Electronic benefit transfer regulation on food stamp usage

The U.S. Department of Agriculture's Food and Nutrition Service printed a proposed regulation in the Federal Register recently establishing Electronic Benefit Transfer (EBT) systems as a way to provide food stamp benefits. This proposal sets operational standards that EBT systems would be required to meet to be approved for operation. The final legal deadline in April 1, 1992. However, several associations have asked for more comment time than the 60 days provided for in the proposed rules.

OSHA reform

The House Education and Labor Committee is to hold hearings on legislation to revise the Occupational Safety and Health Act of 1970. The legislation would require employers with more than 11 workers to establish safety and health committees comprised of equal numbers of employer and employee representatives. It includes increased criminal penalties, and would implement a national surveillance program to identify and collect data on work-related illnesses.

Recycling Bill

The first half of comprehensive legislation to reauthorize the basic law governing solid waste, the Resource Conservation and Recovery Act, was introduced last fall. The law was last reauthorized in 1984 and is in need of significant revisions. The other half of the legislation was to be introduced in January, with hearings in February, and mark-up slated for March. A House vote on the entire package could occur before July 4, 1992. The legislation, H.R. 3865, entitled the National Waste Reduction, Recycling and Management Act, would require all packaging materials to be made of materials recycled at a 25-percent rate (increasing to 50 percent by 2001), or contain at least 25 percent recycled materials (50 percent).

Make a date for the Sweetheart Ball

It's not too late to make reservations for the AFD Sweetheart Ball, Trade Dinner Feb. 14, and now there are even more great reasons to do so.

AFD has unveiled its exciting Feed the Hungry program, in which all members can get involved while having fun at the Sweetheart Ball. AFD has committed $1,000 each to Mother Wattles, Lighthouse and Focus HOPE. These three fine organizations feed the hungry, needy and elderly in the Metro Detroit area.

To participate, have your picture taken with your sweetheart at the dinner for a small donation. All proceeds from the photos will go to the charities and you and your sweetheart will have a wonderful souvenir to remember the gala evening forever.

If you anticipate feeling a little camera shy on that date, AFD will have a wonderful souvenir to remember the gala evening forever.

The Feed the Hungry program is reason enough to attend the event, but what would the trade dinner be without fabulous food? The evening starts out with hors d'oeuvres of meatballs, spinach rolls, potato skins, a vegetable and dip tray, cheese and crackers, and fruit. But don't spend too much time at the hors d'oeuvres table, because dinner will be served shortly after. On the menu are cream of broccoli soup, rotini primavera, caesar salad, filet mignon and stuffed chicken, green beans almondine, and dinner rolls, topped off with baked Alaska for dessert.

If that isn't enough to get your mouth watering, consider these exciting door- and pac-raffle prizes and those who donated them:

- Super Nintendo, Pepsi
- Eight Piston Tickets, Raad Kathawa
- Sam Yono, Mark Karmo, Frank Arcori
- 10 seats in the Pepsi suite for the March 3 Red Wings game
- A 16-foot freezer (chest or upright), Detroit Edison
- A microwave oven, H&R Appliance
- Four Red Wings tickets for March 31 game, Creative Risk
- Dom Perignon, 1983, Wine Chateau
- Nintendo, Nabby Yono
- A 13-inch color tv, Concord Drugs
- Fox Theatre Suite for Victor Borge concert, Sat., April 25, Miller Brewing
- Two Red Wings tickets for the March 24 game, Rose Exterminators

The Sweetheart Ball will be located at Peroni's of Sterling Heights, and begins at 5:45 p.m. Sponsors are Coors Brewing Company, Pepsi Cola, Frito Lay, Inc., R.M. Gilligan, Prince Macaroni, General Wine, and the Pfeister Co.

Tickets cost $600 for a table of 10 or $150 a couple. Call Vicky at 557-9600 to make your reservations today!
Happy 76th Birthday

paul inman associates, inc.
Looking forward to challenges of 1992

By Frank Arcori

AFD Chairman

1991 was a year full of many challenges and many accomplishments. Early in the year, we experienced the Gulf War crisis, which put consumers' perception of our Chaldean retail members in jeopardy. AFD fought back successfully with public relations aimed at keeping Chaldean retailers in good standing with their communities.

The recession the country felt in 1991 touched nearly everyone, especially the retailers. But even in the hard times, AFD members dug deep to give to feed-the-hungry programs, charities and holiday turkey drives. In addition, AFD awarded a record-breaking number of scholarships to deserving young students connected to the industry. AFD members can be proud of the way they rose to the occasion when their communities were in need.

AFD was always well represented in Lansing, where Executive Director Joe Sarafa's testimony became instrumental in defeating legislation that could have had a negative impact on your business.

Also last year, AFD added the Golden Dental Plan to its long list of benefits, proving once again our members are privileged to the finest selection of insurance and health plans for every need.

1992, I am sure, will bring about a whole new set of challenges, and AFD is determined to address them aggressively. But in the mean time, AFD has additional goals I would like to see it meet.

First, AFD must continue to serve as the voice for the food industry, but that voice must get louder. That means AFD needs to take an even more active role in the politics that govern the way we run our stores, including the privatization issue and a recycling campaign.

Communication is crucial. In addition to AFD's commitment to keep members better informed about issues that pertain to them in 1992, AFD needs to hear from members in order to solve their problems and concerns. It is hoped AFD can use information from members to its best advantage by initiating plans of action to address those concerns.

AFD is also determined to help members run their businesses better through these tough times. Members are encouraged to share their success stories with AFD, which can be passed along to other members through the Food & Beverage Report. And AFD is committed to educating members better through more seminars and training classes, both in the Detroit area and throughout the state.

In turn, I would like to see more members commit themselves to AFD by getting more involved in the work we do. This can be achieved by joining a committee, writing letters to legislators about issues of concern to our industry, or participating in an event.

AFD needs the support of all of its members to remain strong. I look forward to meeting and working with as many members as possible in 1992. Remember it is up to all of us to maintain AFD's standing not only as a powerful voice in the industry but a close-knit group serving the needs of individual business—big and small—throughout the state.

ASK AFD

Q. I have a small parking lot for my store. Do I have to comply with the ADA law that says I must provide parking spaces for the handicapped?

—N.N., Ann Arbor

A. The ADA law, for which the deadline of compliance was Jan. 26, states that if enough parking space is available, you must designate a parking space for the disabled. However, if parking is relatively tight, it may not be readily achievable to designate a parking space solely for the disabled, especially if the loss of the space would result in lost sales.

The handicapped parking spot is "readily achievable" if it is easily accomplishable and able to be carried out with little difficulty or cost.

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.

The Grocery Zone By David Coverly
Nearly 60 percent of accident claims in the convenience store industry arise from slips and falls by customers or employees. Many of these accidents can be easily prevented.

The equipment on your safety checklist should include "Wet Floor" signs, a mop, a broom and dust pan, warning paint for curbs and ramps, and properly functioning temperature control for your coolers. Below are the most common causes of slips and falls and their preventive action.

**EXTERIOR**
- Fill all potholes until they can be professionally smoothed and repaired.
- Sweep parking lot and sidewalks daily, and report any large cracks that can cause tripping.

