LEGISLATIVE UPDATE

New bottle bill poised for addition to RCRA legislation

Reps. Paul Henry (R-Mich.) and Ed Markey (D-Mass.) have introduced a new National Mandatory Beverage Container Deposit bill (H. R. 4343), which would give to the states the unclaimed deposits (to the tune of $1.7 billion dollars a year, according to the Congressional Budget Office) to fund state and local solid waste management plans. The bill prescribes a 10-cent deposit on soft drinks, beer, wine coolers, and water containers up to a gallon in size for states that do not reach a 70 percent recycling rate in beverage containers. Companion Senate legislation will be introduced this week by Sens. Mark Hatfield (R-Ore.) and Bob Packwood (R-Ore.). The sponsors intend to introduce this legislation as an amendment to the reauthorization of the Resource Conservation and Recovery Act (RCRA) this year. Rep. Markey chairs an Energy and Commerce subcommittee; the full committee will act on RCRA. —FMI

Loose food stamp coupons

The U.S. Department of Agriculture's Food and Nutrition Service has published a final rule on food stamp program penalties for unlawful use or acceptance of "loose" food stamp coupons. If a retailer uses a food stamp coupon (other than a one dollar coupon) to make change or accepts "loose" $5 or $10 coupons, a fine of $500 per investigation would be imposed plus an amount double the face value of each loose coupon illegally accepted. The fine would have to be paid within 30 days. An entire company, not just the store location, could be dropped from the food stamp program. —FMI

Upcoming issues:

There are many major issues still facing the Congress as it moves into the last months of the current session. Some of the legislative problems will be discussed in the April issue. See UPDATE, page 24.

AFD Carnival of Profits comes to town

Step right up, ladies and gentlemen, to the greatest wonder of the food-and-beverage industry today—the AFD Carnival of Profits—the trade show with more than 120 attractions.

Witness the unveiling of the most exciting new products before your very eyes. Be on hand as exhibitors make death-defying show-discount deals with retailers. Sample, if you dare, hundreds of foods and beverages that could change the face of the grocery industry as we know it. Get into the center ring with exhibiters games and win, win, WIN fantastic prizes! Workshop sessions will be conducted in a separate room for the strong-of-heart only. Actually converse directly with the one, the only Larry A. Miller, president of LAM Consulting. He will reveal mind-boggling secrets of how to track the modern catastrophe facing grocers everywhere, front-end shrink, by identifying cashiers most likely to use "sweethearting" and "discounting"; identifying cashiers who cost you profits by making mistakes; and approaching poor-performing cashiers and getting them to be more honest, efficient and productive. The workshop includes a heart-stopping slide show, which will help drive home the point that shrink is common, but preventable. Miller comes to the Carnival of Profits straight from the exotic locale of Dayton, Ohio. He has not 10, not 15—but 20, yes folks 20 years of experience in the retail grocery trade. He tours the country all year imparting his wisdom to thousands. Don't be late for the front-end shrink workshops, which will run from 1:00 to 2:30 and 3:30 to 5:00. Admission is free.

Then, get your tickets! Get your tickets! for the 5:30 to 7:00 Training Intervention Procedures by Sellers (TIPS) seminar hosted by the foremost authority on do's and don'ts known to man, Scott Forbes. This act not only features breathtaking videos, but you'll walk away a changed retailer with TIPS certification—if you pass the test. Admission to the TIPS seminar is the low, low price of $20.

The carnival will roll into town for only one day, April 28, 1992, from noon to 8:00 p.m. at the Grand Manor at Fairlane in Dearborn. Don't miss this once-in-a-lifetime chance to witness these marvels!

To hear more about the Carnival of Profits or to pre-register for the TIPS seminar, call Ringmaster Vicky Zuschnitt at 557-9600.

Admission to the show and parking are free, but you must be 21 to enter the bigtop.
Spring into action

Don't forget to stock up on these favorites.

Stop by booth #111 to sample the NEW Grape flavor Gatorade

paul inman associates, inc.

HEADQUARTERS
30096 Northwestern Hwy • Farmington Hills, MI 48334 • (313) 626-8300

BRANCH OFFICES
Grand Rapids, Saginaw, Toledo • Ft. Wayne, Indianapolis
Find your niche and make it work

By Frank Arcori
AFD Chairman

At least one department in your store must really stand out and make your store special. Think about it: It's the department that really draws the customers. It's the one that you feel especially confident about. It's the one you give the most attention because it gives you the most pride. That department could very well be your niche.

Don't have a department like that in your store? Well, maybe you should.

There are a number of ways to identify your potential niche. It's important to start by defining the demographics of the people in your neighborhood as well as those of your customers (ages, income, children). Then set up focus and advisory groups made up of customers and employees to ponder your findings. Determine if your employees have niches of their own. Ask your customers to evaluate you against the competition. Placement a suggestion box in your store and study your customers' wants.

There are niches for all departments in all types of stores. Don't have a department like that? Why? Now is the time to think about it. It's the one you give the most attention. It's the one you feel especially confident about. It's the one that gives you the most pride. That department could very well be your niche. That's why you must match your capacity as a retailer with the needs and wants of your customers. You can do this by evaluating supply and demand and how your store type matches the market needs.

In short, finding your niche means achieving a desirable identity with one or more market segments. Whether it's your bakery, floral department or video rental, do what you do best—if there is significant market potential.

COMING EVENTS
April 12-14: 1992 FMI Supermarket Pharmacy Conference. Coronado, Calif. For information call 202-452-8444.
April 28: AFD Carnival of Profits Trade Show. Dearborn. For information call Vicky Zuschin at 313-857-9600.
April 20 May 2: Wheat Flour Tortilla Seminar. Dallas, Texas. For information call 818-981-2547.
May 8-12: Performance Skills I. Atlanta, Ga. For information call 202-452-8444.
May 14-17: SIGMA Convention. Amelia Island, Fla. For information call 703-709-7000.
Aug. 10-12: NFDFA Annual Convention & Trade Show. Las Vegas, Nev. For information call 312-644-6610.
Alcohol beverage business looks to brighter future

By John Dagenais
SDD-SDM

Reports out of Washington, D.C., tell us that Americans drank less alcohol beverages last year— consuming a total of nearly 149 billion cases during 1991 which represents a 6.7- or almost 7-percent decline in consumption. Our sources say the decline in liquor sales is due to a combination of recession factors, higher alcohol taxes and a public awareness leaning towards healthier lifestyles.

Beer drinking dropped 2.7 percent and wine consumption was down 6.8 percent nationwide.

This decline in alcohol beverage products sales and consumption has been a trend felt more by on-premise establishments than the take-out or off-premise stores, but certainly, the latter has felt the pinch.

In any event, those of us who have worked or served in the alcohol-beverage industry right here in Michigan recognize the problems and struggle to resolve them. Both the food and alcohol-beverage industry have similar problems and seem to be working together for a better business climate.

Certainly, excess taxes on both food and beverage establishments have been a contributing factor to declines in sales and consumption. Many of our beverage retailers tell us that a lot of their customers started switching to less expensive or little-known brands in order to save a little money. Although we can blame inflation for increases in many products, alcohol beverages have not shown the rate of increased pricing shown in a majority of food items.

Yes, the days of big corporations buying hundreds of cases of liquor for gift-giving to employees or customers may have disappeared—just as that special bottle gift under the Christmas tree for friends and relatives left our customers' buying pattern. We are into a new merchandising approach!

If our industry can just get a little support and relief from excess governmental regulation as well as alcohol taxation, our retailers can promote the benefits of alcohol products consumed in moderation and we can educate the public on the many fine beverages in our stores today.

Count on our industry to intensify its battle against teenage drinking and drunken driving. We can certainly weed out those licensees from our ranks who don’t want to follow the state and federal laws controlling all alcohol beverage sales.

Recognize the basic problem of most retailers who sell both liquor and food. The food market portion of the business can advertise price cuts, “buy one—get one free” deals, double coupons, triple coupons, cash for product labels to aid non-profit groups, and the list goes on. But a liquor retailer in Michigan cannot honor a simple dollar rebate coupon on a four-pack wine cooler item. A retailer dare not offer a customer a taste of a new product in the liquor line.

We understand fully what a “control state” operation is all about and we certainly buy the concept that we don’t need price wars or the small stores being forced out of business by heavier competition, but since government doesn’t promote or merchandise alcohol beverage sales—should there not be some flexibility for the retailer to promote his or her beverage products?

In past articles written for the SDD-SDM section of this excellent publication—AFD Food & Beverage Report—this writer has detailed a number of ways that declining liquor sales could be halted and even reversed. There exists a brighter future for alcohol beverage sales and...
Who has Quality Dairy Products?

A. melody farms®

See you at the AFD Trade Show April 28th.

For More Information Call:
Terry Bunting at (313) 525-4000
31111 Industrial Road, Livonia, 48150

Statewide Distribution
Warren legislator loyal to concerns of hometown

Dennis Olshove, state representative of Michigan’s 25th district in Warren since 1990, is as sincere a person—let alone legislator—as one could ever hope to meet. Olshove, 42, is a Democrat.

