Don’t miss the AFD Scholarship Golf Outing 1992!

Swing into the fun Aug. 3 at AFD Scholarship Golf Outing ’92 and the Shenandoah Country Club, where a great day of golf is in the bag.

This year’s outing promises to be better than any before it. The day begins with continental breakfast at 7:30 with tee-off times beginning at 7:45. Golfers will be sent off with “goodie bags” full of terrific items for on and off the course. The official play is a scramble, and green fees and a golf cart are included. Speedy golfers can play again at no extra charge until 5:00.

Everyone who attends the AFD Scholarship Golf Outing is already a winner, but exciting contests and raffles mean many big prizes will be up for grabs, including golf weekends, golf clubs, a golf bag and more. Closest to the Pin and Straightest Drive contests will get the fun going on the course. And AFD is just itching to award $10,000 to the winner of the Hole in One contest. Could it be you this year?

But the most important reason to sign up a foursome for the outing is to show support of the AFD Scholarship Fund and witness the awarding of scholarships to 22 deserving young people. AFD will award a total of $11,000 in scholarships during the dinner reception at this year’s event. The Golf and Dinner Package costs $500 per foursome or $125 per person. Non-golfers may want to attend the dinner reception only at a cost of $60 per person. To reserve your spot, call Vicky at 557-9600.

The Shenandoah Country Club’s plush green fairways are ready and waiting for AFD golfers...
Stock Up on these Terrific Items...

For Summer BBQs to Remember!
Is your store in compliance with the ADA?

by Joseph D. Sarafa
Executive Director

It's July 1992, folks, and you should know by now what that means. If you haven't made necessary changes in your stores you could be in violation of the Americans with Disabilities Act (ADA).

Try to look at the ADA in a positive light, as an act of good-will to your physically handicapped customers. Prove to the community the changes you make to your store mean all shoppers are openly welcome.

A disabled-veterans group recently approached AFD to let members know what these minor changes mean to them. These veterans protected the freedoms we enjoy today at the cost of their own mobility. It hardly seems too much to ask that they have appropriate parking or accessibility to shelves, etc.

Confused by all the rules and expectations? AFD understands. That's why, in cooperation with the Greater Detroit Chamber of Commerce, AFD have been working to comply with the ADA.

The seminar will get underway at 8:00 a.m. on July 22, 1992, with a continental breakfast, followed by a presentation from the Chamber's Philip J. Roselli and me.

At 8:40, Henry Saad, partner at Dickinson Wright, will provide an overview of the federal law, compare state and federal requirements, and give a "generalist" presentation.

Karen Beauregard, economic development consultant for the Michigan Department of Rehabilitation Services, will take over at 9:25. She will cover the types of accommodations requests can expect; developing appropriate procedures, sources of information and assistance for employers, and examples of accommodations.

The last hour of the program, beginning at 10:30, will consist of two "breakout sessions," where attendees will have the choice of attending one of two panel discussions. The Retail Environment or Physical Plant/Office. With attendees about the retail environment will be three panelists representing large and small retailers and a restauranteur who have been working to comply with the ADA.

The physical plant/office panelist will discuss food manufacturing, and warehouse and office environments who have worked toward compliance.

Statements of ownership

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

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

ADVERTISERS: For information on advertising rates and data, call AFD, Sarah Humphreys, 18470 W 10 Mile, Southfield, MI 48075, (313) 557-9800. AFD works closely with the following associations.

The Grocery Zone By David Coverly

GOSH YOUNG BELIEVE THOSE TABLOIDS!

FOOD & BEVERAGE REPORT JULY 1992 - 3
Rep. Sal Rocca is an above-average American

The future of State Representative Sal Rocca of the 71st District could have been determined by the time he was 7 years old.

At that age he was already cultivating his strong work ethic, independent, and taking responsibility for himself—as much as a 7-year-old can—by peddling produce through his neighborhood. Just as strong as his work ethic is his love for his country.

But the United States hasn’t always been his country. Rocca was born in Casalvieri, Italy, and moved with his family to Windsor, Ont., when he was 7. Not content to call Canada their home, his family emigrated to Detroit when Rocca was 13.

“The final objective was to come to the United States, obviously,” says Rocca, who now lives in Sterling Heights with his wife Suzanne and their two boys. “The U.S. has always been the destination port for immigrants. America for centuries has been envisioned as the land of opportunity.”

Immigrants not only bring with them the work ethic that makes this country strong, Rocca says, but a wholehearted appreciation for the freedoms and opportunities they have in the United States.

“Some of our most patriotic Americans are citizens like myself who were born in a foreign country,” he insists.

That patriotism got Rocca fired up a few years ago when some Americans jumped on the trend of flag burning. In response, Rocca passed out 50,000 “I Love America” postcards. By age 13, he was selling fruits and vegetables delivered from Windsor’s farmers’ market. By age 13, he was also a licensed real estate broker.

Rocca believes that most people in his district felt the same way about the subject. And since first being elected to his position in 1974, and again in 1976, 1978, 1982, 1984, 1986, 1988 and 1990, he has let the wants of the citizens in the district guide his decisions.

“Over the years, my constituent services, more than legislative issues, has been my strong feature,” he says. “It’s extremely important that when a citizen calls their elected official that the official becomes that citizen’s direct line to the government to solve that constituent’s problem.”

Government, Rocca says, is too distant from the average citizen. That’s why he has established in his district a Legislative Advisory Committee.

The Legislative Advisory Committee is comprised of any and all citizens in his district who ask to be more involved in Rocca’s decision-making process. “If an issue comes up that I need guidance on I will actually do a questionnaire to the citizens on the advisory committee and ask for their opinions,” Rocca explains.

To obtain opinions from his committee, Rocca frequently sends committee members information on the issue—pro and con—along with a self-addressed postcard with space for their opinions. Those constituents then mail the postcard to him and he gets the feedback he needs.

“On an issue on which I’m not certain, I’m able to get a quick pulse on the feelings of my constituents on that issue within a few days,” he says.

Rocca adds that others apparently think the Legislative Advisory Committee is a good idea, too. “A lot of legislators have copied the format I’ve used.”

Rocca insists the input from his constituents and his relatively conservative philosophy have led him to vote against every tax increase that has come through the House. “We should prioritize government spending to make sure we don’t waste taxpayers’ money.”

Drawing from his strong work ethic, he was also the deciding vote against General Assistance for single healthy adults, believing those who can work should. But decisions such as those frequently made him unpopular with his fellow Democrats.

“Because of my independence, quite often I would vote with the Republicans when I felt the Republicans philosophy on an issue was correct,” Rocca explains. It was also his leaning toward conservatism that prompted him May 15 to switch parties and declare himself a Republican for the upcoming November election. It is a decision, he says, the people of his district support and will have little effect on his re-election.

