODUCTS:

Great Lakes Ice	774-9200
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
Gadaletto, 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
Mitxel Agency	773-8600
Murray, Benson, Recchia	831-6562
North Pointe Insurance	358-1171
Rocky Husaynu & Associates	557-6259
Traverse Bay Insurance	(616) 347-6695

## MANUFACTURERS:

Amato Foods	584-1800
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 PRODUCES/PACKERS:

Hartig Meats	832-2080
Hillshire Farm & Kahn's	778-3276
Hygrade Food Products	464-2400
Kowalski Sausage Company	873-8200
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
Thorn Apple Valley	552-0700
Winter Sausage Mfg., Inc.	777-9080
Wolverine Packing Company	568-1900

## MEDIA:

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

## NON-FOOD DISTRIBUTORS:

Albion Vending	(517) 629-3204
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
Nikhlis 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
Stanley's Advgt. & 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
Bolin 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	332-5050
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
Rossmann Martin & Assoc.	(517) 487-9320
Sarafa Realty	851-5704
Southfield Funeral Home	569-8080
Supermarket Development	
Inventory Services	573-8260
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
Brehm Broaster Sales	(517) 427-5858
DCI Food Equipment	369-1666
Hobart Corporation	697-7060
Homestead Enter	(616) 236-5244
MMI Distributing	582-4400
Market Mechanical Services	680-0580
Midwest Butcher & Deli Supply	588-1810
Refrigeration Engineering, Inc.	(616) 453-2441
Statewide Food Equipment Dist.	393-8144
TRM Copy Centers	(503) 231-0230

## WHOLESALE/FOOD

### DISTRIBUTORS:

Bremer Sugar	(616) 772-9100
Cabana Foods	834-0800
Capistar, Inc.	(517) 699-3605
Capital Distributors	369-2137
Central Foods	933-2600
Detroit Warehouse Co.	491-1500
EBY-Brown Co.	(800) 532-9276
Epcor Foods, Inc.	857-4040
Family Packing Distributors	644-5353
Foodland Distributors	523-2100
Garden Foods	584-2800
Gourmet International, Inc.	(800) 875-5557
Great Lakes Home Food Service	(517) 835-6785
H & O Distributors	365-0930
I & K Distributing	491-5930
J & J Wholesale Dist.	795-4770
J.F. Walker	(517) 787-9880
Jerusalem Foods	595-8505
Kehe Food Distributors	(800) 888-4681
Kramer Food Company	585-8141
Lipan Foods	469-0131
Lauren Kachigian Distributing	843-2898
Maxwell Foods, Inc.	923-9000
McInerney-Miller Bros	933-8660
Metropolitan Grocery	871-4000
Midwest Wholesale Foods	744-2200
Miesel/Sysco Food Service	397-7990
Mucky Duck Mustard Co.	683-5750
Norquick Distributing Co.	522-1000
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
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 Sarah Humphreys at 557-9600.





**S·M·A**  
Infant Formula

**Nursoy**  
Soy Protein Formula



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GERBER	SMA PWD RD W/IRON	NURSOY PWD RD	SIMILAC
↓	13 OZ SMA CONC W/ IRON		↓
ENFAMIL	13 OZ NURSOY CONC		↓
↓	32 OZ SMA PREMIX W/IRON	32 OZ NURSOY PREMIX	↓
13 OZ SMA CONC W/ IRON FULL CASES		13 OZ NURSOY CONC FULL CASES	



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(313) 591-1900

**SAGINAW**  
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SAGINAW MI 48603  
(517) 793-8100

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