Having grown up on the east side of Detroit, Olshove has a deep and proud history rooted in ideals forged by the hard-working middle-class to which his parents belonged. His father, a retired sheet-metal worker, and mother, a homemaker, were—and still are—powerful and positive forces in the life of Rep. Olshove. “The east side is the middle class,” said Olshove. “My folks and the people in that area had strong values and a strong hard-work ethic. I would hope that a lot of those ideals and beliefs have rubbed off on me.”

To be exact, Olshove grew up near Gratiot and Six Mile Roads and attended De LaSalle high School, a parochial school located—at the time—near Detroit City Airport. Not unlike many of his classmates, Olshove made plans to attend Michigan State University in the fall following graduation. And like many of his classmates he thought graduation would be the last fantastic farewell to De LaSalle High.

But fate, as unpredictable as it is, had a different idea in store. “Eventually, De LaSalle moved to Warren,” explained Olshove. “Now, it’s in the very same district I represent.” He paused, and then proudly added, “I represent the same high school I graduated from.”

State Representative Dennis Olshove

In 1973, Olshove earned a bachelor’s degree in communications from MSU. Intelligent, curious and keenly articulate, Olshove credits a broad-based background for his ability to adapt quickly and effectively within his role as a state legislator. “I explored many academic interests while at State, so I received a strong, well-rounded liberal arts background,” he said. “As a legislator, it has served me well. Because, essentially, that’s what we do here—explore many issues and many ideas.”

“...To keep ahead of the tuition bills,” as he wittingly put it, Olshove had to work his way through college. Always resourceful and persevering, he was never at a loss when it came to finding jobs. “I worked a lot of odd jobs,” he recalled, “from being a Teamster while working in a warehouse to being a bus boy at a Lansing-area restaurant.”

After graduation, Olshove took a position with a small, Warren-based manufacturer, even though it was a position that he had never before considered. “I worked there quite a while, enjoyed it, and did quite well,” he said, summing it up in a no-nonsense style. “But I always kept my ear to the ground for opportunity—never quite knowing what shape it would take, or in what form it would come.”

In 1981, the opportunity Olshove was waiting for finally arrived. Close friend and fellow Democrat Curtis Hertel, just elected as the state representative to Michigan’s 12th district on the east side of Detroit, invited Olshove to become a member of his administrative staff. Flattered and honored, Olshove, then 34, accepted.

Olshove is clearly fond of Hertel, saying he is an excellent teacher. “Curtis has been here for 12 years, and even though he’s a little younger than me, he’s the best teacher I could have hoped for. Curtis told me right from the outset to take the experience...” See OLSHOVE, page 34
You shouldn’t have to give your shoppers excuses about product shortages. With Berne’a Food Service, you won’t have to.

We have developed one of the finest transportation systems in the food delivery business, designed to get products on your shelves in record time! Whether you need one case or 100, our distinctive fleet of modern brown and red trucks is ready to roll.

And our drivers see to it your order is well cared for along the way. Quality controls are important when you are shipping sensitive food like Berne’a Brands, Michigan Brand Cottage Cheese, Yoplait Yogurt, Chef Berne’a deli salads, culture products and fresh pizza.

With Berne’a Food Service, you can take your delivery for granted. No excuses.
Customers eat up her nutty business

When Delores Seccombe told friends she wanted to make a million dollars in her new business, they told her she was crazy.

Not crazy, she says—goin' nuts. And she's loving every minute of it! "Goin' Nuts" does not describe her emotional state. It is the name of Seccombe's business, which specializes in the German tradition of The Frisch Gebrannte Mandeln—or Fresh Roasted Almonds, as translated. It is a process of roasting and cinnamon-glazing nuts to perfection in a specially designed machine.

Seccombe's husband Robert, a frequent business traveler, happened upon the nuts during a visit to Munich. There they are sold hot, straight out of the roasting machines on the street. He brought the nuts home for Delores to try, and they soon became Robert's number-one souvenir gift to bring home to his wife.

In 1981, Delores had a chance to sample them fresh and hot herself when she accompanied Robert on a trip to Munich. The aroma and taste of the fresh almonds convinced her and the Seccombe's traveling partner, Ken Radtke, the idea was too good for the Germans to keep to themselves. So Delores Seccombe and Radtke began the venture.

Seccombe and Radtke started out the way most businesses do—small. They purchased one nut machine and set up shop at shows and fairs. But the nuts' aroma always drew hundreds to their booths and soon it was apparent Goin' Nuts was headed for bigger and better things.

"The response all along has been fantastic," Seccombe says. She and Radtke decided the nuts needed to be in a place where they could be enjoyed seven days a week. Choosing a location was easy, and the Goin' Nuts store opened in Frankenmuth at Schoolhaus Square in 1983. Two stores in Birch Run followed. Goin' Nuts also has a small wholesale operation—something Seccombe would like to expand.

In addition to the traditional cinnamon glaze flavor, Goin' Nuts also roasts up almonds in milk and white chocolate, anise, cherry crisp, and vanilla flavors. But the nuts' popularity doesn't ride on their deliciousness alone. Part of the reason the nuts are so popular, Seccombe points out, is because they are also good for you. The nuts have no cholesterol, are high in protein, and are made with natural sugar. Goin' Nuts also offers a sugar-free variety, but Seccombe concedes it is not as good as the sugar variety.

"If you're on a restricted health diet and you can't have sugar there's an alternative, at least," says Seccombe.

Traffic is heavy in the stores, but not all customers buy the nuts. Cater-
Faygo® Introduces A Festival In A Bottle.
And You’re Invited To Celebrate All The Way To The Bank.

Faygo's® new luscious "Cherry Festival" flavor is here! And we're kicking it off with the "Cherry Festival Sweepstakes" - a blockbuster TV, radio, and newspaper promotion. Winners will be eligible for hundreds of prizes including weekends at Grand Traverse Resort in Traverse City. The Grand Prize is a Cherry Red Pontiac Grand Am GT that will drive lots of business your way. Get ready to celebrate!

Sample Delicious New "Cherry Festival" in Faygo® Booth 400 At The AFD Trade Show.
The FBI Uniform Crime Report published annually by the United States Department of Justice, shows that 1.28 million people were arrested for shoplifting in 1990—a 22 percent increase since 1986. Preliminary results from data currently being collected by FMI’s Loss Prevention Services Department indicate that more than 251,000 people were apprehended in 1991 by the 40 FMI members that have submitted security data for FMI’s 1992 Security and Loss Prevention Issues Survey. Nearly $5 million worth of merchandise was recovered from shoplifters in 1992 by the member companies reporting to date.

The figures quoted above are startling, to say the least, but they represent only a fraction of the number of shoplifting incidents that occur in supermarkets and other retail stores. The average supermarket receiving 10,000 customers per week will lose $100,000 annually to shoplifters if only 1 percent of the customers shoplift, representing 1.1 percent of its gross sales.

Rapidly rising losses is not the only problem retailers and security personnel face today from shoplifting. Cuts in security budgets come at a time when retailers can ill afford to make themselves easier marks for shoplifters. And attacks, in various forms, by shoplifters against store personnel and security staff are becoming increasingly common. Occasionally, a shoplift suspect gets injured in a fracas while store personnel attempt to apprehend the suspect. Inevitably, a lawsuit against the store follows, in spite of the suspect’s aggression toward store personnel. More often, store personnel are injured as the suspect strikes the first blow with a fist, foot, knife or other object.

Shoplifting of carton cigarettes has placed self-service carton cigarette merchandising in jeopardy. A number of companies have changed from self-service carton cigarette sales to clerk-assisted or carton vending merchandising. Companies that discontinue self-service carton cigarette merchandising lose much, if not all, of the manufacturers’ display allowances. If independent studies of cigarette merchandising are correct, supermarket operators lose sales with carton vending or clerk-assisted merchandising.

FMI’s 1992 Security and Loss Prevention Issues Survey revealed the items most often targeted by shoplifters derived from more than 160,000 shoplifter apprehensions in 1990 by 41 FMI member companies. The items most often taken are cigarettes, 60 percent; HBA items, 17.1 percent; and meat, 14.3 percent.

The average value of the merchandise recovered from supermarket shoplifters in 1991 was $17.84. Preliminary data for the 1992 survey indicate the figure has risen to nearly $20.00. Shoplifting can only be expected to rise in the supermarket industry. Most teenagers, for various reasons, don’t consider shoplifting a serious matter. Many shoplifters in the 20-40 year age group began shoplifting during their teen years; most have never been caught. The perceived low risk of being caught shoplifting and the small penalty in the petty larceny statutes provide little impediment for people who choose to shoplift. There appears to be no stigma attached to shoplifting as there was just a few years ago. Supermarket operators have a choice, it appears, to either face the ever-increasing shoplift losses or mount a defense against them.

Check future issues of the Food & Beverage Report for more tips on how to launch your defense.
PARTNERS
IN
PROMOTION

Teamwork - the sharing of resources to assure mutual success. It's the key to profitable grocery marketing. Just ask Monitor Sugar and Capistar.

When Monitor's Big Chief sugar line was picked up by Capistar in October, 1990, it came with a carefully detailed marketing program. Capistar's promotional team then shaped those resources into a particularly effective consumer advertising campaign in order to maximize sales. The result: Capistar's sugar sales increased 178%. Monitor Sugar has an important new customer. And there's a lot of Michigan grocery retailers with happy shoppers!