“With my constituents generally do make independent decisions, and they support candidates based on the issues rather than political affiliation,” Rocca explains. “That’s because my constituents recognize, as I do, that there are good ideas in both the Democrat’s philosophy and the Republican’s philosophy. What they want is a representative who will be able to sort out and pick and choose issues that are in their best interest.”

But leaving the Democratic Party was not nearly as popular with his former cohorts.

“As punishment because of my decision to run for re-election as a Republican instead of a Democrat, the House Speaker has stripped me of my committees and dismissed one of my two staff people,” Rocca explains.

Rocca recently served as Majority Vice-Chairman of the House Committee on Public Health; a member of the Joint Committee on Administrative Rules; and a member of the Committees on Liquor Control, Insurance and State Affairs.

He currently serves on the House Committees on Corporations and finance, and Military and Veterans Affairs. He has retained his seat on the Committee on Marine Affairs and Port Development.

Rocca expects to be reappointed to all of his former committee posts in January following his re-election.

His position as a state legislator keeps Rocca occupied full time, but he is quick to point out he is by trade a journeyman toolmaker, a skilled tradesman. He is also a licensed real estate broker.

Then there’s Rocca’s childhood experience in the food industry. Starting at age 7 he went door to door through his neighborhood selling fruit and vegetables delivered from Windsor’s farmers’ market. By age 13, he went into business for himself doing the same thing. At age 14, he was a bagger and stock boy for Detroit’s first Great Scott.

Because of that experience, Rocca explains.

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For More Information Call:
Terry Bunting at (313) 525-4000
31111 Industrial Road, Livonia, 48150
Food & beverage retailers now specialists

By John Dagenals
SDD/SDM

It wasn't too long ago that the local food merchant was called a "grocer," and the small liquor store owner sold "booze and pop." Such references and poor use of names dates back to the repeal of Prohibition and even earlier than the 1930s especially with alcohol items.

The food and beverage industry doesn't seem separated anymore and is actually rolled up into one capsule—a major point to be underscored when talking about trade associations and how they represent membership in today's technical marketplace.

Without the benefit of college degrees and long years of experience, today's food and beverage retailer, whether large or small, has become a food beverage SPECIALIST. That's it! Hang out your sign, take a bow and be proud of your accomplishments! You have advanced to a new degree of skill and knowledge. Now, you should advance your key employees by training them and thus advancing your own marketing endeavors, which all adds up to profits.

Let's take a closer look at today's modern retailer and examine many things the customer sees and has become conditioned to expecting from you and your store—some things that you probably take for granted.

For the beverage retailer who has earned his or her title of "specialist," we can't think of a better example than learning the metric system and educating the consumer on the differences in size, volume-content and price structure. A tough task indeed!

There was a time when the package-liquor store had a few hundred lines of liquor and little wine and beer. Today that inventory involves several thousand items divided into hundreds of technical categories. There are liqueurs and low-proof spirits. The wines alone in a fairly large store truly requires a "wine specialist." Beer was beer according to the old-timers, but ask today's retailer about his or her ordering system in order to keep up with customer demands. With the variety of light and dry products, the imports, the ales, and the dark products, the list is endless.

For both food and beverage retailers, the more complicated and expanding area of new non-alcoholic beverages must be addressed to meet consumer demands. Example: bottled water started appearing on retailer shelves just a few years ago, and one would think that water is water, right? Not so, because now we're looking at flavored waters and waters imported from around the world—from mountains, natural springs, flowing wells and you name it.

Coming in our direction very soon are the amended or new labeling rules and regulations to be issued by our federal government. Again, our "new-bred" food and beverage retailer truly qualifies for the added title of "specialist" in the race to keep up with the competition.

A lot of names, definitions, percentages and product claims have to be clearly established. The retailer, having first-hand information on the forthcoming labeling laws, will be in the driver's seat. And if you are with us as paid up member, you'll read it right in these pages of AFD Food and Beverage Report.

We once thought terms used by manufacturers and wholesalers were fairly understandable and explainable to customers, but this will change. Food items, "fat," "calories," "sodium content," "natural," "artificial," etc., will change. For beverage items, "carbonated," "diet," "coloring," "sugar," etc., to name a few, receive new guidelines.

Diet beverages of all descriptions are currently entering the market or preparing to do battle with established beverages. We now have consumers looking at labels more than ever before. Certainly, the sparkling juices, flavored waters and beverages aimed at the sporting crowd, together with non-alcohol beers, will see a big jump in sales as time goes on.

Yes, Mr. and Mrs. Retailer, get ready to renew those membership dues with Associated Food Dealers and its affiliate, Package Liquor Dealers, because your are very special to our efforts and our combined goals. Remember, you are a food and beverage "specialist."
Taste of Summer
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Lotto 20 Car Giveaway to drive summer sales

By Jerry Crandall
Michigan Lottery Commissioner

The Michigan Lottery will get players “revved up” for summer fun and put Lotto sales into high gear this month with the exciting new “Lotto 20 Car Giveaway” second-chance sweepstakes. In celebration of the Michigan Lottery’s 20th anniversary, the Bureau will give away two new automobiles from July 9 through Sept. 11.

Michigan Lottery players who miss out on Lotto this summer will get a second chance to win big by driving away with a new vehicle. The Lottery will give away two automobiles each week for 10 weeks.

As we celebrate this important milestone, we want to thank all of our players for supporting the Lottery and a way to show support for the automotive industry—an industry of great importance to Michigan’s economy.

The exciting cars to be given away in this new promotion include (two of each of the following):
- Chevy Caprice
- Dodge Dakota
- Ford Probe
- Pontiac Grand Am
- Dodge Daytona
- Ford Mustang GT Convertible
- Buick LeSabre
- Jeep Grand Cherokee
- Ford Bronco
- Lincoln Town Car
- Cadillac Deville

To enter the “Lotto 20 Car Giveaway,” players send in a non-winning $5 Lotto ticket that is valid for single Lotto drawing between July 1 and Sept. 5. Each entry is good for one week’s drawing, and all entries must be received by the close of business on Sept. 9. Two winners will be announced every Saturday from July 11 to Sept. 12 on the “Michigan Lottery Megabucks Giveaway” TV game show.

The Lottery introduced a special instant game last month to celebrate the Lottery’s 20th anniversary. The “20th Anniversary” game—the only game of its kind—is a collector’s item and offers players two chances to win great cash prizes. The new game looks like no other ticket on the market. It’s larger than the regular instant tickets and features graphics and colors that leave no doubt that the game is a celebration in itself.

The new game sells for $2, which means extra commissions for Lottery retailers. Your commission will double on the sale of each “20th Anniversary” game ticket—12 cents a ticket! I encourage everyone to make their stores look like a birthday party. Players respond to colorful and interesting point-of-sale materials. Keep the instant game momentum building with the new and exciting “anniversary” game.