**INTERIOR**
- Place "Caution: Wet Floor" signs at the front door in wet weather.
- Mop up spills immediately and place "Wet Floor" signs on all approaches to the wet area.
- Check the fast-food area regularly for spills, leaking or dripping equipment, and food on the floor that can cause slips.
- Check the temperature control on your coolers to prevent them from "sweating."
- On stock day, remove clutter as soon as possible. Break down empty boxes and remove them from the floor.
- Clean the bathroom floor and area regularly.
- Watch for water dripping during ice deliveries. Post "Caution" signs if necessary and mop immediately.
- Check floor for broken or damaged tiles. Check for loose rugs, mats, or turned-up edges of rugs.

While all slips and falls are not preventable, following these tips should help make your store a safer place for both employees and customers. —NACS

**COMING EVENTS**


March 7-10: FMI/NNAWGA/UFFVA Annual Produce Conference. Fort Myers, Fla. For information call 202-452-8444.


April 12-14: FMI Supermarket Pharmacy Conference. Coronado, Calif. For information call 202-452-8444.


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

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Chocolate Fudge Parfait  Chocolate  Vanilla Flavored  Chunky Peach Parfait  Strawberry Parfait
New instant ticket validation system up and running

By Jerry Crandall
Michigan Lottery Commissioner

In January, the Michigan Lottery launched a new instant ticket validation system for online and instant ticket retailers statewide. The validation system in the GTECH terminal went online in early January and the installation of the GVT units, free-standing validation systems for instant ticket retailers, also began and should be completed statewide by mid-April. These new systems will enable retailers to validate instant tickets through the use of a barcode scanner, making the validation process both faster and more accurate.

Already after the first week of operation, we can report that 766,491 ticket validation for prices worth $2,570,986 were completed. Also in this week, 4,999 orders of 18,066 books of instant tickets were processed. While there have been a few situations that have required special attention, as there are with the implementation of any major startup program, the systems are now up and running successfully. For those of you who may have experienced any difficulties, we appreciate your patience during this transition period. We are confident you will reap the benefits of the new system when it is fully operational.

In conjunction with the new validation systems, procedures have been simplified to assist retailers with the accounting of instant tickets. Since GTECH terminals and the GVT units are connected to the Lottery central computer system, all accounting is now automated. The computer system keeps record of all instant tickets validated through the system and retailers no longer need to return validated tickets to the Lottery. Automated validation should reduce the risk of stolen and fraudulent tickets since retailers are not required to keep validated tickets in their stores any longer.

The existing Touch Tone validation system (LITIS) will remain available for use as backup for the barcode system and for retailers who did not receive any barcode reading equipment. The new validation system will operate from 6 a.m. to 11 p.m. seven days a week.

Keno promotion fun way to introduce customers to this great game

Michigan will kick off a KENO! bonus promotion in February. Beginning Feb. 9 and ending Feb. 21, the Michigan Lottery will conduct a KENO! newspaper coupon promotion. During the promotion, when a customer presents a valid coupon and purchases a $1 KENO! ticket for the same drawing, the retailer will give the customer a $1 KENO! ticket free.

Lottery introduces new instant game “Aces High”

The Michigan Lottery will promote “Aces High” as its feature instant game in February. More than $9 million in total cash prizes is up for grabs in the new game which offers a top prize of $1,000. “Aces High” is among several instant games on sale at Michigan Lottery retailers including “Win For Life” with a top prize of $1,000-a-month for life and “Bowling” which has a top prize of $300.

“Win for Life” a big hit with lottery instant game players

After being the first to win $1,000-a-month for life in the Lottery’s hottest new instant fame “Win For Life,” a Lansing woman said, “I scratched the ticket off right there in the store and I just couldn’t hold back the tears when I realized what I had won. I was in shock.”

A 49-year-old who works in customer service said she planned to buy Christmas gifts and put the rest of her winnings in savings. The winner requested to remain anonymous.

“Win For Life,” which went on sale during the holidays, offers...
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General Merchandise
Michigan liquor industry prepares for deregulation

By John Dagenais
SDD-SDM

As you probably read in recent issues of Associated Food Dealers Food & Beverage Report, the topic of privatizing Michigan's liquor industry is being discussed in the state legislature and amongst liquor retailers throughout the state.

Michigan's control-state operation has always been considered one of the best in the nation, and leads most of the nation in fiscal contributions to state government.

Yet there are many sides to the issue of deregulation. The Package Liquor Dealers Association of Michigan, in those years prior to the merger with AFD, has always contended that the small liquor stores and even large full-line beverage establishments would eventually suffer deep losses and gradually close or sell their operations to larger chain-store operations who could survive.

We all should be very attentive to the package of bills introduced in Lansing by State Sen. Jack Welborn (R-Kalamazoo) at Gov. John Engler's urging which would pave the way for liquor deregulation by January 1993.

The governor has already made some bold moves in downsizing state government and we expect to see some changes toward getting the state out of the liquor business. But AFD believes our state leadership could not have picked a worse time to beat the drums for liquor deregulation than during this present economic crisis.

One has to become concerned when reviewing how deregulation changed some other industries within these United States. Since the deregulation of the airlines in 1978, more than a dozen large airlines have had to close down or merge. Deregulation of the trucking industry helped close more than 100 trucking companies and cost more than 150,000 workers their jobs.

Deregulation of the savings and loan industry caused almost 700 S&Ls to fold. In short, the well-laid plans for a competitive market plan failed and prices went up.

There are many things both state and federal governments could do to assist the food and beverage industry without throwing the doors open to deregulation. We can't think of greater help than the government revising the present hodge-podge of business taxes and some of the many unnecessary licensing fees.

Permit us to advance a few more ideas where Michigan's liquor-control operation could help liquor retailers by changing present laws, rules and regulations:

- Allow the package liquor outlet or SDD to sell directly to Class "C" bar and restaurant accounts. Let the SDD retailer who desires that sort of arrangement charge a delivery fee.

- What is wrong with a plan that would allow a certified SDD store owner to conduct tastings of new products within the category of spirits, wines and beers?

- The Liquor Control Commission (LCC) should throw out the present formula for determining the liquor dealer's discount and should calculate the SDD discount on the FULL selling price and not just the LCC's Base Retail Price.

We need everybody's input. No idea or opinion will be ignored. For the retailer, wholesaler, vendor, etc., we urge your participation through membership with the combined forces of Associated Food Dealers of Michigan and their subsidiary, Package Liquor Dealers Association.

In these difficult times and with hectic changes taking place almost every day, you cannot afford to be without the representation we offer you and your business.
It’s the measurable difference between us and the competition. The best you can get for the money spent. The very best.

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Spartan Foods celebrates 75th anniversary

1992 marks Spartan Foods' 75th anniversary in the business. But according to Spartan President and CEO Pat Quinn, it's only the beginning.

The history of Spartan dates back to 1917, when 27 independent grocers, in an effort to compete against national chains, joined together for a cooperative wholesale organization named Grand Rapids Wholesale Grocery Company.

That organization, renamed Spartan Stores, Inc., in 1957, has come a long way since those early days. Today, this retailer-owned grocery wholesaler provides products and services to more than 500 independent Spartan stores throughout Michigan, Indiana and Ohio.