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

Ed Zebrowski
Consumer Products Sales Manager
Monitor Sugar Co.

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

Tom Beckett
President
Capistar, Inc.
Lottery's new instant game strategy a success

By Jerry Crandall
Michigan Lottery Commissioner

Last year the Michigan Lottery launched a new multiple game marketing strategy for instant games, "More Choices, More Chances, More Fun." Under the new plan, the Michigan Lottery now offers players at least three instant game simultaneously and introduces a brand new game each month. Since the change, sales of instant tickets have increased by more than 35 percent.

Instant game orders for the week ending Feb. 24, 1992, were $6 million, the largest order week for instant games in more than 10 years. Instant games now generate more sales than the other lottery games, with the exception of Lotto and the Daily 3 game.

We are excited about the increase in our instant ticket sales and expect continued growth. The multiple-game concept is really catching on—the players like having more choices. We've found the more inventory the retailer has, the more tickets they will sell. So keep those instant ticket dispensers filled and ask for the sale!

The three most important aspects of selling instant tickets include asking for the sale, properly displaying point-of-sale materials, and hosting in-store promotions. Selling instant games is promotion intensive. The consumer is making an impulsive purchase, so if the product is available and attractive, they’ll buy it.

An increased level of communication between the Bureau, its retailers and its players has also contributed to increased sales. The Michigan Lottery has made several operational changes, including sales-oriented meetings between our district managers and retailers on a more regular basis. District managers now take inventory, help put up point-of-sale materials, assist with special promotions, supply dispensers and keep retailers abreast of what’s going on at the Lottery.

The Lottery’s overall sales are up about 2 percent over last year and net revenue for the state School Aid Fund is up over 2 percent.

When sales go up, so do profits for retailers and the Lottery’s revenue for Michigan’s schoolchildren.

Michigan Lottery kicks off special new instant game "Spin To Win"

The Michigan Lottery’s newest instant game "Spin To Win" offers a special opportunity for top prize winners. If a player uncovers three spin symbols, he or she wins the opportunity to participate in a "wheel spin" event. At the events, which will be held at various locations throughout Michigan in May and June, the top prize winners will get a chance to "spin the wheel" for prizes ranging from $5,000 to $20,000.

This game is going to be a lot of fun for everyone. We’re looking forward to hosting the wheel spin events. It’s something special for our 20th anniversary.

More than $9 million in total prizes is up for grabs in the new game, which goes on sale April 15. The overall odds of winning a prize in "Spin To Win" are 1-in-6.

Lottery’s new game “Cash 5” launched last month

The Lottery’s new game “Cash 5,” which has a top cash prize of $100,000, went on sale last month.

The addition of “Cash 5” to our group of Lottery games is part of our 20th anniversary celebration. We are happy we’re able to give our players a new and exciting game which offers substantial cash prizes for matching three, four or five numbers.

We expect to have thousands of cash prize winners and, in most cases, anticipate at least one person will win the $100,000 top prize cash drawing.

See LOTTERY, page 28

WHAT'S HAPPENING AT THE MICHIGAN LOTTERY!

Lottery’s new instant game strategy a success

By Jerry Crandall
Michigan Lottery Commissioner

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See LOTTERY, page 28

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

12—FOOD & BEVERAGE REPORT, APRIL, 1992
"We've Got The Right One"!
Ask your 7-UP Salesman Today About This Great New Package!

Stop By And See Us At The A.F.D. Trade Show
Pepsi delivers because stores "gotta have it"

Rolling, rolling, rolling. That's what soft-drink delivery trucks do every day.

But Pepsi trucks roll to a different tune. Many Pepsi drivers are its salespeople, too.

Mark Darrow, vice president of retail operations for Pepsi's east-side Detroit plant, says the plant delivers its products in three different ways. Bulk sales and pre-sell operations have their place in the plant's delivery system, but Darrow says the third strategy, route sales, beats out the others.

"Route sales is what we consider to be our advantage," Darrow says, explaining that 65 percent of his plant's business is delivered through route salespeople.

"We treat our people like owner operators, not hourly employees," he says, which serves everybody best. "We feel we provide the best service."

Pepsi feels it also provides the best events, sales promotions and advertising to its customers, the retailers, to help them boost sales.

"We believe in events that will drive consumers into the store," says Darrow.

One such event is the recently held national Double Take, in which the first million customers who sent in two receipts from Pepsi purchases received $10. Another promotion conducted recently was the Monster March with Frito Lay, where consumers matched game tickets from both products to win big money. And last month's "Get Vertical with Mountain Dew" campaign encouraged customers to get up and go to the nearest store for the product.

In the next few months, consumers can look forward to promotions such as, according to Darrow, "a dynamite summer-long promotion."

In route sales, the person driving the truck wears many hats. He is not only the delivery person, but also the salesman and merchandiser who tells the retailer about marketing campaigns and programs.

"Because we are using route sales," says Darrow, "we bring (customers) one-stop shopping (in the form of a route salesperson) who can do it all for them. I think they enjoy having everything done by one person."

Finding the manpower to execute the route-sales strategy is easy.

"We take our front-line people and give them more responsibility," explains Darrow.

Indeed, delivering Pepsi from the east-side Detroit plant can be an awesome responsibility. Fifty thousand cases of bottles and cans of product are delivered from approximately 115 trucks each working day. The plant provides product to all of Wayne County plus large areas north and south of the county.

Darrow says the plant, which opened in November 1990, is in an excellent location, citing Detroit as the hub for Southeastern Michigan.

"We are extremely happy to be citizens of Detroit," he says.

"We've made an investment in the city. We think it's the right thing to do and we feel good about it."

"We have a very loyal customer base in Detroit, and bringing our business here was positive for us and the customers," adds Glen Fulton, regional sales manager for the plant. "That's why we have so many route sales trucks. Our guys are meeting face to face with customers all the time."

This philosophy, says Darrow, works well not only for the customers, but for the route salespeople, too.

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That's the attitude at today's Stroh — a renewed spirit of confidence, capability and momentum.

The Stroh family has been building a reputation of integrity and quality for over 200 years, and the family's commitment to the brewing industry is now stronger than ever. Maybe you've already noticed the revitalized sense of brewer-wholesaler-retailer teamwork that's laying an exciting foundation for the 90's and beyond. The Stroh management team is inspiring the kind of confidence that has made The Stroh Brewery Company one of the great names in brewing. The Stroh brands of today and the addition of several new brands in 1991 will provide you with an outstanding opportunity for growth and sales. It's an era of new ideas and initiatives at Stroh; a time to share success.

TRADITION, QUALITY AND INNOVATION. WHO CAN DO IT ALL? STROH CAN.

That's the attitude at today's Stroh — a renewed spirit of confidence, capability and momentum.

The Stroh family has been building a reputation of integrity and quality for over 200 years, and the family's commitment to the brewing industry is now stronger than ever. Maybe you've already noticed the revitalized sense of brewer-wholesaler-retailer teamwork that's laying an exciting foundation for the 90's and beyond. The Stroh management team is inspiring the kind of confidence that has made The Stroh Brewery Company one of the great names in brewing. The Stroh brands of today and the addition of several new brands in 1991 will provide you with an outstanding opportunity for growth and sales. It's an era of new ideas and initiatives at Stroh; a time to share success.

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Jim Garmo works hard for others

Board member Jim Garmo’s store lies in the shadow of a university, but people could learn a lot about how to run a business just by watching him.

Garmo is clearly a go-getter who believes the best way to help his industry and the people in his community is to get involved. That way of doing business might have started during his training, when shortly after he arrived in this country in 1978 from his native Iraq he was taken under the wing of his uncle, Ramzey Najor. Najor put him to work in every department of his supermarket: meat, grocery, dairy, produce, management, and the office.

Less than a year later, Garmo felt confident enough to go it on his own, and with his brothers he purchased his first store, now called Shoppers Valley Supermarket in Wyandotte. The purchase of Galaxy Foods in Ypsilanti followed in 1984. He still manages both stores.

But Garmo isn’t content to stay in his stores and let the ups and downs of the industry dictate his success. In fact, he virtually takes the industry by the horns and leads his profits where he wants them to go.

“I serve on a lot of committees and do a lot for this industry,” he says. In addition to being an AFD member for five years, Garmo is actively involved with PAC for the National Grocer’s Association (NGA), as well as its scholarship-generating Asparagus Club and the NGA Young Executive Management Council.

Sometimes his commitments collide, but he seems to find a way to make them work. Take, for instance, his February Orlando, Fla., trip for the NGA national convention. Right in the middle of his vacation which followed, he flew back to Michigan just to attend the AFD Sweetheart Ball, and then rejoined his wife Ban and 8-month-old daughter Sabrina back in Florida.

“I go to the trade dinner every year,” he says. “I never miss it.”

Garmo does miss sitting on and working for a number of AFD committees, either. He serves on the trade show, agriculture and beverage committees.