Large crowds turn out for Lottery’s first “Spin-to-Win” events

A crowd of nearly 500 people turned out to watch the Lottery’s first “Spin-to-Win” event held at Livonia Mall on May 12, and over 300 people showed for the second “Spin-to-Win” event held on June 2, at Lakeview Square Mall in Battle Creek.

Mega Bucks Giveaway host, Chuck Gaidica, and I hosted the Livonia event and Mega Bucks Giveaway hostess, Aggie Usedly, hosted the Battle Creek event where top prize winners in the “Spin-to-Win” instant game spun the Lottery’s giant wheel to win big cash prizes ranging from $5,000 to $20,000.

Members of the audience also became lucky winners as Lottery officials gave away blocks of instant tickets.
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AFD ON THE SCENE

Sarafa and Yono visit Southeast Detroit

AFD Executive Director Joe Sarafa and AFD Vice Chairman Nabby Yono called on store owners in the southeast side of the city last month.

Joe Sarafa and Saad Ayar, owner, get juiced up for big sales at Harper Food Center.

Even competitors are friends; Nabby Yono stops to pose with Joe Semaan of Pete's Scot Farm.

The Naimi family is especially proud of Thrifty Scot's Value Aisle.

Nabby Yono goes fruity in his own store, X-Tra Foods.

The Red Baron flies again!

The Red Baron Stearman bi-planes took to Michigan skies again last month to promote Red Baron Premium Frozen Pizza. They touched down in Waterford, Bay City, Linden, Grand Rapids and Kalamazoo. Proceeds from pizza sold June 1 through June 13 at all supermarkets were donated to the American Cancer Society.

No, it's not the Red Baron standing by his plane, but Keith Tipper, Sales Enterprises marketing manager, on duty at the Pontiac-Oakland Airport in Waterford. Beautiful weather topped off a great day of fun and excitement, airplane rides, and delicious, hot pizza.

Hiram Walker Dinner

Hiram Walker hosted its annual dinner for AFD last month at Walkerville in Windsor.

Having a good time were (from left) Chaldean Detroit Times Publisher Amir Denha; Halfa Denha, AFD First Vice Chairman Nabby Yono, Maryann Yono; and Harbor-town Market owner Tom George.

AFD Board Member Alan Stotsky, Faris Naimi, AFD Past Chairman Amir Al-Naimi, Susan Rosiek, Observer and Eccentric Managing Editor Steve Barnaby, AFD Board Member Sam Yono, AFD Chairman Frank Arcori, and AFD Board Member Tom Simaan stayed outside to enjoy the sunshine.

Board Member Bill Viviano, Board Member Sam Dallo, Ibtisam Dallo, Balsam Dally, Hiram Walker Director of Executive Services Dick DuCharme, and Frank Arcori chatted through the cocktail hour.

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How to prepare for an OSHA inspection

Don’t wait until the OSHA inspector is knocking at your door to prepare yourself and your staff for an inspection. The best time to prepare is now.

An important first step in preparing for an OSHA inspection is to designate a company representative who is responsible for interacting with the inspector. Whether a store manager, supervisor or senior officer, this individual should be familiar with relevant OSHA regulations and the store’s compliance record.

Following is a checklist that your designated company representative should review to ensure that he or she is prepared for OSHA inspections.

**Pre-Inspection:**
- Know the location of records required to be kept by OSHA (your company’s written hazard communication plan, material safety data sheets, MSPS, etc.; and
- Identify the employee representative who will accompany the inspector (OSHA requires that an employee representative be selected to represent employees during the inspection).

**Opening Conference:**
- Record the inspector’s name, agency and address;
- Establish the purpose and scope of the inspection;
- Determine which company records the inspector wishes to review and why; and
- Ask what triggered the inspection (inspections are conducted under three circumstances: In response to an employee complaint, following a reportable accident and randomly based on the nature of the industry and the compliance history of the employer).

**During the inspection:**
- Take notes on what is seen and said and what documents are reviewed;
- Ask the inspector to put any questions in writing for review by your attorney.

**Closing Conference:**
- Request receipt of any documents copied;
- Request copies of any photographs taken; and
- Do not make admissions or argue your case.

If There Is a Citation:
- Promptly post the citation at or near the location of the alleged violation until the violation has been corrected or for three working days, whichever is longer, and
- Request an informal conference which provides an opportunity to reach a settlement or contest the citation immediately without an informal conference. (You have 15 working days once your receive the citation to notify the OSHA Area Director of your intent to dispute.)

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**FOR MORE INFORMATION, CONTACT YOUR LOCAL ELECTRO FREEZE DISTRIBUTOR.**

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**Drug testing program offered to AFD members at discount**

Professional Test Administrators, Inc., announces its Employee Drug Testing Program will be offered to AFD members at a special discount.

The PTA “turnkey” program includes drug policy statement development, random selection, specimen collections, courier service, approved laboratory testing, medical review of test results, record maintenance, and all drug test reporting.

Drug abusers are late to work three times more often, request early dismissal more often, and are absent 2.2 times more often than a non-abuser. Statistics show that absenteeism, increased workman’s compensation and healthcare costs, as well as decreased productivity due to drug and alcohol abuse cost the average company about $1,000 per employee per year.

Implementation of an Employee Drug Testing program is a proven first step in controlling healthcare and workers compensation costs and improving bottom line profitability. Professional Test Administrator’s all-inclusive drug testing program will get you on track toward a “Drug Free Workplace.” For more information, please call PTA at 1-800-735-4460.
Don Fracassi serves his neighborhood and his city

One Michigan city's mayor won't be found behind a big desk, in the back of a limo, or flanked by burly bodyguards. To track down Southfield's mayor, one needs only to look behind the counter of a neighborhood shop. This mayor won't be kissing babies or shaking hands, but maybe fixing a thick turkey sandwich on a Kaiser roll or stacking a wine shelf.

Don Fracassi's down-to-earth demeanor is just as comfortable and unassuming as his store, Don's Town and Country. Located on 12 Mile between Southfield and Greenfield, no campaign promises blurted out here—just the promise of a friendly, country-store atmosphere with good prices and service and satisfaction guaranteed on every product sold.

And that's a promise this politician won't break because being a good grocer is in the blood. "My dad was in the business prior to me," Fracassi explains. "He started back in the early days—in the 1940s."

Don's Town and Country opened its doors in 1957, in a building which was once a weigh station. A fire in 1967 forced the Fracassi to rebuild in 1968, at which time they added office space to the structure.