Spartan operates out of two distribution centers: the 135-acre headquarters in Grand Rapids and a second facility in Plymouth. The ever-expanding company recently added an $8 million, 52,000-square-foot expansion to the Grand Rapids perishables warehouse.

The company warehouses 46,000 different products in all, including a complete line of grocery, frozen, dairy, produce, meat, general merchandise, deli, bakery and floral products. Currently, 870 products carry the Spartan brand name, the largest private label line of merchandise in Michigan.

Spartan is celebrating its 75th anniversary all year in a number of ways sure to excite its more than 2,000 employees, and millions of customers.

A monthly newsletter, Milestones & Memories, is currently in distribution with copies being sent to stores, boards, company retirees, members of the trade, and media. Milestones & Memories is a masterfully produced piece loaded with company history, interviews with the "old timers," photographs and nostalgia.

The Spartan man will be wielding his sword and bracing his shield in a special 75th-anniversary logo. The new logo will appear on all item/price TV spots in 1992 and Spartan retailer ads, as well as brand new four-color in/out door decals for all stores.

Several anniversary theme pieces will be issued including a thermal coffee mug, a mini flashlight, an acrylic desk clock, a travel mug, and an antique 75th-anniversary truck bank. Customers will also enjoy the 75th-anniversary coupon calendar and the 75th-anniversary design on the Spartan Sugar bags.

Spartan employees will be treated to cake-and-ice-cream celebrations in every Spartan building as well as those of its subsidiaries. Retailers and reps are invited to the First Annual Conference this June in Traverse City. It promises to be motivational, informative and fun.

After a company reaches a milestone such as 75 years of success, is there really anywhere else for it to go? President Pat Quinn says yes.

"Our plans are to continue to grow," he says. "We hope and believe the company will continue to do well if we continue to operate as we have in the past."

Quinn points out Spartan survived The Depression, a few recessions and a lot of competition over the years it has been in operation. That triumph over challenges is something Quinn says he believes will continue for many years to come.

FOR MORE INFORMATION, CONTACT YOUR LOCAL ELECTRO FREEZE DISTRIBUTOR.

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FARM PRICES CONTINUE SLUMP AS YEAR ENDS

Lower food prices in 1992?

The last year saw farm prices fall and retail food prices this year are likely to continue in a moderate mode, according to The Food Institute. The Fair Lawn, N.J.-based information and research association reports that prices for food commodities at the farm level fell 2.5 percent in 1991 versus the previous year. For livestock-based food commodities prices in 1991 averaged 5.2 percent below 1990 levels, while crop-based farm foods averaged 2.3 percent above last year.

Continued moderation in farm-level prices will contribute to lower food price inflation according to The Food Institute, but it’s important to keep in mind that the raw product cost—the farmer’s share—only accounts for an average 25 cents of every food dollar. The balance represents processing, transporting, storing, wholesaling and retailing costs.

“The wild-card in the prospect of moderating food price inflation,” according to Frank Panyko, vice president, information and research, “is Mother Nature. Many a food price forecast has been wiped away in the wake of weather that’s too hot, too cold, too dry or too wet.”

Prices received by farmers in December dropped for the third consecutive month, and for the fifth time in six months. December prices for all farm products (including non-foods such as cotton, wool, tobacco, etc.) fell by 0.7% from November. For all of 1991, prices for this USDA index averaged 2% below calendar 1990.

For more information on how to exhibit at AFD’s 1992 Trade Show “Carnival of Profits” Call (313) 557-9600 or 1-800-66-66-AFD

AFD 1992 Trade Dinner “Sweetheart Ball”

Formal Dinner Dance on Valentine’s Day
• Cocktails • Hors D’Oeuvres
• Gourmet Dinner • Red-tie Preferred

The Associated Food Dealers of Michigan will present the 76th Annual Trade Dinner “Sweetheart Ball” on February 14, 1992. A limited number of corporate sponsorships are available. If interested, please call AFD for more information at 1-800-66-66-AFD. Your support is appreciated.

ENTERTAINMENT
• Phil Dirt and the Dozers
  9:45 p.m. - 12:30 p.m.
• Strolling Musicians
  6 p.m. - 9 p.m.
• (5) Caricaturists
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• Emcee, Neal Shine Publisher, Detroit Free Press
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Seagram's 7 Crown, the most popular whiskey in America, is now available at a new low price. Stock up today on America's good time spirit & enjoy spirited savings.

Original Shelf Price: $17.51

New Low Price: $16.98

Save: .53
In November, FDA issued proposed regulations about food and health claims, and 5 a Day received positive comments. In the proposal, FDA referred to the 5 a Day program as one of dietary guidance and not a health claim.

FDA will publish final regulations for health claims in November 1992. 5 a Day participants should refer to their program Guidebook for appropriate use of the 5 a Day message. Licensed participants will be kept posted of future changes affecting 5 a Day. Remember, only the following can be promoted as 5 a Day items:

1. All fruits and vegetables with the exception of avocados, coconut, olives, and nuts. The logo may be used to promote recipes with avocados, coconut, olives or nuts as ingredients if the recipe meets 5 a Day recipe criteria.

2. All fruits and vegetables processed by drying, freezing, or canning (except avocados, coconut, olives, and nuts), provided that no fat or sugar has been added, and that sodium content is less than 360 milligrams per servings.

3. All juice products that are 100% juice or juice concentrate, without added fat or sugar.

Following 5 a Day Guidelines is critical. Inappropriate use of the 5 a Day message may result in FDA actions.

AFD and Coca-Cola sponsored essay contest underway

AFD, Coca-Cola Enterprises and WKBD Fox 50 have teamed up to "Share the Dream." To celebrate February's being Black History Month, the three groups have sponsored the "Share the Dream" Black History Month Essay Contest.

Each student who submitted by Jan. 31, 1992, a 500-word essay about an African-American role model who has had an influence on his or her life will be eligible to win a $10,000 scholarship, a $3,000 savings bond, or one of four $500 savings bonds.

The contest was open to all high-school students in Wayne, Oakland and Macomb counties. Each school may submit one essay in the grand prize competition, the winner of which will go on to attend the awards ceremony Feb. 26, where the grand-prize winners and runners up will be announced.

Isahak Thomas, captain of the Detroit Pistons, and Amyre Makupson, Ten O'Clock News anchor and public affairs manager for WKBD Fox 50, are the spokespeople for this year's contest.

Are we putting environment before food safety?

Nowhere is the national concern for environmental issues more evident than in today's supermarkets.

Many product packages are biodegradable, recyclable, returnable and refillable. To be environmentally-friendly has become a marketing advantage, also known as "green" marketing.

But a consortium of technical professional organizations recently issued a consensus statement that urges caution in placing priority on environmental protection at the potential expense of food safety.

"We feel compelled to urge that policy actions aimed solely at minimizing the environmental impact of food packaging do not compromise the high degree of food safety, quality and nutrition presently provided to the American consumer," said the Institute of Food Technologists in its report, "Food Packaging, Food Protection and the Environment.

The report was produced in a consensus conference of professional scientific societies.