But by far, the outside interest from which he derives the most pleasure is serving on the Special Olympics committee through Spartan Stores. Until last year, Garmo was the spokesman for Detroit Special Olympics, for which he appeared in television ads. He gets involved in Washtenaw County Special Olympics, too. He also helps out with the Red Cross and Salvation Army, as well as area Feed the Hungry programs.

All of Garmo’s activities take place in addition to his 60-hour work weeks at Galaxy, a store in which he takes tremendous pride. It is a bright, clean, 15,000-square-foot store with a full line of produce, groceries, and meats, including a variety of freshly smoked meats.

“My stores are profitable,” he says, though he continually confronts his personal challenge of “how to get better every day.”

One way Garmo tries to get better is by opening his store to nearby Eastern Michigan University for mutual benefit. Galaxy sponsors basketball games, shares videos with students about how to keep customers, and offers students employment opportunities and training programs. EMU students, in turn, conduct many surveys at the store and EMU screens employees for Galaxy.

The university does a lot for Garmo, but he swears his allegiance to the customers, and the customers know it, because Galaxy insert mailers every other week include the store’s philosophy for doing business.

Garmo summarizes it this way: “The first responsibility is to our customers,” he says. “When our customers are satisfied, we succeed.”

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Minors to face penalties for purchasing alcohol

Minors who illegally attempt to purchase alcohol will be held more accountable for their actions if legislation passed by the House last month.

Although the House made several amendments to AFD’s original proposal, which passed the Senate, it does place new penalties on those minors who try to break the law. The bills will now go to the House/Senate Conference Committee to work out the differences.

The legislation calls for the issuance of civil infractions to minors who try to purchase, consume or possess alcohol. The infractions carry maximum fines of $100, $200 and $500 for first, second and subsequent violations, respectively. In addition, offenders may be required to undergo substance abuse screening or participate in substance treatment, and/or perform community service.

Under the new act, any person caught furnishing a minor with a fake i.d., or any minor who tries to purchase alcohol with one, could have his or her driver’s license suspended for a period between 90 days and one year.

Finding the right employee—easily

As every employer knows, finding dependable employees can be difficult and time consuming. The Detroit Compact, a program being coordinated by the Greater Detroit Chamber of Commerce, is designed to make that search much easier.

The Compact does that by identifying 16- to 18-year-old students who meet tough academic and attendance standards and matching them with employers who want to hire qualified employees. To qualify for the job placement, students in the seven Detroit Public High Schools, which are currently part of the Compact, have to meet a set of tough job readiness standards. They include:

- 95 percent attendance and 97 percent punctuality;
- A minimum 2.0 (“C”) grade point average;
- Reading and math ability at the 11th-grade level as measured by a nationally standardized test.

A survey of employers of Compact students from last year revealed that over 91 percent would rehire the same student if given the opportunity.

In this, the Compact’s third year, approximately 500 students are expected to meet the job readiness standards and qualify for placement. That’s up from about 90 the first year and 134 last year.

Employers wishing to secure students for summer jobs can do so by calling Gregory Handel at 596-0331.

March of Dimes WalkAmerica offers food for thought

Looking for the ideal place to launch a new product? Consider the first, the biggest, the best—the March of Dimes WalkAmerica, Sunday, April 26.

WalkAmerica is the March of Dimes’ largest annual fundraising event in Southeast Michigan. Last year, 15,884 people participated in this event and raised nearly $1.2 million for the March of Dimes Campaign for Healthier Babies. In 1992, the goal is to raise $1.3 million in pledges through an estimated 17,000 participants in 12 communities.

Many companies and businesses use WalkAmerica as a vehicle to sample new products or to promote products already on the market. The size, scope and prestige of WalkAmerica offers you a unique opportunity for high visibility in the Southeast Michigan market.

These companies are among those that have already committed to “Help Feed the Volunteer Spirit” at WalkAmerica: Power Foods, Inc., Pearl’s Beverages, Inc., Eden Foods, The Original Cookie Co., and Gordon Food Service.

The March of Dimes is seeking additional sponsors for food products to be distributed on WalkAmerica Day, Sunday, April 26. Donations are accepted in varying amounts (quantity or cost). Sponsors will receive recognition equal in value to the amount of the donation.

Detailed information on sponsor opportunities can be mailed or faxed to you by calling the March of Dimes office at (313) 423-3200. Ask for Maria or Patti.

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THINK WHEN YOU DRINK

FOOD & BEVERAGE REPORT, APRIL 1992 - 19
Bottle & Basket caters to those who want the best

Armand Decapite has been working at the same corner for 32 years. But don’t count on his getting tired of it—business is just too good.

Decapite’s Bottle & Basket store, located at the corner of Maple and Telegraph in Birmingham, according to the LCC, is one of the largest sellers of wine and liquor in the state. And upon taking a look at the long rows of bottles of wine and liquor, it comes as no surprise. The actual number of wine bottles in the store is unknown.

“We couldn’t keep track,” he says. “It’s impossible. Thousands.”

The quantity has increased over the years, he says, with the reduction in the consumption of spirits. Today, Bottle & Basket is known to have the largest selection of California wines in the state.

“The wine industry is picking up tremendously,” he says. “The consumer is becoming more knowledgeable about wines—very knowledgeable. People are drinking better wines. Decent restaurants have started to serve good wines and people, once they get a taste of the good wines, seem to drink less but drink better.”

The reason we are successful is that we have what we advertise,” Decapite explains. “Basically the customer very seldom has to come back a second time because we have it. We have wines to meet everybody’s needs.”

Everybody’s needs can also be met at Bottle & Basket when it comes to goodies to go along with the wine and liquor. The store is well stocked with a variety of hors d’oeuvres including crackers, cheeses, nuts, oysters, as well as mixers and all the garnishes. Bottle & Basket also has fresh fruit delivered four times a week.

The look of the bottles at both stores is changing, too, possibly as a result of a 60 Minutes report about the benefits of red wine.

“For the last four of five years, everybody had been drinking white wines. White wine was the in thing,” he says. “Now people are starting to enjoy red wines with their meals.”

Bottle & Basket gets its best advertising by its customers’ word of mouth, but its twice-a-year advertised wine sales attract loyal patrons who have come to expect good things over hundreds of the finest stogies rolled. In fact, for years the store has shipped its cigars across the country to people who have moved out of the area.

But it’s not only Bottle & Basket’s customers who are loyal. Decapite says he owes much of the store’s success to his employees, some of whom have been behind the counter for 30 years.

That loyalty from both sides of the counter means Bottle & Basket will probably satisfy thousands more at Telegraph and Maple for another 30 years.

Attention AFD Members:

If you’re in the market for a health plan, get the most accepted, unquestioned coverage there is.

Gift baskets make Armand Decapite’s Bottle & Basket store’s merchandise even more appealing.

One of those restaurants to which Decapite refers could be his other business, Alban’s Bottle and Basket, located on Hunter north of Maple in Birmingham. That store features a smaller wine shop connected to a full-service deli and a large restaurant. This month marks Decapite’s 30-year anniversary at Alban’s Bottle & Basket.

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That loyalty from both sides of the counter means Bottle & Basket will probably satisfy thousands more at Telegraph and Maple for another 30 years.
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No other diet soft drink delivers the real cola taste of one-calorie diet Coke. The real one.

Just For The Taste Of It.
Food for thought

By the year 2000, consumer spending on food at home is expected to increase to $234 billion. The biggest spenders will be those aged 35-44 who will spend more than $65 billion on food at home. One of the biggest challenges to food marketers may be to catch this on-the-go generation. Values have shifted more toward home and family, but, for this group, if they can't get it in packaged foods, they're likely to carry out or eat out. Almost 9 out of 10 supermarket sold hot meals to go in 1990 and is projected to double in the next five years. The household is changing, too. While the number of married couples will increase, the number of singles will grow three times as fast. Male shoppers living alone will fuel the need for convenience—and tastiness in packaged food. More women with independent incomes will be an important consumer category to watch. The good news is that singles seem particularly brand-loyal.

RMFDA

Tortilla market research report available

A 20-page market research report detailing the results of a survey carried out in 1991 has been published by the Tortilla Industry Association.

The survey, covering 325 tortilla producers throughout the country, was intended to develop statistical data on market size for the tortilla industry, one of the fastest-growing segments of the food business.

Results of the survey indicated that the market at wholesale prices for tortillas had reached $1.5 billion in 1990 and is projected to double in the next five years.

Details of the report include market size breakdown by food service and retail categories, by corn and wheat flour tortillas, and by regional geographic segments at the point of production. The report also provides average operating information on the typical tortilla manufacturer in the United States.

The report is available to non-members of the Tortilla Industry Association at the price of $100 per copy, and may be obtained by sending payment to: Tortilla Industry Association, 16000 Ventura Blvd., Suite 500, Encino, CA 91436.
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Quality is just the beginning.
Spreads, margins and retail prices

By Harry Sullivan
Senior Vice President,
Food Marketing Institute

With the continuing media focus on the economy, we can expect to have more attention paid to food prices. Some of this is prompted by members of Congress with constituencies in trouble and looking for a scapegoat.

Last May a group of thirteen senators from Western states wrote the attorney general urging an investigation of the domestic lamb industry. They said they are distressed over "the increasing gap between the farm gate prices and its retail price."