That office space provides Don's Town and Country with a hungry and faithful lunchtime crowd that always finds a good value on meaty sandwiches, chili, hotdogs, yogurt, and fresh salads at the deli counter. Cozy tables in the store and outside give the patrons a comfortable place to dine.

But the office crowd is just a small part of the store's business. Fracassi says when a store is in a neighborhood 35 years it becomes well known and patronized by the people who grew up and older around it. "Very few stores exist that long," he says.

Neighbors also know Don's Town and Country as a family operation, and proving that assumption true, Don's son David Fracassi, who turns 30 this month, now plays a major part in the running of the store. "I've been working with my dad here as long as could," he says, adding his first task was breaking down boxes as a young child. "All the family has kind of pitched in but basically it's me and my dad here."

Customers have come to know the store as a family operation, father and son agree, and are really almost like friends stopping by for a visit. In fact, many old-time customers do stop into the store just to say hello when they come back into town.

"We feel we have a commitment to this neighborhood," says David. "It's a mutual affair with us and the neighborhood."

Case in point, David relates the story of how when a Dumpster behind the store caught fire one night, the neighbors rushed to put it out. The friendship factor also makes working more pleasant, he says. "It makes the job more fun, it makes it more than a job."

The elder Fracassi, the mayor of Southfield, finds no conflict in balancing both his job through Don's Town and Country Market. In fact, his position as a store owner was what led him to get fired up to run for and win the mayoral election in 1972, and each election since.

Fracassi says the store was frequently the forum for political discussions by neighbors who would come in and chat with him about the hot issue of the moment. He frequently circulated petitions throughout the store.

Fracassi says customers urged him to run for office by demanding "Why don't you run? Get our neighborhood straightened out."

Fracassi's connection to retail and public official is a natural one, he says. "Most politicians over the years have come from the retail businesses."

He says keeping close to his constituents and facing them everyday is the thing he likes most about being mayor. "I think it has made me a better politician."

Although Fracassi plans to run for another term as mayor in 1993, he says his career as a small retailer is nearest to his heart. Small retailers, he laments, are a dying breed, partly due to the fact young people aren't carrying the torch and leading the business.

With that in mind, Don's Town and Country Market seems to be the antithesis of the city around it: a country-like store amid the steel and concrete that make up Southfield, a haven for friends among a population of 76,000 people, and a shop that promises to be family-run for at least one more generation.
Big Chief Sugar Cares About You...And The Environment Too!

Winner, 1992 Michigan Chamber Of Commerce Environmental Quality Award. Monitor Sugar
Board Member Profile

ALAN STOTSKY:

Doing a good job and having a good time

When the Food & Beverage Report last caught up with Alan Stotsky, he was a retailer who was just beginning to take a strong interest in Associated Food Dealers.

Today, he is turning his interest into action as a new AFD Board member.

"I'm having a lot of fun," Stotsky says of his new post. "First of all, I feel very good about the association's addressing the problems of its members."

As the owner of the 14 drug stores in the Concord Drug Store chain, Stotsky takes a special interest in several of these problems, such as two which were recently addressed in legislation aimed at fighting liquor and tobacco sales to minors.

"I feel really good to be able to play a part in defending bills such as obstacles—obstacles AFD tackles."

Stotsky, a pharmacist by trade, says he didn't realize druggists and grocers had so many issues in common says he didn't realize druggists and grocers had so many issues in common until three years ago when, coincidentally, his boat was docked next to that of his associate and AFD Chairman Amir Al-Naimi. Through the course of many topside chats, Stotsky and Al-Naimi discovered that business owners they shared many obstacles—obstacles AFD tackles. Stotsky says now he would like to let other business people like him know how they would benefit from the work AFD does.

"AFD should promote more membership in the pharmacy and liquor dealers' business, because we have all the problems they have, and we're out fighting for them and they don't even know it," he says, adding AFD should flaunt its Package Liquor Dealers Association (PLDA) ties.

"My goal is to watch AFD develop into a excellent representative of the liquor industry, as well as the food industry," says Stotsky.

For years, Concord Drugs has awarded scholarships to Wayne State University pharmacy students and youngsters in suburban high schools, but, says Stotsky, "The truth is, we really don't take care of our own." He says he hopes more of his employees and their children take advantage of the AFD scholarship program in the future.

When the AFD scholarship committee is officially formed, Stotsky says he is eager to become a member of it. And proving he loves a good party, he sits on the trade dinner committee, as well as the legislative committee. Stotsky is especially pleased AFD has a political action committee (PAC) to support worthy candidates.

AFD isn't the only association to which he belongs. He is affiliated with several druggists' organizations throughout the state and country. So far, he says, his stint as an AFD board member has taught him a lot he didn't know.

"For me it's great to sit down and use other members as a sounding board," he says, "I can learn more than if I called Arbor and Perry, who wouldn't tell me anything."

But life isn't all work for Stotsky. In addition to boating he enjoys flying and golfing. He lives in West Bloomfield with his wife Joey and his four children, including 1-year-old toddler Brooke, which, he says, accounts for his latest spare-time activity, "changing diapers."

And AFD is fun, too, Stotsky claims, insisting the social aspect of the group is part of why he joined. "I'm meeting a lot of new, nice people."
Nestle sweetens school’s computer fund

As part of its dedication to the support of public education, Nestle USA last month donated $5,000 to Farmington Hills Beechview Elementary School. The money is slated for the purchase of books and an on-line media center catalog system. The Nestle Quality Education Program will donate $1.5 million to public education around the country this year.

Vince Detumis (behind podium) presents Farmington Hills Schools Superintendent Mike Flannigan with a giant Crunch bar... and a check for $5,000. The two are flanked by Nestle's Ed Frost, Steve Lape, Bill Abernathy, Rob Garrow, Pleater President Don Gundt, Beechview School Principal Wally Prince, and Joe Yurasek of Nestle.

How to act smart in a robbery

Before a robbery:
- Have good lighting inside and out.
- Keep rear doors locked. Inspect washrooms before closing.
- Don't admit customers after hours.
- Advertise security measures and cash handling policies.
- Give security assignments to all your employees.

During a robbery:
- Don’t resist; obey instructions.
- Actuate alarms, etc., only if it will not endanger anyone.
- Give the robber what he asks for but no more!
- Observe the robber closely. Note identifying features, estimate robber's height from mark on door frame.
- Determine exact time and direction of the escape.
- Try to get make, model, year and license of getaway car.

After a robbery:
- Call the police and give all information.
- Protect the scene of the crime—don't touch evidence.
- Detain witnesses. Insist they stay if necessary.
- Write down all details of the crime—but do not compare notes with others.
- Be prepared to prosecute and testify in court.