The report makes 11 recommendations for ensuring food safety. It supports national uniformity in all regulations and laws affecting packaging to better protect consumers and the environment in a cost-effective manner, and opposes bans and taxes on specific packages if food safety, quality or nutrition would be compromised.

Another recommendation supports integrated waste management, which receives substantial discussion in the body of the report. It recommends giving greater emphasis to a variety of methods including source reduction, recycling, waste-to-energy conversion, composting, anaerobic digestion, landfilling and new emerging technologies.

Moreover, the report says source reduction should be given top priority, while promotion of improved recycling methods, such as collection, sorting and processing systems, should be secondary.

In fact, food packaging has significantly reduced the amount of waste entering landfills. "The reduction (in food waste) is considerably greater than the waste added by the packaging material itself," according to the report. For example, 53 percent of nine common vegetables are sold as canned or frozen. If they were sold fresh, the hulls, husks, pods and stems that are now processed into animal feed would otherwise add 3 million tons of municipal solid waste.

Source reduction is also achieved in packaging design. The amount of packaging materials in landfills has grown at a slower rate than the U.S. population. Consumers today purchase more total packages, but less total materials than 20 years ago, according to a report of the Environmental Protection Agency.

AFD board elections bring new faces, changes

Five new people joined the ranks at the board table last month as a result of December's board member elections.

New to the General Members category are Alan Sotsky, owner of Concord Drugs, and Chris Zebauri of Pepsi-Cola Company.

Raad Ayar of Harvest Foods, Jamal Garmo of Galaxy Foods, and Raad Kathawa of Ryan's Foods were elected under the Retail Members category.

Elections held at January's board meeting brought changes to the executive board of directors, as well.

Pounding the gavel as chairman in 1992 is Frank Arcori, owner of Vegas Food Centers. He replaces Amir Al-Naimi of Metro Grocery, Inc., who will sit on the executive board as immediate past chairman.

Nabih Yono of Xtra Foods was elected first vice chairman, a post previously held by Arcori.

The new vice chairman are Thom Welch of Hollywood Super Markets and Mark Karmo of Royal Food Center, replacing Jerry Yono of D & L Market and Tony Munaco of Mack-Bewick Super Market, neither of whom will continue to sit on the executive board.

Richard George of Wine Barrel was elected secretary, replacing Mel Larson of Club Cars, Inc.

Bill Viviano of Marks Sales & Marketing Co. retains the post of treasurer.

5 a Day meets your nutrition labeling needs

The Produce for Better Health Foundation (PBH) is currently developing a 5 a Day consumer brochure that contains nutrition information on the top 20 fruits and the top 20 vegetables that need to be labeled. The brochure will help you comply with the FDA regulations.

Black-and-white slicks will be available to licensed 5 a Day participants and also will be distributed to recipients of Nutrition Edge, a compliance guide for retailers from the Produce Marketing Association (PMA). Color copies will be available from the 5 a Day distributor.

PMA, as part of its Nutrition Edge program, is also developing a poster that matches the 5 a Day graphic style and includes the 5 a Day logo. Use of these materials would give you instant compliance with FDA's guidelines for nutrition labeling of the top 20 fruits and top 20 vegetables.

5 a Day-A Health Claim?

In the proposal, FDA referred to the 5 a Day program as one of dietary guidance and not a health claim. Positive comments. In the proposal, FDA referred to the 5 a Day program as one of dietary guidance and not a health claim.
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5) Controlled voltage
6) Financing arranged
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9) Add to resale of property
10) Never needs replacing

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(517) 288-5298
(517) 288-5442
(517) 288-4567

or

Mike Sutton
at
PRIME POWER PRODUCTS
13556 Elm Rd.
Lake Odessa, MI 48849
(616) 374-7700

Name_____________________________
Company_________________________
Type of Co._______________________
Contact Person___________________
Phone____________________________

Mail to:
BILL'S Food Center
311 N. Oak St.
Durand, MI 48429
Don’t miss National Frozen Food Month 1992

Boost your sales and reap the profits in March by participating in National Frozen Food Month promotions.

The theme for the 1992 National Frozen Food Month promotion is “A Salute to Excellence.” In an effort to encourage greater participation in the promotion, the National Frozen Food Association (NFFA) has produced the 1992 promotions kit. The kit contains camera-ready clip-art, sample newspaper ads and flyers, and order forms for newly designed point-of-sale materials and specialty items.

NFFA publishes 1992 membership directory

The National Frozen Food Association Inc. (NFFA) has announced the publication and availability of its 1992 NFFA Membership Directory.

An annual publication, the 1992 NFFA Membership Directory includes information on the more than 1,000 member companies of NFFA contained in its more than 200 pages. The information is arranged in a “user-friendly” format, with tabbed sections for each membership category of NFFA including: Brokers, Manufacturers, Distributors/Warehouses, Retailers/Foodservice Operators, Suppliers, and Associations/International. Additionally, most categories list companies alphabetically by state, to help members of the frozen food industry find contacts within specific geographic boundaries.

The Supplier section of the 1992 Directory lists companies according to the services they supply, with an alphabetical index immediately following for those interested in a specific company. The Manufacturer section lists companies alphabetically, but includes a convenient “Index of Manufacturers by Product” section to help interested parties locate companies that manufacture specific products.

The 1992 NFFA Membership Directory also includes information about NFFA, a message from current chairman Jack Gunn, lists of NFFA directors, advisory directors and past chairmen, a list of educational affiliates, a directory of related food-industry associations and a “Yellow Pages” section listing all companies alphabetically, and giving the section in which they can be found.

The 1992 NFFA Membership Directory is available to non-members at a cost of $50 plus shipping. Members of The National Frozen Food Association receive two directories as a benefit of membership, and may receive additional copies at a cost of $10 plus shipping. For more information, or to order a 1992 Directory, contact NFFA, 4755 Lingleston Rd., Suite 300, Harrisburg, Pa. 17112; (717) 657-8601.

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

Administrative of AFD’s Workers' Compensation Plan

C.R.M.C
Creative Risk Management Corporation
30500 Harper Avenue, P.O. Box C-2005, Mt. Clemens, MI 48043-2005
(313) 792-8605 Fax (313) 792-8200

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

Electronics 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 about our special magic Touch 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.
Owning a power plant a good idea for stores

Most retailers don’t see themselves ever owning power plants. But now they can, with a little help from Prime Power Products Co in Lake Odessa—not the likes of Consumers Power or Detroit Edison, but power plants just big enough to provide power for one store each.

Prime Power Sales Representative Bob Jones says retailers are already familiar with generators that kick in when the power goes off. Prime Power, he says, goes one step further with the generator idea, providing a power source independent of the big power companies for year-round use.

The diesel- or natural-gas-powered generating plants rid retailers not only of the burden of relying on the big power companies, but also rid them of the paying their big bills, says Jones. In fact, he says, retailers never need the power companies again—a concept they often find difficult to accept.

‘It’s hard to make people understand they don’t need the power companies,” Jones says.

Part of that is fear of the unknown, Jones explains, because the concept is fairly new in Michigan. Businesses’ relying on their own power sources has been done for 40 to 50 years in the East, and in Texas, every rig has its own power source, he says.

Jones says the biggest reason retailers should look into Prime Power is for the money it will save them.