Senator Robert Kerrey (D-Neb.) has accused retailers of setting margins on beef "at record levels" which has inhibited the sales of beef from his state. He recently wrote the Justice Department alleging that "chain stores" have not reduced their beef prices to consumers although there are abundant supplies and lower live prices.

This type of accusation has surfaced periodically when production agriculture is in either an over-supply situation or producing something that consumers do not want. One candidate for president, George McGovern, during his 1972 campaign indicated that, if elected, he would launch a full-scale investigation of the pricing practices in the retail food industry.

The retail food business is always spotlighted because our industry deals directly with the consumer. This is much more personal to voters than the other links in the food chain. Therefore retailers are the tempting political target.

"The typical food retailers nets about one penny of every dollar of sales. The situation has not changed appreciably for a good many years."

The retail food industry has been and is now one of the most competitive industries in the nation. The high mortality rate in retailing and the fact that no one company or group of companies dominates the nation's food industry attests to this fact. The largest food retailer in the country currently accounts for less than 10 percent of the nation's retail food business.

Most allegations of retail price gouging intermingling and confuse price spreads and price margins and assume incorrectly that margins are the same as profits. Spreads and margins are not interchangeable with prices and are not interchangeable with each other. Price spreads, for example, represent charges for assembling, processing, transportation, cutting, packaging, distribution, and other marketing services from farm gate to consumer. Gross margin, the difference between dollars paid and dollars received, does not include some of the costs in the spread—for example, transportation and assembly.

Also there is a lag between the time the product leaves the farm and the time it takes to reach the retail shelves. The amount of lag time varies from product to product.

The federal government's price spread does not track the tonnage of the product's being sold on special. In the case of fluid milk, for example, it tracks the slowest mover in fluid milk, whole milk in gallons. In the case of beef, it tracks only choice cuts, and ignores select and ground beef purchases.

When food producers get into oversupply situations, the Food Marketing Institute has encouraged them to focus on positive ways to move their products through the distribution chain to the consumers. We continue to point out that the more positive approach of working with retailers is much more beneficial in getting their commodity in the hands of consumers that pointing the finger at the food industry. The FMI leadership has periodically met with the representatives of the cattle industry in an effort to create better understanding between the retailers and those producing beef that is sold in retail stores. This has had a strongly beneficial effect for those concerned.

Members of Congress have on occasion also visited with supermarkets, had the distribution system explained to them, and learned something about how food prices are set and what factors influence them. According to the U.S. Department of Agriculture, the retailer's share of the food dollar averaged 24 cents in 1990. The rest of the food dollar goes for getting the product to market, including storage, processing, packaging, transporting and retailing.

The typical food retailer nets about one penny of every dollar of sales. The situation has not changed appreciably for a good many years.

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Local woman wins shopping spree at Shopper’s Market

Marianne Webster of Warren won a two-minute shopping spree hosted by Shopper’s Market on Saturday, Feb. 22.

Shooting spree winner Webster, a regular Shopper’s Market customer, won $255.89 worth of groceries. John Tremalko, Shopper’s Market store manager, supervised the activity.

‘Super Shopping Spree’ was created by Foodland Distributors, Michigan’s largest voluntary food wholesaler, exclusively for their affiliated stores. A total of 45 stores throughout Michigan are participating in the promotion. The promotion has been divided into four two-week periods that extend through March 29. Customers can register to win a spree or one of five $25.00 gift certificates at their local participating Foodland store. Winners will be chosen every two weeks.

After the spree took place, Shopper’s Market customers played Supermarket Bingo and radio personality Kevin O’Neill of WKQI (95.5 FM) handed out WKQI t-shirts, 2-liter bottles of Pepsi and $10.00 gift certificates to the winners.

Shopper’s Market is owned and operated by AFD Chairman of the Board Frank Arcori. The store is located at 22800 Van Dyke in Warren.

Deregulation iced in favor of AFD liquor-control plan

Spirits may be moved in a different way in 1993 as a result of changes proposed at the Michigan Department of Commerce.

The changes, which were suggested by AFD’s privatization committee in meetings with the Department of Commerce, the Liquor Control Commission (LCC), and key senators will affect the wholesale and delivery systems only. Private distributors will now be allowed to bid on the handling and delivery of liquor for as many as eight regional warehouses.

But several functions of the LCC will remain the same, including purchasing, which will remain under the control of the state. Prices will remain uniform throughout the state with no volume discounts; the 17 percent discount to all licensees will remain; and taxes will not change.

The changes could include the discontinuation of liquor pick-ups, meaning all retailers will get a delivery. The price of liquor may go up 1 or 2 percent to offset delivery costs but delivery will be free every other week. Those needing delivery every week will have to pay for it in the odd week.

AFD’s proposal to allow off-premise retailers to sell liquor directly to restaurants and bars was not adopted, but AFD will continue to pursue the matter.

Proponents of the plan say services for licensees will improve because the system is more efficient. AFD hails enactment of the plan as a victory over proposed legislation that called for complete deregulation of the liquor industry. Senate Bills 612 and 613, which were introduced after the state Legislature adjourned, called for complete deregulation of the liquor industry. Senate Bills 612 and 613, which were introduced after the state Legislature adjourned, called for complete deregulation of the liquor industry.

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

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2. Blue Preferred Plan (PPC)
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Each of these programs offer different choices of plans.

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

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

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• the best combination—AFD and Blue Cross and Blue Shield of Michigan

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Several plans are available and the employee rates are based on benefit chosen in addition.

AFD members are eligible for Group Life. This is a valuable benefit available only through AFD. Certain restrictions may apply.

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April 28th

Technical Potpourri

Zapping potatoes to remove the peel

H. J. Heinz Company is testing a laser system, developed jointly with Battelle (Columbus, Ohio), to peel produce, such as potatoes and tomatoes. Up to three, 25-kilowatt laser beams are used to vaporize potato skins without removing any other part of the potato. This is in contrast to steam peeling which removes 5-15 percent of the potato. The laser system also eliminates waste disposal problems, because the skin is vaporized to carbon dioxide, water, and a small residue of carbon. (Battelle Today, No. 69, Jan., 1992)

Ink-jet edibles

Willett, Inc., (UK) has developed a series of ink-jet inks made with edible food coloring and binders dispersed in alcohol. The inks will be used to print sell-by dates on food. It will also deter disreputable dealers from removing food items from their packages and selling them unwrapped to mask an expired code date. (Food & Drug Packaging, April, 1991)

Waste into fuel

Argonne National Laboratory and the University of North Texas have developed a method to produce fuel pellets from combustible solid waste. Their process removes glass, aluminum, iron-containing metals, corrugated cardboard, and some plastics from solid waste. What remains is mixed with limestone and is made into pellets which can replace coal. (R&D Magazine, Dec., 1991)

Staphylococcus and salad bars

University of Nebraska scientists inoculated salad bar items with Staphylococcus aureus to determine how well this food pathogen would grow at temperatures typically found on salad bars. The microbe did not grow well on produce items they studied: lettuce, olives, tomatoes, green peppers, or celery. Nor did it produce the toxin responsible for S. aureus foodborne illness. Their data does not suggest that there is no risk of S. aureus foodborne illness from fresh produce. (J. Food Protection, Nov., 1991)

Genetic and insect control

Crop genetics (Hanover, Md.) and Du Pont will jointly commercialize insecticidal virus products (IVPs). IVPs are naturally occurring organisms that are selective against specific insects. Crop Genetics will manufacture the IVPs; Du Pont will distribute and market them. (Chemical & Engineering News, Jan. 6, 1992)

—PMA
Produce Nutrition goes to the store

The Produce for Better Health Foundation has developed a new brochure called Produce Nutrition—News You Can Use! The informative piece, which will complement the 5 a Day program, gives consumers the nutrient values of the top 40 fresh fruits and vegetables. The brochure provides information on serving sizes, calories, protein, carbohydrate, fat, sodium, dietary fiber, vitamin A, vitamin C, calcium and iron.

The supply of in-store nutrition information on the top 40 fresh fruits and vegetables is part of a nutritional labeling program. Currently the labeling program is voluntary, and retailers can provide nutrition information in the form of brochures, posters, notebooks, leaflets, or signs. If enough stores don’t provide this consumer information, however, the U.S. Food and Drug Administration will require that the information be placed in stores. Distribution of this brochure in a supermarket would satisfy the FDA’s compliance requirements for the new voluntary produce nutrition labeling recommendations.

All 5 a Day retailers are being provided with free copies of the black and white reproduction, with which they can print copies for distribution to their customers. A two-color sample copy has been printed by PBH to demonstrate how the black and white artwork can be used.

Retailers can purchase four-color preprinted copies of the brochure from PBH’s distributor, Try Foods International. The company has ordered a quarter million copies and can print individual company logos on the brochures.

Any company that has ordered or received PMA’s Nutrition Edge program will also get a sample brochure and the black and white artwork as part of the program.

No real growth in food-based retailing

Food-based retailing has not recorded any real growth in the past three years, according to The Food Institute, Fair Lawn, N.J. The food trade information and research association indicates that constant-dollar grocery store sales in the 1989-91 period fell at an average annual rate of 1.5 percent. Commercial eating and drinking place sales, after adjustment for inflation, fell at an annual average 0.2 percent rate. Slowed growth in consumer incomes, higher food prices, the recession, and the changing nature of the business itself are all cited as reasons for the negative growth trend.