Robbery checklist:
1. Do you replace burned-out lights, etc., immediately? [ ] [ ]
2. Is someone usually with you at opening and closing times? [ ] [ ]
3. Have you secured a robbery identification checklist from your local police? [ ] [ ]
4. Do you make mid-day deposits to avoid a large accumulation of cash? [ ] [ ]
5. Do you keep a package of traceable “decoy currency” to give to a robber? [ ] [ ]

Take action on items checked “No”
Joint coupon study confirms costs have fallen

A new Arthur Andersen & Co. report funded by grocery manufacturers and distributors confirms the cost of handling coupons has fallen 3/4 of a cent since 1983. The report is based on a survey of several categories of stores located in all regions of the country.

The new joint Industry Coupon Handling Cost survey also shows the average cost of handling a coupon has continued to decline since the last major study was released in September 1991, according to Arthur Andersen partner Robert Grottke.

The results reveal the average coupon-handling cost has decreased an additional 13/100 of a cent since that September study, as quoted in an Arthur Andersen news release. This brings the total decrease to 3/4 of a cent.

“This new, broad-based survey, which included 86 retail chains or divisions of retail chains and 51 independent stores with total sales exceeding $110 billion, provides an accurate snapshot of coupon handling costs,” said Robert Gillespie, president of Best Foods and co-chairman of the Joint Industry Coupon Committee.

“These results introduce a new dimension to application of the 'Fairness' doctrine. Both the study and the annual survey have examined all the relevant costs, including coupon values, misredemption and hard-to-handle expenses, that distributors face in today's complex promotions environment,” said GMA Senior VP Industry Relations & Productivity Patrick Kiernan.

While noting that the reimbursement arrangement is for individual determination between a manufacturer and its distributor customer, Kiernan commented, “The industry now faces this fairness issue. Will the distributors be willing to accept voluntary reductions when coupon handling costs decrease?”

As the Andersen report confirmed, distributors have been and are currently being paid more than the actual cost of processing coupons. Kiernan claims the coupon fees have in effect become “another profit center” for retailers.

GMA sent over 600 coupon information kits to company officials for their individual review. Members were encouraged to evaluate the Andersen reports against individual company coupon reimbursement policies, as well as promote the “Best Practices Manual” handbook for retailers to reduce coupon handling costs.

In 1991, manufacturers issued over 292 billion coupons. Consumers saved more than $4 billion by redeeming nearly 7.5 billion coupons. Manufacturers paid distributors $596.8 million in fees for coupon handling.

GMA

How to write to your congressman

The supermarket business has the potential for tremendous clout in Washington, considering the fact there is a supermarket in every Congressional district.

Laws made in Washington can have a huge impact on your profits, which can translate into millions of dollars. By keeping in touch with your members in Congress, you can increase your own profitability and help the industry.

One of the most effective ways of communicating is by writing to members of Congress who represent areas in which you operate. The toughest challenge is making your letter stand out among the many that pour in each day from all over the country.

An effective guide to letter writing:

Following are a few tips from FMI's Supermarket Management Guide Writing to Congress:

- Keep it short. One page or less is best. Keep it all on one side if typed or no more than both sides when it's handwritten. The easier it is to identify the subject, the more likely your letter will get noticed.
- Identify the subject. It's best to keep to one subject at a time and be specific. Mention the specific bill number and name, if possible.
- Individualize it. Write it in your own words.
- Stress the impact at home. If you can stress how your issue affects the local area and your company, you can make an impression. The home state or district is what really counts.
- Most legislators have great respect for the judgment of business leaders.
- Ask for specific action and mail it now. Decide what action you want the member of Congress to take and clearly ask for it. Timing is critical in the legislative process. A letter that arrives before a critical vote can make a major impact, while the same letter a day later has none.
- Be sure your name and return address are legible.

- FMI

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Metro Detroit companies chill out with Freezer Services

July is the time of year when most people like to celebrate the warm. But one local operation is dedicated to the cold.

In fact, Freezer Services of Hamtramck is so dedicated it just added 50,000 square feet to its 91,000-square-foot public storage facility. Now measuring in at 3.5 million cubic feet with the capacity to store more than 30 million pounds of product, it is the biggest public cold-storage facility in the state.

Plant Manager Louis Belcher says Freezer Services’ opening in 1987, plus its addition which was completed in April, filled a big void for those manufacturers and wholesalers who needed a cold storage facility. Freezer Services’ biggest customers include Thorn Apple Valley, Borden Ice Cream and Kroger.

“There has never been enough warehouse space in the Detroit area in the last 20 years,” Belcher says. “I’ve been in the warehousing business.”

Ray Polsgrove, general manager of Freezer Services, says other cold-storage facilities have been around for a long time—but that’s their problem. “There have always been two or three cold-storage warehouses in the Detroit area,” says Polsgrove, “but there became a need for something more efficient with better temperatures. And as the customer base grew in Detroit there was a demand for more freezer space.”

Polsgrove explains Freezer Services can refrigerate in a temperature range of “35 below to 50 degrees and everything in between that anybody might need.”

Freezer Services is also designed to be more efficient than its predecessors because it is built on one level. Adding to the facility this year was no problem because when the original section was built, refrigeration was installed that could handle future additions to the building.

“THERE was a need for this facility in the area and that’s why after five years we had to expand,” says Polsgrove.

One of the reasons Freezer Services is so popular is that it saves companies a lot of money in a number of ways. Obviously it saves a company from the expensive costs of construction and maintenance of its own cold storage. But it also allows for a company to grow or shrink without being saddled with too much or pressed with too little cold storage space.

In addition, Freezer Services not only stores the goods, it provides labor, prepares orders and delivers the products. International deliveries are inspected on site.

“ALL (the customers) need are the salespeople,” explains Polsgrove. “We provide the other functions for them.”

Although it would be natural to assume Freezer Services would be needed the most right now in the warm weather, Belcher says Freezer Services’ busiest season just ended.

“Most people think the biggest demand is in the summer,” Belcher says. “But it’s really in the holiday season—one month before Thanksgiving until Easter.”

And with its increased square footage and temperature capacity, Freezer Services will be ready.

Notice of LCC hearing

The Michigan Liquor Control Commission (LCC) will hold a Public hearing at 10:00 a.m., Tuesday, July 14, 1992, at the Amway Grand Plaza Hotel, Pearl at Monroe, 177-191-199 NW Monroe, Grand Rapids.

Members of the Commission will conduct the meeting which will be open to participation by the audience in a question-and-answer period.

Members of the Associated Food Dealers in the area are invited to attend.

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FOOD & BEVERAGE REPORT JULY 1992-17
Michigan Sugar Company announces staff addition

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

Margaret E. Sowle has joined the company as credit manager. Her daily responsibilities include administration of the company's credit and collection department. Before joining MSC's corporate staff, Sowle gained much of her work experience during a long tenure with Midland Brake, Inc., including eight years as the Owosso, Mich., company's credit manager. Sowle is a Northwood Institute graduate currently residing in Owosso with her husband Lee.