‘Prime Power is able to generate electricity at less than half the cost of what people are now paying,” says Jones, adding the cost per kilowatt hour is just 3.5 cents.

With easy, affordable financing Prime Power provides, customers’ payments are usually less than what they were previously paying to Consumers Power or Detroit Edison.

‘You’ll save a little to a lot of money each month and still be building equity in the system,” Jones says. ‘You’ll pay it off in five to seven years and then it becomes extremely profitable.”

Part of that profit may show up when the store is sold; the Prime Power system adds to a store’s resale value.

Implementation is easy, Jones adds. Retailers can simply purchase gas or diesel fuel on the open market and store it in above-ground tanks near their stores. In metropolitan areas where lot sizes do not allow for tanks, retailers use natural gas right from the pipeline.

Owner Mike Sutton developed Prime Power about four years ago. Since then the company has put eight systems in operation with ‘quite a few more on the verge of signing,” says Jones.

Every deal is different in regard to amount of savings, Jones says, but each one has a common thread.

‘Every customer to date has been a happy customer.”

Remember Valentines Day

with Whitman's CHOCOLATES

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GRAND RAPIDS, MICH. (616) 538-4040

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Laura Prescott Heart

Sachet Heart

Scalloped Flock Heart

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Valentine Gift Wrap

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Corsage Heart

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Whitman’s Chocolate Serving all Classes of Drug & Grocery Trade FAVORITES

GIFT WRAPPED FOR SPECIAL OCCASIONS

FOOD & BEVERAGE REPORT FEBRUARY 1992 -33
Steps to opening an in-store pharmacy

For many years in-store pharmacies have continued to grow in popularity. Both the supermarket and the consumer benefit. According to FMI’s Supermarket Pharmacies, combination stores report increased sales of HBC products because of the in-store pharmacy.

For these reasons, many operators are considering establishing their own in-store pharmacy. Before the first prescription is filled, retailers should consider the following:

1. Is there a need for a pharmacy in your supermarket? For example, have your customers been asking for pharmacy services? Also, consider the demographics of your customer base. If you have a large number of elderly customers, they may appreciate the convenience of one-stop shopping offered with the pharmacy.

2. What type of services and products would your pharmacy offer? For instance, would you offer home delivery or computerized medication profiles?

3. Who would staff your pharmacy department?

Statistics show that most pharmacies have two or more full-time pharmacists on staff. In addition, customer services have increased and may require additional staff to manage sophisticated services such as customized written health care information on a health phone line. Services offered will vary by pharmacy size due to the space or staffing requirements.

For more information or for a copy of Supermarket Pharmacies, contact FMI’s Publication Sales Office.

Sample 20-step timetable for opening an in-store pharmacy

<table>
<thead>
<tr>
<th>ACTION</th>
<th>WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Evaluate Trade Area</td>
<td>1</td>
</tr>
<tr>
<td>2 Select/Interview Pharmacy Manager</td>
<td>2</td>
</tr>
<tr>
<td>3 Define Corporate Goals for Pharmacy</td>
<td>3</td>
</tr>
<tr>
<td>4 Apply for State/Federal Licenses</td>
<td>4</td>
</tr>
<tr>
<td>5 Select Drug Wholesaler</td>
<td>5</td>
</tr>
<tr>
<td>6 Select Pharmacy Computer System</td>
<td>6</td>
</tr>
<tr>
<td>7 Design Pharmacy</td>
<td>7</td>
</tr>
<tr>
<td>8 Select/Order Pharmacy Fixtures</td>
<td>8</td>
</tr>
<tr>
<td>9 Order Pharmacy Supplies</td>
<td>9</td>
</tr>
<tr>
<td>10 Construct Pharmacy</td>
<td>10</td>
</tr>
<tr>
<td>11 Set Up Pricing/Promotional Plan</td>
<td>11</td>
</tr>
<tr>
<td>12 Select 3rd Party Prescriptions Programs</td>
<td>12</td>
</tr>
<tr>
<td>13 Interview/Select Staff Pharmacist</td>
<td>13</td>
</tr>
<tr>
<td>14 Pharmacy Fixtures Delivered</td>
<td>14</td>
</tr>
<tr>
<td>15 Pharmacy Supplies Delivered</td>
<td>15</td>
</tr>
<tr>
<td>16 Pharmacy Computer Delivered</td>
<td>16</td>
</tr>
<tr>
<td>17 Detail Physicians/Prescribers</td>
<td>17</td>
</tr>
<tr>
<td>18 Pharmacy Opening Inspection</td>
<td>18</td>
</tr>
<tr>
<td>19 Pharmaceutical Inventory Delivered</td>
<td>19</td>
</tr>
<tr>
<td>20 Grand Opening</td>
<td>20</td>
</tr>
</tbody>
</table>

Canadian beer tax threatened

U.S. trade officials have announced that a retaliatory tax may be slapped on Canadian beer imports unless fees imposed on American beer imported into Canada are removed or lowered. The tariff on brands like Molson’s, Labatt’s, Carling Black Label and Moosehead could be imposed by April 10, 1992, according to Deputy U.S. Trade Representative Julius L. Katz. Complaints had been filed by two major U.S. brewers. —FMI

Do it for someone you love...

Stop smoking on Valentine’s Day

Call 1-800-678-LUNG

This ad is approved by the American Lung Association, Michigan.
In memory of Cal Abbo


Mr. Abbo was born in Detroit in 1937 and grew up working in his father’s stores. He attended community college in Detroit and served in the U.S. Army. The first store he owned was the Tireman & Prairie store, which he purchased in the late ’60s. He went on to own Two King Cole markets and a store called Food World.

As well as serving on the board of directors at AFD for a number of years, Mr. Abbo was also on the original board of directors for Southfield Manor. He is survived by his wife of 24 years, Hana; five children, Richie, Jack, Zina, Theresa and Mike; two sisters; and one brother.

SERVICE OF THE MONTH

North Pointe liquor liability insurance

Because minors can be mischievous and drinkers can be dangerous, Michigan law requires alcohol licensees to protect themselves by providing proof of financial responsibility (at least $50,000) in one of three ways.

One could get a $50,000 bond, but those are expensive and scarce.

One could deposit $50,000 cash or equivalent securities with the Liquor Control Commission (LCC).

Or one could do as most do, and sign up for liquor liability insurance through North Pointe Insurance Company of Southfield.

More Michigan retailers get their liquor liability from North Pointe for a number of reasons: North Pointe employs its own staff attorneys, offers competitive prices, is financially stable, provides excellent service, and works with more than 700 agencies in the state.

North Pointe Chief Operating Officer Matt Petcoff attributes the company’s successful operations to its “extremely large amount of experience with liquor liability.” North Pointe, he says, has been writing liquor liability insurance for five years.

Part of that success is based on the way North Pointe will fight in court for those it insures. Corporate Counsel Steve June points to a case in which the lower court of appeals said a minor and family of a minor could receive damages where the minor unlawfully obtained alcohol from a bar or store. The case is currently pending in the Michigan Supreme Court. North Pointe is defending the licensees.

“North Pointe is very active in defending the interests of liquor licensees in the state of Michigan,” June says. “North Pointe vigorously opposes the extension of remedies to minors and families of minors who unlawfully purchase alcohol from liquor licensees.”