"Consumers saw per capita personal income growth move into the "negative" column as the 1990's began," says Frank Panyko, Food Institute vice president. "This compelled shoppers to trade down to a less costly market basket at the supermarket."

Food prices in 1989-90 grew at the highest rates since early in the decade, Panyko notes. This put an additional crimp in family budgets. Even though food price inflation moderated considerably in 1991, real food store and restaurant sales (adjusted for changing prices) continued to slide, along with the rest of the economy, says the association’s annual Food Retailing Review study. The 310-page report is available from The Food Institute, 28-12 Broadway, Fair Lawn, N.J., 07410. The report is priced at $170 to Food Institute members, and $340 to non-members.

$7,000 added to AFD’s Scholarship Fund

The AFD Scholarship Fund received a $7,000 boost last month, thanks to the participation of 7-Up and Hawaiian Punch in the AFD donation-per-unit scholarship program. The donation-per-unit scholarship program is one in which everybody wins! For every case of Hawaiian Punch sold through participating retailers in the months of November and December, 7-Up contributed 35 cents toward the education of youths in the industry. Retailers got to participate in the program by encouraging sales of Hawaiian Punch in their stores, and the best sales were rewarded with great prizes from 7-Up.

Companies participating in the program receive two free consecutive full-page ads in the Food & Beverage Report to get sales off to a good start. AFD’s donation-per-unit is a great way to help provide deserving young students with an education while boosting sales of your products. AFD needs more companies to join the bandwagon. For more information about AFD’s donation-per-unit program, please contact Sarah Humphreys at 313-557-9600.

Visit Us At The AFD Trade Show April 28th

Watch for new line of:
Tony’s Italian Pastry & Red Baron’s Family 12 Inch.
Since 1984 we’ve introduced over 10 new products... all backed by the most powerful merchandising machine in frozen foods today.
Tony’s Pizza Service
For Sales & Service call 1-800-247-1533

FOOD & BEVERAGE REPORT. APRIL 1992—27
Charting The Course

In 1492 Columbus changed the course of history...

In 1992 our innovative insurance programs are still setting the course for the industry.
- Employee Benefits
- Property
- Workers' Compensation
- Liability

Administrator of AFD's Workers' Compensation Plan

CIC
Creative Risk Management Corporation
3620 Harper Avenue, P.O. Box 2305, Mt. Clemens, MI 48046-2305
(513) 792-8305 Fax (513) 792-9429

LOTTERY

from page 12

We also expect “Cash 5” sales to contribute to the trend of increased Lottery sales for so far this fiscal year.

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

“Cash 5” drawings will be held on Tuesdays and Fridays each week during the regularly scheduled Lottery drawings. The cost of one play will be $1.

Winners of “Lotto $200,000 Treasure Hunt” appear on Megabucks show

Twenty lucky winners of the Michigan Lottery’s latest second-chance promotion “Lotto $200,000 Treasure Hunt,” won $10,000 each and got a chance to appear on the “Michigan Lottery Megabucks Giveaway” weekly TV game show. The second-chance sweepstakes where five players win $10,000 each week for four weeks, was designed to increase Lotto sales and offer customers something extra for purchasing a non-winning Lotto ticket.

Following are the “Lotto Treasure Hunt” winners:
- Kevin M. Walter, Woodhaven
- David M. Bila, Vanderbiilt
- Harold Prather, Jr., Potterville
- Ronald E. Booker, Detroit
- Charles Daughenbaugh, Freeland
- Terry R. Stiltz, Flint
- Raymond M. Greenwell, South Bend, IN
- Arthur Hase, St. Clair Shores
- Kathleen Brown, Dearborn Heights
- Carol Konkel, Whitmore Lake
- Dennis Nering, Southgate
- June Day, Niles
- T.J. Kona, Beverly Hills
- James Groesbeck, Troy
- James Kuester, Dearborn Heights
- Peter J. Kogwski, Detroit
- Robert Mikszewski, Mt. Clemens
- Bill Vlacnicwiski, Utica
- Charles A. Peich, Mt. Clemens
- Linda Soldan, Hemlock

COMING EVENTS

Oct. 4-8: FMI ’92 Supermarket Operations Management Course. West Lafayette, Ind. For information call 202-452-8444.

CLASSIFIED

FOR SALE: 28-foot meat counter, 24-foot deli counter, two-door freezer and three door freezer. Call Johnny at 644-4641.
Associated Food Dealers of Michigan

1992 Trade Show Special

15% OFF*

From Detroit Edison
On Electric Cooking Equipment
Featured In These Booths:

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Booth #</th>
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<tr>
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<td>611,613,710,712</td>
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<tr>
<td>MMI Distributing</td>
<td>110,112</td>
</tr>
</tbody>
</table>

* To be eligible for the special show discount, you must sign in at participating dealer booths and be a Detroit Edison business customer.
PEPSI

that will get consumers excited." replacing last summer's "License to Chill" campaign. Striking while the iron is hot, Pepsi has come back this season with the "You Got the Right One, Baby" advertisements, proclaiming April "Uh-Huh Month.

And retailers can undoubtedly look forward to the increased traffic the promotions will bring.

Pepsi also has plans to drive consumers into stores with new flavors and new beverages. Having introduced the two new Slice flavors in December, Grape and Red, Pepsi is hitting competition with a one-two punch soon with the introduction of two new flavors, Strawberry and Fruit Punch.

The addition of more soft drinks and focusing on expanding to additional categories, such as juices and waters, is just one of the changes happening right now at Pepsi.

“Our company is going through a change," says Darrow, explaining that Pepsi's newest goal is to make the sales process 100 percent focused on its customers. "Our philosophy is that we want to exceed our customers' expectations. We call it turning the company right side up."

"Right side up" means acknowledging everything starts with the customer, and the voice of the customer drives Pepsi's actions through the guidance of shared values including diversity, integrity, honesty, teamwork, accountability, and balance.

"We want to get to know our retailers business in its entirety," adds Don Hall, regional sales manager.

"Focusing on exceeding our customers' expectations to create the best products and supply the best service," Darrow says, "is Pepsi's nationwide vision that's shared by 26,000 employees.

ASK AFD

Q. What does membership in AFD do for me?

A. What would you like AFD to do for you?

AFD has an array of services and programs to assist you and save you money in every facet of running your business. But if that's not enough, we need to hear from you.

Please remember, only eight full-timers and two consultants make up the AFD staff, so unfortunately, staff members can't always visit you personally at your store or call you to address your concerns. We're here to help, so if you have a suggestion for AFD or problem we can work out for you, don't hesitate to call the AFD office at 800-66-66-AFD and we will always do our best for you.

If there's still a doubt in your mind about what AFD does for you, keep this in mind: Negotiations between Joe Saraf and the Michigan Department of Agriculture resulted in the proposed $100 food-license fee's being chopped in half. There you go; AFD just saved you $50!

If you have a question, please write to Sarah Humphreys, Associated Food Dealers, 18470 W. Ten Mile Road, Southfield, MI 48075. Include your name, the name of your business, and your address.

A & W Brands

Absorb Water Co

Advo Systems

All American Cash Register

American One Insurance

Anheuser-Busch

Basket Fantasy

Benna's Food Service

Big Chief Sugar

Blue Cross Blue Shield

Borden Ice Cream

Brehm Broaster Sales

Canadaigua Wine Co

Central Foods

Central Alarm Signal

Check Point Systems

Closed Circuit Comm

Coca-Cola Bottling

Coors Brewing Co

Creative Risk Mgt

DCI Food Equipment

ELC Associates

Faygo Beverages

Frito-Lay

General Liquor Co

General Wine Co

Gallo Wine

Garden Foods

Going Nuts

Golden Dental Insurance

Greater Detroit Rest. Supply

H & O Dist. Fairies Juice

Hiram Walker & Sons

Hobart Corporation

House of Seagram

I & K Distributors

Impulse Sign System

J. Lewis Cooper Co

J & J Wholesale

Kar Nut Products

Kowalski Sausage

Kraft General Foods

Kramer Foods

Liquor Control Conn

Mid-American Money Order

Melody Farms

Merchant Cash Register

Michigan Bankcard

Michigan Bell

Michigan Cash Register

Michigan Lottery

Michigan Sugar

Midwest Wholesale Foods

Miller Brewing Co

Mid Distributing

Mr. Pure Juices

News Printing

Nicholas Distributors

North Pointe Ins.

Pabst Brewing Co

Paul Inman Associates

PDK, Labs Inc.

Pepsi-Cola

Pest Elimination

Pfeister Co

Philip Morris

Point Dairy Services

R.M. Gilligan, Inc.

Rousana Cards

Royal Crown Cola

Scot Laid Foods

Security Express

Seven-Up of Detroit

Spartan Stores

Stark & Company

Statewide Food

Siroh Brewery

Sunshine/Salem

Taystee Baking

Telecheck Mi

TG Graphics

Tom Davis & Sons Dairy

Tony's/Red Baron Pizza

Variety Foods

Walnut's Sterling Shores

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

The result was buying power. It was a means of survival for those grocers years ago. And it's who joined efforts 75 years ago buying power that has kept Spartan Stores...