Oscar Mayer announces retirement

Tim Sullivan, 34-year employee of Oscar Mayer, will retire from the company Aug. 1. He began his career as a pre-management trainee and later served as sales manager in the cities of Norfolk, Va., and Philadelphia, as well as Detroit. Sullivan's hard work at Oscar Mayer earned him numerous prizes, trips and awards including a place on the Sales Council.

Throughout his career, Sullivan was involved in many service groups, especially those that benefited children. Those involvements included DARE, the Pro Challenge anti-drug events, the PAL Card program, and the NFL Alumni Association.

In addition, Sullivan is a past president of DAGMAr, and headed its scholarship committee. He has also served on various committees at the Meadowbrook Country Club, where is an avid golfer.

Sullivan and his wife Betty will relocate to Austin, Texas, which is also the home of their three children.

Great Lakes Sugar Company announces scholarship winners

Great Lakes Sugar Company is awarding 1992 Albert Fleckenheimer Memorial Scholarship for $1,000 to Gregory Lynn Miller, the 18-year-old son of Vickery residents Mark and Shirley Miller.

Michigan Sugar Company has also awarded the 1992 Albert Fleckenheimer Memorial Scholarship for $1,500 to Kristin Zagata, the 17-year-old daughter of Sebewaing residents Michael and Lorene Zagata.

Golf Zoo Days offers free admission to Potter Park Zoo July 8 & 9

Visitors to the Potter Park Zoo July 8 and 9 will receive a special treat—free admission, free parking and all kinds of festivities courtesy of Golf Food Stores during Golf Zoo Days.

Free admission tickets for Golf Zoo Days can be picked up at any Golf store prior to July 9. The two-day event, sponsored by Golf Food Stores, WFMK, Eagle Snacks, Pepsi, and Nestlé, is scheduled to run from 9 a.m. to 7 p.m. each day.

Golf Food Stores, along with the Haslett-Okemos Rotary, will hold a ‘Zoo-B-Q’ chicken dinner fundraiser during Zoo Days with all profits going to the Potter Zoo. Tickets for a 1/2 chicken dinner can be purchased from any Golf store, Haslett-Okemos Rotary member or the Potter Park Zoo. The dinner will be served at 11 a.m. to 6 p.m. each day of Zoo Days.

According to Doug Finley, Potter Park Zoo director, Golf Zoo Days will be an excellent opportunity for families, school groups, and other organizations to enjoy the zoo. “We hope everyone will take advantage of the free admission and parking during Zoo Days,” he said. “It should be an amazing time to discover and learn what the zoo has to offer.”

Walt Golf, President of Golf Food Stores, said the company is sponsoring Golf Zoo Days to thank the people in the Lansing area for their continued support, and to raise awareness of the Potter Park Zoo. “All of us at Golf Food Stores are excited about our involvement with Zoo Days, because it should be a great way for people to enjoy the zoo and support its programs.” Golf said.

Golf Food Stores, member of Spartan Stores, Inc., serves its customers from five locations in the Lansing area—St. Johns, Okemos. Carriage Hills, Haslett, and Holt.

Hall of Achievement honor goes to LaMothe, Maxwell

The Grocery Manufacturers of America recently honored William E. LaMothe, former chairman and chief executive officer of Kellogg Company, and Hamish Maxwell, retired chairman and CEO of Philip Morris Companies, Inc., for their service to the grocery industry with GMA’s 1992 Hall of Achievement Award.

AFD adds to staff

Brikho and Christian

AFD announces the hiring of two sales and membership representatives. Sabah Brikho is responsible for contacting retailers in Wayne County and letting them in on the great benefits of membership. An accountant by trade, Brikho, comes to AFD with several years’ retailing experience through his stores in Pontiac and Detroit’s west side.

Glenn Christian’s territory is Oakland and Macomb Counties. Christian has spent more than 20 years calling on retailers all over the state through his employment at Beech Nut, J. Lewis Cooper, and General Foods. Currently, he is a partner in the Four Seasons company, a distributor of Precious Thoughts gifts.

The addition of Brikho and Christian will ensure continued success to AFD’s sales and membership team.

Community Foundation for Southeastern Michigan announces election of four new trustees


Community Foundation chairman, Joseph L. Hudson Jr. also announced that by year-end 1991 more than 120 funds totaling over $50 million in assets has been created with the Foundation—up from $22 million in 1990. In addition, over 500 grants were distributed in 1991. Since its founding in 1984, the Community Foundation has authorized more than 2,300 grants totaling more than $12 million.

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• Blue Redeemed Plan (PCO)

• Blue Care Network (HCAP)

Each one of these programs offer several different choices of plans.

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

• Dental coverage
• Vision
• Prescription benefits

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

With AFD’s group coverage you have:

• the most widely recognized and accepted health care card
• claims that are handled locally
• the payment of group rates
• personal contact person in the AFD office

The best combination—AFD and Blue Cross and Blue Shield of Michigan

The Group Life:

Coverage is underwritten by Fort Dearborn Life of Chicago. A Bes’-X’ rated company.

Fort Dearborn offers its members competitive rates for Group Life plans. Basic life insurance is available to employees with two or more employee participants.

Several plans are available and the excellent rates are based on benefits chosen in addition. Sole Proprietors are eligible for Group Life. Rates are based on benefits available only through AFD. Certain restrictions may apply.

The Group Short Term Disability

This income plans provides for a percentage of salary to be paid to insured individuals who are disabled as a result of an accidental bodily injury or sickness.

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The one certainty of the ’90s

MANAGING CHANGE: The one certainty of the ’90s

Karen Susman is a national speaker and trainer with more than 15 years experience designing programs on communication, management and motivation.

Today I ran into my neighborhood grocery store for a few things: a newly released video tape, my photos at the mini-lab, a prescription, a bouquet of fresh flowers, cash from the in-store bank, sunscreen, motor oil and Valentine cards. As long as I was at the store, I photocopied a letter, bought stamps and recycled my aluminum cans. I threw People magazine into my cart, chose paper not plastic, bought a lottery ticket with my $1 change and wheeled my “groceries” to the car. Boy! It’s great having a neighborhood grocery store. You never go hungry. I’ve shopped at the same neighborhood grocery for 23 years. It has grown, been remodeled, expanded and diversified. I’ve undergone similar changes. In 23 years, I have gone from being a newlywed to mother of two, to working mom, to single working mom, to single working mom with grown kids living 2,000 miles away. Did I mention I’ve aged, gotten a health club membership, frequent flyer miles, message machine and a microwave?