One way retailers can protect themselves further is with the TIPS seminar, a program frequently offered by AFD designed to discourage the sale of alcohol to minors and those who are already intoxicated. TIPS-accredited North Pointe customers receive a 5-percent credit on rates.

“Because of North Pointe’s vast experience in the liquor liability market, its commitment to outstanding service, and financial stability,” says Petcoff, “we believe North Pointe is the only choice in the liquor liability marketplace today.”

For more information about what North Pointe Insurance has to offer your business, call Jim Holycross at 313-358-1171.
The Calorie Control Council elected its officers and directors for 1992 at its Annual Meeting, held recently in Orlando, Fla. The Council's officer directors for 1992 are: Chairman, James Ball, Dr. Pepper/Seven Up Company, Dallas, Texas; President, Robert Kellen, the Robert H. Kellen Company, Atlanta, Ga.; Vice-President, George Osborn, The Fasweet Company, Jonesboro, Ark.; Vice-President, Dr. James Stanley, Dr. Pepper Company, Atlanta, Ga.; and Treasurer, Dr. John Beam, Planters LifeSavers Company, Winston-Salem, N.C.


The Calorie Control Council is an international association of manufacturers of low-calorie and diet foods and beverages.

Heinz makes changes to staff

H. J. Heinz Company recently announced the appointment of David R. Williams as vice president, finance and chief financial officer. R. Derek Finlay, previously senior vice president, corporate development and chief financial officer, will retain his responsibilities for corporate development activities and will assume management of Heinz operations in Africa, Australia, China, Korea and Thailand. Additionally, he will oversee developing companies in Asia.

The appointments are effective immediately. Both executives will be based at Heinz World Headquarters offices here.

Williams has been vice president and controller since July 1988. A native of London, he joined Heinz in 1967 as a supervisor of inventory control at H. J. Heinz Company, Ltd., in Hayes Park, Middlesex. Williams held a number of positions in finance and computer services with Heinz U.K. before transferring in 1976 to World Headquarters as manager, corporate audit. In 1983, he moved to Long Beach, Calif., where he held the post of vice president finance for the company's StarKist Seafood affiliate.

Williams earned a B.A. degree in economics from Exeter University in England and is a chartered accountant. He and his wife, Gillian, and their four children reside in Upper St. Clair, Pa.

Finlay started his Heinz career in 1979 when he was appointed managing director for Heinz-U.K. Prior to that time, he had been a management consultant for McKinsey & Company, where he worked for 18 years. In 1981, he moved to Pittsburgh as senior vice president at World Headquarters and was elected to the company's board of directors.

Finlay, a U.K. citizen, holds B.A. and M.A. degrees in law and economics from Cambridge University. He and his wife, Una, reside in Sewickley.

Controller named at Archway

Archway Cookies, Inc., announces that James Patrik Baldwin has joined the National Corporate Office as the company controller. Baldwin began his duties with Archway on Nov. 18, 1991.

Prior to joining Archway, Baldwin was employed by Rockwell International, Inc., as manager of financial planning and analysis for automotive operations.

Born in Covington, Ky., James Baldwin received a B.A. Degree from Thomas More College, Ft. Mitchell, Ky., in 1976. In 1979 he earned a J. D. Degree from the University of Cincinnati College of Law. Baldwin and his family, made up of wife, Susan, and two children, will soon be relocating to the Battle Creek area from Troy.

FMI names director, central marketing operations

Jeff Rumachik is the Food Marketing Institute's (FMI) director of central operations. FMI is a Washington, D.C.-based international trade association conducting programs in research, education and public affairs on behalf of its members—food retailers and wholesalers. Member companies represent over half of the grocery sales in the United States, with companies operating in 60 other countries.

The Central Regional Office is responsible for service to members in nine states. Within the Central Region are over 25 state and local associations which participate in FMI's Association Council.

Jeff's background includes 16 years of experience in the food industry. His career path has taken him through all levels of store management in both medium and high volume retail food stores. Jeff has also worked in supervisory and advisory roles with independently owned and supermarkets and chain stores of various formats.

Prior to joining FMI, Jeff was Instructor of Supermarket Management Training with Super Valu Stores, Inc., in Minneapolis, Minnesota. He is originally from southeastern Wisconsin, and currently resides in the Chicago area.

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 ATM 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 about our special magic Touch 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.
LOTTERY
from page 6
players prizes ranging from $2 to the
top prize worth $1,000-a-month for
life and guarantees the top prize win­
ner a minum of $250,000. More than
$9 million total prizes is up for grabs
in the new game.
Instant tickets are on sale at the
nearly 9,000 Lottery retailer
statewide.
A Grosse Poinc woman got a
big Christmas gift this year from the
Michigan Lottery. She was the se­
cond player to scratch off three
“Life” symbols to win $1,000-a-
month for life in the “Win For Life”
game.

The 69-year-old winner and her
husband bought instant tickets for
each other for Christmas gifts. After
the holiday, they went to the store to
redeem their prizes and bought a few
more tickets. The “Win For Life”
winner was in the second set of
tickets that they bought.
A Detroit woman said she knew
this was going to be her year. Sure
enough, three days after the New
Year she became the Lottery’s third
“Win For Life” winner.
The 56-year-old laid-off General
Motors employee said she plans to
use her winnings to buy a new
“used” car, a trip to Las Vegas, and
gifts for her grandchildren, and will
make investments with the rest.

Clarkston and Walled Lake
residents ring in the new year
with jackpots
It was an especially “Happy
New Year” for two Detroit-area
residents after winning the Lottery’s
A Clarkston resident, who re­
quested anonymity, won $4 million in
the Lotto drawing on New Year’s
Day. But he forgot to check his ticket
until that following Friday.
The 49-year-old winner said he
plans to buy an American-made
Cadillac Seville, give some of the
winnings to his four children, donate
to the school he attended and make
investments with the rest.
On Jan. 4, a 47-year-old Walled
Lake resident, who also requested anonymity, matched all six Lotto
digits to win a $2 million jackpot.
The winner, a district manager
for Speedway, said the family always
put their lottery tickets on their
refrigerator. His wife, a Pontiac
Motors employee, said she saw the
winning numbers at a retailer on Sun­
day, but didn’t check their tickets
right away.
He said they plan to use their
winnings to help pay for their
children’s education, buy a new car
and make investments.

Pressware Int’l. announces major
expansion

Pressware International, a divi­
sion of Packaging Corporation of
America-A Tenneco Co., has recently
finished a major 82,000-square-foot
expansion of their facility in Colum­
bus, Ohio. The new space will be us­
ed for additional forming capacity,
warehousing and administrative
offices.

The new warehousing space will
allow customers significantly greater
flexibility and expanded hours for
pick-ups and deliveries.
Pressware produces dual-
ovenable packaging for many of
the nation’s major frozen food manufac­
turers. They also produce trays for
foodservice and supermarkets.
All Pressware products are pro­
duced primarily from paperboard, a
renewable resource.
Harry Gardner, vice president
and general manager of Pressware,
says that their plant expansion was
made necessary by pressware’s
significant sales expansion.
“The market has been steadily
switching to our kind of packaging
for the past several years because of
our ability to offer complex graphics
on a tray that offers the consumer an
extremely high level of convenience.
We’re also benefiting from the trend
away from plastic and foam.”
Pressware is alone in having the
ability to print up five-color graphics
both inside and out of trays, an ap­
pealing benefit to today’s highly
style-conscious manufacturers and
retailers.