Oleson Foods 1920  
Felpasch Food Center 1928  
Bird's Food Market 1942  
Fate's Food Market 1936  
Ehls Family Center 1938  
D'Amco's Food Market 1940  
Uebel's Grocery 1940  
Hillsdale Market House 1941  
McDonald's Market 1946  
Tom's Food Market 1946  
Fulton Heights Food 1947  
Harding's Market 1947  
Superior Market 1950  
Bowen's Quarters 1950  
Knab's Food Market 1950  
Klinnik's Food Market 1950  
N.J.L.'s Grocery 1950  
Pan-Paw Shopping Center 1950  
Schneck's Market 1950  
Tom's Shop-Rite 1950  
Leppins' Market 1951  
Prevost's Market Family 1952  
Deering's Food Market 1953  
Glen's Market 1953  
Parkside Shop Rite 1953  
Scholes Market 1954  
Weick's Foodtown 1954  
Kosmats' Food Center 1954  
Deering's Market 1955  
Huizenga's Food Center 1955  
L & L Food Center 1955  
Mike's Shop-Rite 1955  
Bureau's Food World 1956  
Cherry Hill Super Market 1956  
County Seat Market 1956  
Goodrich Shop-Rite 1956  
Leland Mercantile 1956  
Village Market 1956  
Big Top Market 1957  
Fortune's Shop Rite 1957  
Hefner's Food Market 1959  
Adgate's Super Market 1956  
Diane's Food Market 1958  
Freyman's 1958  
Orchard Park Food Market 1958  
Ashcraft's Markets 1959  
Central Shop Rite 1959  
Family Fare 1959  
Forest Hills Food Market 1959  
Kenny's Village Market 1960  
Carl's Super Market 1961  
Delong's Food Market 1961  
D & W Food Center 1962  
Atlas Foodland 1962  
DiMagio's 1963  
Beck's Farm Market 1964  
Gawender's Super Market 1964  
Foster's Super Market 1964  
Jorgensen's Super Market 1961  
M & M Food Store 1961  
L & S Family Food 1965  
Crawford's Supermarket 1966  
Giant Foods 1966  
Goff Foods Stores 1966  
Grand Valley Food Center 1965  
Polina's Market 1966  
VG's Food Center 1966  
Alwood's Market 1967  
Central Market 1967  
Clark's Food Center 1967  
Frontier Shop Rite 1965  
Ferry's Market 1967  
Foodtown Super Market 1967  
Ferris Food Center 1967  
Pano Market 1967  
Planken's Market 1967  
Quarant Market 1967  
Stan's Market 1967  
Tony's Market 1967  
Valuland Food Center 1967  
Your Better Market 1967  
Colony Market 1968  
Pat's Food Center 1968  
Seys Market 1968  
Wide Awake Market 1968  
Bolby's Market House 1969  
Double D Supermarkets 1969  
F & M Market 1970  
Stahl's Market 1970  
Frank's Shop Rite 1971  
Mignano Food-Bier 1971  
Ransiers Food Center 1971  
Robertson's Market 1971  
Friendly Owl Food Market 1972  
Kenny's Food Center 1972  
The Market Basket 1972  
Tom Boy Super Market 1972  
Agency and Sons 1974  
Gordy's Supermarket 1974  
Great Day 1974  
Holiday Food Center 1974  
Plum Hollow Market 1974  
Save More Foods Inc. 1974  
Bunch's Shop Rite 1974  
Cutlerville Shop Rite 1974  
Howard City Foods 1975  
Plumb's 1975  
Super Giant Super Market 1975  
The Village Market 1975  
West Saginaw Shop Rite 1975  
Bud's Country Market 1975  
Country Style Food Center 1975  
Dexter Target Food Center 1975  
F & H Market Place 1975  
H & B Market 1975  
Herkel's Market 1975  
Hutch's Food Center 1975  
K & O Food Mart 1975  
Leadway Supermarket 1975  
Money's Food Market 1975  
Parkway Foods 1975  
S & M Markets 1975  
Wagon Train Food Market 1975  
Thath Shop Rite Market 1976  
Ben's Supermarket 1976  
F & H Friendly Market 1976  
East Town Foods 1976  
Grand Market 1976  
Harmon's Super Market 1976  
La Rose Market 1976  
Mayfair Market 1976  
Puritan Super Foods 1976  
Regal Food Center 1976  
Rick's Super Market 1976  
Savon Foods 1976  
Savon Foods Super Store 1976  
Savoeherr Super Market 1976  
Alpine Food Center 1977  
Center Shop Rite 1977  
D & S Food Center 1977  
Farmway Foods 1977  
Foodtown Super Market 1977  
Fry's Market 1977  
Village Food Center 1978  
Wiscon Food Mart 1978  
Jerry's Foodland 1979  
Markham's Market 1979  
Pick N Save Food Market 1979  
Town & Country 1979  
Universal Super Market 1979  
Big Value 1980  
Frank's Super Market 1980  
Imo's Food Mart 1980  
Metco Complete Foods 1980  
Petersen's Grocery 1980  
Pioneer Super Market 1980  
Shop & Save Center 1980  
Chalmers Garden Foods 1981  
Delta West Shop Rite 1981  
Foodtown Super Market 1981  
Perry Food Center 1981  
Chenw Trombly Market 1988  
Dan's Market 1982  
M & T Food Market 1982  
Madison Food Center 1982  
McDonald's Food Center 1982  
Riverside Market 1982  
Hamilton Food Center 1983  
River District Super Market 1983  
Schoenberger's Market 1983  
Tom's Shop Rite 1985  
Big Giant 1985  
Bayan's Market 1984  
Five Brothers 1984  
Galaxy Super Store 1984  
Huron Food Center 1984  
Russell's Trading Post 1984  
Standlee Shop Rite 1984  
Hartner Super Market 1985  
Dublin General Store 1985  
Grand House of Food 1985  
New Super Fair 1985  
Redford Food Center 1985  
Trenta's Food Lane 1985  
Beech Food Center 1986  
Beech's Valu Land 1986  
Bear Bridge Food Center 1986  
Old Redford Foods 1986  
Save Guard Supermarket 1986  
Sumpter Food Center 1986  
Seys Market 1990  
Uncle Joe's Market 1990  
Churchill's 1990  
Denny's Food Market 1990  
Grano's Super Market 1990  
Marlboro Foods 1990  
Market City Food Center 1990  
Joy Super Foods 1990  
MGM Food Center 1990  
Deluxe Food Center 1990  
Pentek Food Center 1990  
Franklin Big Save 1990  
Clark's Food Center 1990  
Ryan's Foods 1990  
Saturn Food Center 1990  
Save Mart 1990  
Sawyerland Market 1990  
Winger's Food Center 1990  
Denny's ValuLand 1990  
Becker Family Food Center 1990  
Great Lakes Foods 1990  
Home Pride Food Center 1990  
Joy Throly Store 1990  
Lafayette Super Foods 1990  
McDonald's Shop Rite 1990  
Pace's Super Foods 1990  
The Corner Store 1990  
Throly Store 1990  
Value Center Market 1990  
Xtra Foods 1990  
B&B Thrifty Shop Center 1990  
Foodtown 1990  
Frontport Foods 1990  
Harborood Food Center 1990  
Harborood Food Center 1991  
Main Village Market 1991  
Orchard Foods 1991  
Patches 1991  
Seven Star Food Center 1991  
Sheridan Village Market 1991  
State Foods 1991  
Broady's Food Center 1991  
Save-Up Food Center 1991  
Tom's Food Center 1991  

FOOD & BEVERAGE REPORT, APRIL 1992 - 31
Play hide-and-seek with "Waldo" in a new line of SpaghettiOs®

Kids all over America have been asking "Where's Waldo now?", but starting this month, they will be able to find Waldo in the canned pasta section in supermarkets across the nation.

Campbell Soup Company, makers of Franco-American® SpaghettiOs® canned pasta, announced recently the national introduction of new SpaghettiOs® Where’s Waldo® canned pasta.

"SpaghettiOs® Where’s Waldo®" pasta contains pasta shapes identified with Waldo, the loveable, bespectacled star of books and Saturday morning television. The new SpaghettiOs line challenges children to search for Waldo in a new line of SpaghettiOs® Where’s Waldo® in two varieties — plain and meatball. Suggested retail price is $.69 and $1.09 respectively.

Campbell is supporting the SpaghettiOs® Where’s Waldo® introduction with television advertising and unique consumer promotions that reinforce the "hide-and-seek" appeal of Waldo. The advertising, to be launched in June 1992, was developed by Bayer Bess Vanderwalker, Chicago.

Pierre’s new jumbo bacon cheeseburger is ideal for convenience stores, vending machines, cafeteria lines, mobile catering anywhere there’s a refrigerated case and a microwave or hot box.

Pierre’s new jumbo bacon cheeseburger features a 14-day refrigerated shelf-life, eye-catching packaging and great merchandising materials to help operators sell.

For more information, contact Frank Madsen at Pierre Frozen Foods, 9990 Princeton Road, Cincinnati, Ohio 45246. Telephone: 800-543-1604.