The changes of the ’80s will continue into the ’90s...only more so. Everything is in a state of flux including the status quo. Change is constant. New information, ideas and developments are occurring rapidly. To stay the same is to be behind. Change is exciting and stressful. We have to anticipate, accept and adapt to change in all areas of our lives.

In order to anticipate change, keep an open mind and look at general trends, i.e.,
• We’re aging. In the year 2000 there will be 35 percent more Americans over the age of 75. Package size, selection and service will be primary.
• We’re concerned with the environment. This means packaging will change, conserving resources and making it easier to recycle.
• Families are getting smaller. The “typical American family” will have three people and will be headed by a single working woman. Obviously, convenience products, smaller quantities and one-stop shopping will be important.
• More than 50 percent of the population will be in cities. Congestion will require technology, automation, service and safety.
• One-half the immigrants will come from Asia. Hispanic and Black populations are increasing, especially in the West. Ethnic foods, products and marketing will be imperative.

To accept and adapt to change:
• Look at change as inevitable and positive.
• If change is rampant in one area of life, maintain stability and routines in other areas.
• Have diversified personal, professional and economic interests. Thus, if one part of your life changes, you are still mostly intact.
• Up your change tolerance level. Practice being flexible, resilient and a change initiator.
• Prepare for changes as much as possible. Have multiple options.
• Use change “consultants.” Someone you know has been through your industry, family, health, aging or other changes.
• Communicate. Individuals will accept change more rapidly if they understand the reason for the change, how it will affect them and what they can do to be involved in the transition. Empathize with their position.
• Take care of yourself physically and mentally. Even positive change is stressful. Your body reacts whether children are going off to college or you’re jockeying for shelf space. Eat well, exercise, relax and have fun.
• Create a professional and personal climate that encourages change. Seek and reward new ways of doing things. Examine and toss out arcane rules and regulations. Brainstorm regularly with staff and family. Be outrageous, playful and illogical in order to unfreeze thinking. Allow people to risk and goof up.
• Remember, when times aren’t changing, it’s okay to stick with the way it was. Speaking of remembering, I have to run back to the store. I forgot to get discount movie tickets. It’s great to have a neighborhood store. You never go hungry!
Keystone Light POS features gold medal taste

Keystone Light is touting its “gold medal” taste with new point-of-sale. Keystone Light won the first-place gold medal in the best American Light Lager category at the Great American Beer Festival. The point-of-sale includes counter cards, price cards and cooler decals.

A record 159 breweries presented more than 527 different beers at the October 1991 event in Denver. An expert panel of 26 professional judges from around the world used blind tasting to determine the winners. Awards were given in 31 different beer categories.

The Great American Beer Festival is one of the most respected competitions in the beer industry. Approximately 8,200 people attended this year’s festival, which is the largest such event in the world.

New Eggo® Fruit Top® Waffles marry taste, convenience, nutrition

Eggo® has developed a brand-new line of frozen entrees to meet the three most important factors consumers consider when choosing a breakfast food. New Eggo® Fruit Top® waffles combine taste, nutrition and convenience in the first-ever microwaveable frozen waffles already covered with fruit. Eggo Fruit Top waffles boast the fresh flavor of fruit on a crisp waffle, which can be prepared in the microwave in less than two minutes. A special crisping sleeve keeps these extra thick waffles crisp on the outside, but tender inside.

Eggo Fruit Top waffles come in four delicious varieties: Blueberry, Peach, Strawberry and Apple seasoned with cinnamon. They were first introduced in February in the Northeastern states as part of a regional rollout. They will be available nationally in July.

“The response from consumers has been overwhelming,” said Jack Feeney, chairman, Mrs. Smith's Frozen Food Co. “We believe Eggo Fruit Top waffles are a unique product that is set apart from every product in the frozen breakfast category. From the public response, we are optimistic that this product will make a strong contribution to the category.”

With only 190 calories and less than 30 percent calories from fat, Eggo Fruit Top waffles are a nutritious breakfast choice. Cholesterol-free and fortified with seven vitamins and iron, they are perfect for health conscious Americans who do not want to give up taste and convenience. Each package, containing two waffles, come with complete nutrition labeling and diet exchange information to help make meal planning easier.

Eggo Fruit Top waffles will be supported by television advertising and couponing. Leo Burnett, Chicago, will handle the advertising. Mrs. Smith's, a subsidiary of the Kellogg Company, manufactures and markets 17 additional varieties of Eggo waffles.

If you gotta snack, make it Michael Season Snacks

A new snack-food line promises to take a bite out of the competition. Michael Season Snacks' potato chips, white-cheddar cheese popcorn, corn tortillas, pretzels, and white-cheddar cheese puffs are made with the finest ingredients, the highest quality seasonings, and expeller-pressed canola or safflower oil; and have no preservatives, cholesterol or artificial flavors.

Michael Season Snacks are also earth and people friendly because the products from which the snacks are made are grown organically with no weed or insect killers.

For more information about Michael Season Snacks, contact Seasons Enterprises Ltd., P.O. Box 965, Addison, Ill. 60101. 708-628-0211.

Randell modular units offer operators unlimited options for customizing kitchens

Randell's pre-engineered basic modular packages, complete with options and accessories, can be arranged or modified as needed.

Randell modular units are built from heavy gauge materials and top quality components, making them solid, durable and dependable. All feature six-inch adjustable legs as standard, and equipment is pre-assembled to ensure a proper fit in the field.

In addition to supplying custom-made backbar, island and chafeteria assemblies, Randell (A Dover Industries Company) offers an extensive line of quality commercial foodservice equipment, including hot food tables, refrigeration and freezer units, display merchandisers, pizza prep tables, ice cream cabinets, vent systems, urn stands, cooking equipment and more.

For more information, contact Randell Manufacturing, 0520 S. Coldwater Road, Westland, Mich. 48185. Telephone U.S. 1-800-621-8560; Ml only 1-800-621-8554.

Liguria Italian Specialty Meats help satisfy growing demand for European style entrees

Some of the world's best loved Italian Specialty Meats are now being offered by Liguria, a division of John Morrell. Liguria’s complete line of premium quality products includes Prosciutto, Mortadella, Capicola, Hard Salami, and of course, Pepperoni, Pizza Toppings and others.

Every Liguria product is made from authentic old-world recipes that are a part of the rich culinary heritage of the Italian region of Liguria.

All Liguria products are made from pure raw materials using all natural spices. They offer consistently uniform quality.

Liguria Specialty Italian Meats are perfect for many of the new items on foodservice menus including specialty sandwiches, appetizers, special salads and entrees.

For more information, please contact the Liguria Division, John Morrell Foodservice, 250 E. Fifth Street, Cincinnati, Ohio 45202. Telephone 800-423-6204.