BULK-FOOD FIXTURES
for an 1,800-square-foot business. Double
and single bins, scoopers, metal racks,
stainless-steel counters and sink, and
much more. $20,000 or best offer.
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WE ARE
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One qualified agency
to serve all your insurance needs.
Including Assoc. Food
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America One is the largest network of independent
Insurance agencies. Representing America’s
leading insurance companies. We provide Liquor
Liability, Workers Compensation and Health
Insurance Programs sponsored by Associated
Food Dealers

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

from page 1

by 2001; or be refilled or reused at least five times; or be reduced in weight or volume by 15 percent. H.R. 3865 would also require states to create comprehensive waste management plans. —FMI

**Dairy amendment fails**

The Senate killed legislation which would have raised milk price supports by $1 per hundredweight and created a diversion program for dairy cows entering the beef market through 1995. After the dairy amendment was rejected, legislation relating to the WIC program was withdrawn. This would have prohibited retailers from selling WIC milk at more than $1.06 per gallon or $.59 per half gallon above a “state” milk price. —FMI

**Verifying Legal Workers**

The Immigration and Naturalization Service’s (INS) form I-9 and some rules and procedures used under the Immigration Reform and Control Act of 1986, have been modified. The law requires employers to verify the identity and work eligibility of all new hires. A voter registration card has been reinstated as another acceptable form of identification, and workers rejoining a former employer can be re-verified using the same I-9 form, rather than a new one. —FMI

**SOT Tax Repeal Sought**

Legislation has been introduced in the House to repeal the Bureau of Alcohol, Tobacco and Firearms (BATF) Special Occupational Tax (SOT) on alcohol. The tax which has been in effect since the Civil War was raised by more than 1,000 percent under the 1987 Budget Reconciliation Act—from $54 to $250 a year for each store location. Wholesalers and producers also had their taxes skyrocket. The bill is H.R. 3781, introduced by Congressman Matsui (D-Calif), a member of the House Ways and Means Committee. —FMI

**Electronic Benefit Transfer Regulations**

The Department of Agriculture’s Food and Nutrition Service has proposed a regulation establishing Electronic Benefit Transfer systems as a way to provide food stamp benefits. The proposal sets operational standards that EBT systems would be required to meet to be approved for operation. The rule deadline is April 1, 1992. Several associations asked for more comment time than the 60 days provided in the proposed rule, because of the complex issues involved, but this request was turned down by the USDA. —FMI

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**THE BORDEEN PASTA GROUP.**


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**10 REASONS TO EXHIBIT AT AFD’s 1992 TRADE SHOW**

- Sell your products and services.
- Talk with over 1,500 retailers in one afternoon.
- Make new business contacts.
- Sample your product to potential customers.
- Demonstrate your product or service.
- Develop relationships with other exhibitors who are potential customers.
- Sharpen your edge on the market.
- Listen to what your current or potential customers have to say about their needs.
- Increase your bottom line.
- Get exposed to the state-wide retailers attending the show.

Tuesday, April 28, 1992
Noon - 8 p.m.
Grand Manor at Fairlane

For more information on how to exhibit at AFD’s Trade Show

“Carnival of Profits”
Call (313) 557-9600 or 1-800-66-66-AFD
IT TAKES A PART OF THIS COUNTRY AS COLD AND CLEAN AS THE ROCKIES TO BREW A BEER THIS PURE AND NATURAL.

Coors®
THE ROCKY MOUNTAIN LEGEND.

With Congratulations on Your 76th Anniversary!
Randell introduces a new line of convenient roll-in units

Roll an entire cart of prepared items including entrees, salads, salad bar or prep table pans, desserts and more into Randell’s convenient new roll-in units. Choose from refrigerated, freezer or heated versions with one or two doors. All offer easy access and stainless steel construction.

The new roll-ins complement Randell’s full line of solid or glass door reach-in units which offer refrigerated, freezer, pass-through, dual temperature or heated options. All Randell refrigerators and freezers are engineered with refrigeration coils designed and built by Randell. The company’s higher horsepower compressor motors provide years of reliable performance and better cooling.

For more information, please contact: Randell, 0520 S. Coldwater Road, Weidman, MI 48893. Telephone U.S. 1-800-621-8560; MI only 1-800-621-8554; Fax 1-800-634-5369.

Good ole Rocky Top Soda Pop tastes as good as it sounds

John Denver may have captured the splendor of Rocky Top in a song, but Detroit-headquartered Pearl’s Beverages, Inc., has canned and bottled its brightly colored aluminum 12-oz. cans and two-liter recyclable bottles—Rocky Top Soda Pop that is.

Rocky Top Soda Pop is distributed throughout the state of Michigan by Pearl’s Beverages, Inc., and is enjoying national acclaim for its flavorful taste and sparkling effervescence. Currently available in the metropolitan Detroit area, Rocky Top Soda Pop will soon expand into additional Michigan markets.

Rocky Top Soda Pop is available in more than 15 flavors and includes diet and caffeine-free sodas. From traditional Cola, Cherry Cola, Lemon Lime, Orange and Grape flavors, to more unusual flavors such as Cherry Lemon Lime, Sparkling Punch, Sweet Ginger Ale and Black Cherry, Rocky Top Soda Pop is sure to please the palate of even the most finicky soda pop drinker. Rocky Top Soda Pop is packaged in individual 12-ounce aluminum cans, six-packs and two-liter recyclable bottles.

Pearl’s Beverages, Inc., is a minority-owned business founded in May 1989 by Mr. Jefferson Hicks, president of Pearl’s Beverages, Inc. For more than 25 years, Mr. Hicks has been involved in various merchandising programs across the country, including the city of Detroit where he is an active participant in several community service projects.

New novelty polymers

JRM Chemical, Inc., has introduced its new line of novelty polymers. Safe and non-toxic, the polymers absorb more than 100 times their weight in water and more than double in size. The Ice Maiden, when fully absorbed with water and frozen, replaces ice cubes and can be used for novelty fun and for other purposes. To reuse the Ice Maiden, simply replace with water and freeze again. When the product thaws out, it will not dilute any beverage drink because the water stays inside the product.

It is available in several colors or with custom designs for corporate logos and other promotions. For more information, please contact JRM Chemical, Inc., 13600 Broadway Ave., Cleveland, Ohio 44125. Phone 1-800-962-4010.

Groen unveils revolutionary gas steamer

Groen, a Dover Industries Company, has announced plans to introduce a radical new two-cavity convection steamer. AtmoSteamiM features separate gas-fired atmospheric steam generators for each steam cavity.

This patented steam generator design is derived from Groen’s Gas Combo oven-steamer, and features a 42,500 BTU/hr. firing rate in each boiler, delivering over 10,000 BTU’s per pan input. A dependable standing pilot with electronic ignition is standard.