Pierre Frozen Foods introduces new jumbo bacon cheeseburger sandwich

Pierre Frozen Foods announces an addition to its Microwiches® line of microwaveable sandwiches with their new jumbo bacon cheeseburger. It features a pre-cooked 3-ounce all-beef patty with real American cheese topped with four pieces of crisp premium-quality bacon. All this plus the world’s greatest microwaveable bun.

Canadian ale, once smuggled during prohibition, now available to Detroit drinkers—legally

The boat trip across the Detroit River had to be quick, quiet and under cover of night. Canadian brewer Gorge Sleeman’s timing had to be perfect, for on that night in 1933, there were great obstacles to overcome, the greatest of which was Prohibition.

Despite all this, the president of Sleeman Brewing & Malting Co., Ltd. determined to deliver his family’s most popular Canadian ale, "Sleeman Cream Ale," personally to his neighbors. Word of his superb flavor had already crossed the border.

Canadian police, however, were watching his every move. When they finally met up, George Sleeman was ordered to pay all taxes on the smuggled beer and sell the brewery. The taxes were promptly paid, but the Sleeman family was unsuccessful in its first attempt to allow American beer drinkers access to its popular family brew.

Now, almost 60 years later, John Sleeman, grandson of George Sleeman and the company’s president and CEO, is successfully—and legally—exporting Ontario’s fastest growing brand of beer to Detroit.

Once again, the export was prompted by "across the border" demand for the unique taste of Sleeman Cream Ale. The cream ale, which is brewed using only natural ingredients, offers the smoothness of an English ale and is as refreshing as a German lager.

Since re-opening, The Sleeman Brewing & Malting Co. Ltd. has cornered more than 1 percent of the Ontario beer market and doubled its brewing capacity in less than three years.

Randell introduces a complete line of display merchandisers

Randell Manufacturing is introducing display merchandisers in a wide variety of configurations: wall-mount, countertop, pass-thru, single service, drop-in, freestanding, refrigerated or dry style units. Sizes are available to fit your space requirements.

Standard features include thermalpanc glass, self-closing doors on most units, solid stainless-steel construction, powerful refrigeration systems, sleek styling, smooth finishes and eye-catching interior lighting.

Units are designed for maximum point-of-purchase impact for delis, bakeries, quick-food operations, cafeterias and more.

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

For more information, please contact: Randell, 0520 S. Coldwater Road, Westland, Mich. 48185. Telephone 1-800-621-8554.

Heinz forms new venture

H.J. Heinz Company recently announced the formation of Cairo Foods Industries SAE and officially opened a newly constructed tomato products factory in Cairo, Egypt.

Cairo Foods and the plant will be operated under a joint venture agreement between Heinz and Kuwait Foods Company.

The factory, located 25 miles southwest of downtown Cairo and near the Great Pyramids of Giza, is being constructed by the state-owned Egyptian company. Initial production will be of ketchup and various other sauces under both the Heinz brand and the Americana name, the flagship line of Kuwait Foods Company.

Future plans call for the addition of processing lines for tomato concentrates and pastes, mayonnaise, mustard and salad cream.

In addition to processing tomato products, Cairo Foods is contributing to tomato growing and harvesting practices in the delta by introducing new tomato breeds and hybrids specifically developed for Egypt.

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SAXON'S LIQUOR SHELF PRICE TAG SYSTEM

3680-7 Henri Baron Napoleon 750 ml

7.88

(Arrtis Size)

Receive a Liquor Shelf Price Tag for every listed item in both the Michigan Liquor Control Commission’s LIQUOR PRICE LIST and SPECIAL ORDER PRICE LIST. These non-tear plastic coated tags contain the Michigan Order Code Number, brand description, volume of liquor, and the price.

Some of the benefits a SAXON Liquor Price Tag Subscription include:

• 1-year subscription includes quarterly updates.
• Eliminate mis-priced shelf tags and potential violations.
• Customers see neatly organized and uniform price tags.
• Single unit non-tear tags means no more falling off of plastic numbers or broken numbers.
• The State Order Number on each tag makes for easy re-order and inventory control.

SAXON INC • 1910 Hilton • Ferndale, MI 48220


FOR IMMEDIATE DELIVERY • Call, write or FAX

SAXON'S LIQUOR SHELF PRICE TAG SYSTEM

FOR IMMEDIATE DELIVERY • Call, write or FAX

SAXON, INC • 1910 Hilton • Ferndale, MI 48220

Pierre's Breaded Veal is highly versatile, perfect for both lunch and dinner. It can be served as a sandwich or center-of-the-plate entree.

For more information, please contact Pierre Frozen Foods, 9990 Princeton Road, Cincinnati, Ohio 45246. Telephone 513-874-8741 or 800-543-1604.

Pierre Frozen Foods produces a full line of portion control uncooked and fully cooked boneless meat products for foodservice.

Micozall® makes its Motown debut—suits up with the Detroit Pistons

Tired of sitting on the sidelines? Try new Micozall®, antifungal sports cream. Micozall®, the official sports cream supplied to the Detroit Pistons, will help you get back in the game.

Micozall® is available in a 1-ounce size tube and retails for 50 percent less, per ounce, than other foot care creams and antifungal ointments available OTC.

Chep pallet pool program launches new service for North America

Recognizing the strategic importance of the U.S.-Canada Free Trade Agreement, the Chep organization has reacted to provide integrated international pallet pooling service for cross border trade flows.

Chep USA and Chep Canada are members of the Chep organization, created in Australia in 1958. Chep offers a rental service for pallets and other materials handling units to the grocery, produce, household product and other consumer goods industries and other industrial clients worldwide.

Midwest Foremost Voluntary Food Wholesaler

1-800-537-7738

Talk to us today about serving you
William LaMothe receives NAWGA’s Herbert Hoover Award

William LaMothe, who for 12 years was the head of Kellogg’s, the largest cereal company in the world, was awarded the prestigious Herbert Hoover Award at the annual banquet of the National-American Wholesale Grocers’ Association (NAWGA) last month in Miami Beach.

The Herbert Hoover Award is presented annually to a leader in the food industry exemplifying outstanding business, civic and leadership qualities. The Herbert Hoover Award was first issued in 1961, and was endorsed at that point by former President Hoover, who led U.S. food relief efforts overseas in the first decades of the 20th century, prior to his presidency.

LaMothe, 65, a native of Brooklyn, served as C.E.O. and chairman of the board of Kellogg’s from January 1980 to January 1992. He was named chairman emeritus of Kellogg’s two months ago, and still is a member of the board of trustees of the W.K. Kellogg Foundation, and is a co-trustee of the W.K. Kellogg Foundation Trust.

NAWGA elects new chairman at convention

The National-American Wholesale Grocers’ Association (NAWGA) last month elected a new chairman and vice-chairman, while naming 22 other people to its Board of Governors, during NAWGA’s annual convention in Florida.

The new chairman of the NAWGA Board of Governors is Boyd George, chairman of the board of Merchants Distributors Inc. The new vice chairman of the NAWGA Board of Governors is John Woodhouse, chairman and CEO of SYSCO Corp. Harold Finch, chairman of the board and CEO of Nash Finch Co., was re-elected to the office of NAWGA treasurer. All of them will serve a two-year term.

The Vinegar Institute announces officers

The following officers were recently elected to the board of directors of The Vinegar Institute at its 25th Annual Meeting at the Marco Beach Hilton, Marco Island, Fla.

Tomlinson’s John Chernak is elected vice president of NAFEM

John A. Chernak, president of Tomlinson Industries, was elected vice president of the National Association of Food Equipment Manufacturers at the organization’s recent annual meeting.

Chernak previously served as NAFEM’s treasurer, and is currently a member of the board of directors. He has been an active member of several NAFEM committees since the 1960s, in particular, the NAFEM-MAPS Fi Joint Liaison Committee.

In a separate announcement, Chernak was awarded “Level 1” as a Certified Foodservice Professional.

The Vinegar Institute is an international trade association representing manufacturers and bottlers of vinegar and suppliers to the industry.
IS PROUD TO PRESENT OUR 12TH ANNUAL

PROGRAM DETAILS

- FULL COLOR FREE STANDING INSERT.
- PLUS A 2 PAGE DOUBLE TRUCK ROP AD IN THE MICHIGAN MULTI-AD GROUP SUPPLEMENTS THE FSI.
- ATTRACTIVE POINT-OF-PURCHASE MATERIALS AVAILABLE INCLUDE: WINDOW POSTERS * DISPLAY CARDS * SHELF CARDS * FREEZER CARDS * AD SLICKS.
- CONSUMER SWEEPSTAKES WITH WINNERS RECEIVING $12,000 IN FOOD GIFT CERTIFICATES REDEEMABLE AT THEIR "FAVORITE" SUPERMARKET.
- 35 COUPONS OR OFFERS WITH A VALUE OF OVER $15.00

NEWSPAPER CIRCULATION
STATE OF MICHIGAN - OVER 2.1 MILLION

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LOOK FOR PARTICIPATING ITEMS IN YOUR WHOLESALERS MERCHANDISER

SEE YOUR PFEISTER REPRESENTATIVE FOR DETAILS

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

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

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