The seminar no retailer should miss: HOW TO COMPLY WITH THE AMERICANS WITH DISABILITIES ACT

Implications for the Food Industry

The seminar includes:
• OVERVIEW OF THE ADA
• HOW TO COMPLY
• and PANEL DISCUSSIONS LED BY INDUSTRY LEADERS WHO HAVE ALREADY COMPLIED

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GOLF WEEKEND GETAWAY

Golf, more golf . . . and fun! This year's golf outing promises to be the best ever! The golf outing is a scramble (official play) and replays are available at no extra charge until 5:00 p.m. The "GOLF AND DINNER" PACKAGE includes: continental breakfast, barbecue lunch outside, snacks and beverages provided throughout the day on the course, gourmet dinner, premium open bar, green fees and golf cart. PLUS you are eligible to win numerous exciting prizes. A chance to win a golf weekend, golf clubs, a golf bag, and more. Every golfer will receive a "goodie" bag loaded with special prizes! JOIN US!

AFD SCHOLARSHIP / GOLF OUTING REGISTRATION FORM
Please indicate the number of persons in your party that will be enjoying the "Golf and Dinner" Package and those for "Dinner Reception Only." Make sure to indicate a preferred tee time and fill-in the company information form completely.

☐ "Golf and Dinner" Package:
Enclosed is our check for $ _____ to register # _____ golfers in the outing on August 3rd, at $125 per person or $500 per foursome.

☐ "Dinner Reception Only":
Enclosed is our check for $ _____ to register # _____ persons for the dinner reception at 7 p.m.
at $60 per person. Includes door prize eligibility.

Please print clearly the names of each golfer. Tee Time preferred:

1. ____________________________________________________________
2. ____________________________________________________________
3. ____________________________________________________________
4. ____________________________________________________________

COMPANY: ____________________________________________________
ADDRESS: _____________________________________________________
PHONE: ___________ SIGNED: ____________________

Please make checks payable to Associated Food Dealers and send to AFD, 18470 W. Ten Mile Road, Southfield, MI 48075. For more information, call AFD at (313) 557-9600.
Committee studies composting, bag recycling

By Peter Larkin
Director, State Government Relations & Environmental Affairs
Food Marketing Institute

The food industry is continuing to expand its efforts in recycling and finding new markets for recycled materials. The Grocery Industry Committee on Solid Waste, composed of representatives from Food Marketing Institute and eight other grocery trade associations, has released the results of two major studies, involving composting and grocery bag recycling. The studies show that further gains in effective solid waste disposal can be achieved.

Disposal of compostable waste costs grocery retailers close to half a billion dollars a year. Food waste plus wet and waxed corrugated from retailers account for 6.6 million tons of waste that could be composted rather than discarded. All food waste produced directly from manufacturers and retailers, as well as food waste produced by grocery shoppers, comprises nearly 20 percent of the grocery industry's waste. At the store level, nearly 90 percent of the solid waste is either recyclable or compostable.

While grocery bags represent only a small fraction of all municipal solid waste, the grocery industry nevertheless uses 38 billion bags a year, 80 percent of which are plastic and 40 percent Kraft paper. Systems involving reuse and in-store recycling are likely to encompass only about 24 percent of grocery bags in a given community. On the other hand, a system with reuse and curbside recycling could handle as much as 73 percent of the grocery bags in a community.

Two reports analyze the overall benefits for retailers in developing composting and bag recycling programs, and provide guidance on establishing such activities. Both endeavors will become another step in retailers meeting the demands of customers who are insisting on additional efforts by all industry to effectively manage solid waste. The programs support government initiatives and regulations, and provide voluntary action that diminish the need for additional government intervention. Such efforts also encourage the recycling of other materials, and make use of natural and man-made resources.

With respect to composting, the committee report stresses the need for proper collection of compostable materials, selection of a proper site for the composting process, and the training of store employees to maximize participation and minimize contamination.

In regard to grocery bag recycling, the committee applies the Environmental Protection Agency hierarchy to reduce, reuse and, recycle to (1) reduction in the overall use of bags as well as the use of materials required for the production of each bag; (2) reuse, both in-home and in-store; and (3) curbside and in-store recycling of grocery bags. The report deals directly with the questions which will arise in connection with these activities. The question of assuring the safety of composted materials, and whether there are sufficient end markets for such materials is discussed in detail. Concerns about contamination levels in bags collected in curbside programs, and finding markets for recycled plastic bags are questions which are also addressed.

The report goes into detail on how to develop retailer programs in both areas, the various federal and state legislative issues that are involved, and consumer education and communications projects. Step-by-step procedures are suggested for getting started in both programs.

The industry committee is in the process of studying other solid waste issues, including increasing the recycling of plastic bottles; the recovery, reuse and recycling of grocery industry shipping pallets, goals for recycling stretch wrap film; and recycling goals for corrugated cardboard boxes, including increasing the amount of recycled materials in new boxes.

The committee is headed by James Moody, chairman and CEO of Hannaford Brothers Company, and Philip E. Lippincott, chairman and CEO of Scott Paper Company.

Survey shows consumers favor current label format

A survey of 5,600 consumers shows the current nutrition panel design is more effective in giving shoppers important information than any of the proposed alternatives now under consideration by the FDA.

The study was designed and funded by nine food organizations working in cooperation with the FDA. The study, conducted by a Dallas-based market research firm, was designed to test the effectiveness of six alternative nutrition panel designs being considered by the FDA, as well as the current format used on food packages. The research measured the effectiveness of each design against three key criteria: ability to convey accurate information, ability to help consumers make appropriate meal decisions, and ease of consumer use.

With input from FDA, the study design was based upon seven formats, including the one currently being used on food packaging. These formats were applied to 27 different, unbranded products in a wide range of package sizes.

Actual-size packaging was used. However, package materials varied and no packaging color or product claims were used. Shoppers in 36 mall locations across the U.S. were interviewed and asked to perform key tasks to test the design's ability to accurately communicate nutrition information.

Format designs tested included 1) the current nutrition panel which includes nutrient components agreed to by FDA, 2) the current nutrition panel plus Daily Recommended Value (DRV) listings which indicate in grams the macronutrients recommended for average consumers, 3) a grouping of nutrition information which lists those nutrients consumers should eat more of, 4) adjectival nutrition information which would indicate relative nutrient content for those words like "medium or low", 5) highlighted lines of nutrient information for those nutrients which meet descriptor definitions, 6) nutrients in the product listed as a percent of the DRV's plus a complete list of DRV's listed in grams and 7) nutrients in the product listed as a percent of the DRV's only.

The study is being submitted to FDA for its use in connection with proposed regulations for standard label formats.

The study's sponsoring partners were General Mills, Inc., the Proctor & Gamble Company, Quaker Oats Company and the Chocolate Manufacturers Association.

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