This unique design eliminates the need for pressure gauges and pressure switches, simplifies drain hook-up and allows for simpler boiler delineating through the steam port in each cavity. The operator can choose to use only one cavity and steam generator, matching steamer capacity to production needs and saving energy.

AtmoSteamiM also features a powerful “turb” blower in each cavity, which increases steam velocity and reduces cook times. A magnetic door switch cuts power to the blower when the door is opened.

This new steamer incorporates a Combo-style door, which is field reversible for right or left swing, resists hard use and has a long life noleak gasket. The 60-minute timer includes a constant steam setting. A simple diagnostic system and CLEAN MF warning light tells the operator when the boiler needs cleaning.

AtmoSteamiM unit is only 2½ inches wide and has a single point drain connection. Each cavity can hold up to three 12 x 20 x 2½ inches deep steamer pans.

AtmoSteamiM like Groen’s entire line of steam jacketed kettles, braising pans, steamer and convection combo steamer-ovens, is covered by a three-year limited warranty.

For more information call 708-439-2400 or write: Groen, A Dover Industries Company, 1900 Pratt Blvd., Elk Grove Village, Ill. 60007.
R.M. Gilligan, Inc.

Congratulations

76th Annual
Trade Dinner
Sweetheart Ball

28423 Orchard Lake Road Suite 201 Farmington Hills, MI 48334-4719
313-553-9440
William Oliver, a pediatrician, became a consultant for the nutritionally rich products. Finally, 10 years ago, the couple’s daughter Cathy discovered a “snack form” of her mother’s pasta.

For the next decade, Margaret Bertoni-Oliver experimented with her daughter’s discovery. Now, the Ann Arbor restaurant owner is ready to market her snack food called Pasta Crespa.

“Pasta Crespa” is available in two varieties, sweet and savory and offers the nutritional value of pasta over other snack foods such as potato chips.

“Our Pasta Crespa offers 100 percent more protein than potato chips, and 65 percent less fat,” Bertoni-Oliver said. “It has 40 percent less calories than chips and 20 percent more carbohydrates. There is no cholesterol, and we don’t use MSG. Pasta, of course, is also a great energy food source.”

After testing the Pasta Crespa product in her Pastabilities Restaurant, which also supplies fresh pasta to many area restaurants, Bertoni-Oliver laid out a realistic goal for her product.

“We’d just like to see the Pasta Crespa’ carried by specialty grocery stores or outlets, especially the ones that feature nutritional products,” she said. “With more and more people becoming more conscious of what they eat, we think there is a place for our Crespas. We will support our efforts with packaging and point-of-purchase materials.”

Mrs. Paul’s introduces new low-fat breaded seafood line

Campbell Soup Company’s Mrs. Paul’s line is creating a new segment in the frozen breaded seafood category using new technology and a breakthrough formulation that duplicates the taste and texture of breaded, fried seafood—without the fryer. The result is Mrs. Paul’s Healthy Treasures, a line of frozen breaded fish sticks and fish fillets with only 3 grams of fat per serving. The line became available in supermarkets nationwide last month.

By eliminating the frying process, the fat content of the Healthy Treasures line is reduced by more than 60 percent versus regular breaded seafood products. The Healthy Treasures line is also controlled for calories, cholesterol and sodium.

Campbell has filed for three patents on the proprietary technology behind the new line.

Healthy Treasures fish fillets and sticks are as lean as half a skinless chicken breast. The new low-fat line should attract new users to the breaded seafood category as well as former users who left the category due to nutrition concerns.

Beyond delivering an exceptional nutrition profile, the new Healthy Treasures line also delivers great taste. The Healthy Treasures line scored extremely high in consumer taste tests.

The suggested retail price for the Healthy Treasures fish sticks and fish fillets is $2.89. The introduction is being supported by consumer advertising, promotion and public relations.

Ann Arbor woman seeks to create snack niche for pasta

Pasta is a real family affair for the Oliver family of Ann Arbor, Mich.

In 1980, Margaret Bertoni-Oliver started her Pastabilities restaurant here, specializing in homemade pasta. But the art of making pasta for Bertoni-Oliver actually began years earlier, when as a child, she learned to make pasta in the home of her grandmother in Rapallo, Italy.

“Homemade pasta is a passion in Italy, and it must be made perfectly,” Bertoni-Oliver recalled.

The childhood lessons were well learned and became tenants in the Pastabilities’ handbook for quality and consistency. Eventually, Margaret Bertoni-Oliver’s husband, Dr. Bertoni-Oliver, a pediatrician, became a consultant for the nutritionally rich products. Finally, 10 years ago, the couple’s daughter Cathy discovered a “snack form” of her mother’s pasta.

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Campbell Soup Company to relaunch LeMenu dinner line

Taking inspiration from America’s favorite casual dining spots, Campbell Soup Company is relaunching its LeMenu frozen dinner line under the name “New American Cuisine.”

LeMenu New American Cuisine’s “menu” includes a broad range of varieties, many of which are new to supermarket freezer cases. Beyond its innovative varieties, the line offers consumers restaurant-quality taste and a new culinary approach to frozen dinners including grilled and roasted varieties. The New American Cuisine line became available in supermarkets nationwide in the New American Cuisine introduction.

LeMenu New American Cuisine dinners are made with superior quality ingredients combined in unique and imaginative ways. Innovative side components such as spicy roasted potatoes, pilafs, malfada pasta and cranberry cornbread stuffing along with unique “extras” such as hot sauces, blue cheese dipping sauces or a piece of chocolate set the line apart from other frozen dinners in the supermarket.

The New American Cuisine line will replace regular LeMenu dinners in the freezer case. The line will have a suggested retail price of $3.39. The New American Cuisine introduction will be supported by national television advertising and consumer promotion as well as introductory trade deals. The advertising, to be launched in February 1992, was developed by Ogilvy & Mather, New York.

LeMenu New American Cuisine is a product of Campbell Soup Company, Camden, N.J.

7-Up unveils two new products

7-Up of Detroit has introduced two new flavors of RC Diet Rite. Diet Rite Tangerine and Diet Rite Peach are exciting new products which taste like they just fell off the tree and will move off your grocery shelves just as fast.

Ask your 7-Up sales representative for more details about these great new flavors!

Easy-to-operate Nemco Easy Slicer™

Eliminate the cost of several single-function, food prep machines with the Nemco Easy Slicer™ in record time. The Easy Slicer uniformly slices vegetables, fruits and garnishes as needed, without waste, for salads, sandwiches, entrees and desserts.

The adjustable Easy Slicer fresh slices tomatoes, peppers, cucumbers, onions, olives, mushrooms, carrots, celery and more. Even firm fruits such as oranges, lemons, strawberries and apples can be prepared by the versatile Easy Slicer.

Adjustable and fixed thickness models are available. The adjustable model features an exclusive calibrated thumbwheel adjustment to set slice thickness (up to 1/4" thick slices in 1/16" increments). Optional shedding plates can produce mounds of freshly prepared cheese, eggs, carrots, potatoes and cabbage in seconds.

For more information, please contact: Nemco Incorporated, Food Equipment Division, 301 Mousse Argonne, HICKSVILLE, OHIO 43526. Telephone: 419-542-7751.
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