Get on the Michigan milk wagon

Hailing from Hickory Corners, Mich., the newest American Dairy Association of Michigan (ADAM) celebrity spokesperson is not a person at all—but a cow whose favorite foods include butter pecan ice cream, jack cheese, carrots and alfalfa sprout sandwiches.

ADAM's new official "SpokeCow" is Maude, a nutrition-conscious black and white Holstein cow character—who naturally sports an almost-perfect map of Michigan on each side of her body.

Appropriately, Maude's character is a great advocate of milk and dairy products, and will be educating Michigan consumers in polite cow fashion about milk's nutritional benefits as part of ADAM's soon-to-break 1992 advertising campaign.

Maude is being introduced this spring and summer through print advertising, radio commercials, placemats, posters, and in-store display items as part of ADAM's school, grocery, convenience store and restaurant promotions.

As part of her responsibilities, Maude will work alongside her good friend Detroit Tiger Mike Hennemann, a long-time ADAM spokesperson, to promote dairy products.

Maude's supporters say there is no doubt that Maude knows milk. As a dairy cow, Maude will be positioned as a natural expert on the subject, as well as all other dairy products, says Lisa Wilson, manager of communications and public relations for the United Dairy Industry of Michigan (UDIM).

"We believe Maude will provide the great grassroots efforts of grocers, H.R. 3781, to repeal a special occupational tax on alcoholic beverages, currently has 32 sponsors 20 more than this time a month. Use the Congressional switch to contact your representative urge him to co-sponsor H R 81. This is one issue which is truly partisan, and enactment in the 2nd Congress is possible. The NT SOT is one example of many federal regulations which are economics, hardship on American business—just the type of legislation which the President is hoping to eliminate in his requested day review and moratorium.

G.A. is currently seeking sponsor-ship of a companion bill in the state —NGA

Federal Excise Tax (FET), which went into effect last January with the intent to boost the government's revenue, has actually cost Michigan and the rest of the country millions.

According to a report issued by the Distilled Spirits council of the U.S. Inc. (DISCUS), direct and indirect revenue losses and additional unemployment compensation caused by the 8 percent FET increase cost Michigan's state treasury $3 million in the first year.

DISCUS estimates Michigan is losing $1.7 million annually in direct liquor tax revenues alone as a result of the FET increase due to the decrease in liquor sales volume brought on by high prices.

The decreased liquor sales are proving to show repercussions in other facets of the state's economy.

DISCUS says Michigan is making a one-time payout of $1.8 million in unemployment to more than 1.200 displaced workers from the retailing, wholesaling, and manufacturing sectors of the liquor industry. More jobs in industries serving the liquor industry such as farming, bottle making, trucking, and grocering have been lost.

DISCUS claims the state treasury will lose an additional $3 million annually in revenues from lower state sales, income and property tax receipts. Michigan's indirect revenue losses result from an estimated $74 million decline in state economic activity due to the FET increase.

Michigan isn't the only state suffering from its own tax increase, too. The first six months of FET collections indicate total federal revenues from liquor taxes have fallen 11.2 percent from a year earlier in spite of and because of the higher taxes.
paul inman associates, inc.

Stock up on these fast mmo000-ving items

June is National Dairy Month
The criteria for a good store

By Frank Arcori
AFD Chairman

There are certain criteria for which every grocery store could be judged. Those criteria are not measured by prices, location or competitiveness. The criteria are simple—totally in your control and inexpensive. Yet following them is essential to your community relations and ultimately your success.

First, maintain a clean store. Remember, cleanliness will make or break your customers' first impression of your store.

Second, hire people from the neighborhood in which the store is located. You'll be surprised at how many friends and family of employees will patronize your store. By hiring neighborhood residents, you will let your customers know you do offer employment and opportunity to those who live in the neighborhood.

Third, create a friendly, positive atmosphere between employees and their coworkers, as well as the customers. Encourage and train your staff to be non-confrontational. Remember, the customer is always right.

Fourth, don't forget to give back to the community. Whether it's hosting a picnic in your parking lot, sponsoring a softball or little league team, or supporting the local church or block club, it is necessary that every retailer participates and gives back. Make friends with the community.

Last, treat all customers with respect and you will be treated with respect in return. These simple and inexpensive ideas will make a world of difference in how you and your business are perceived by your customers, neighbors and your entire community, and can affect your bottom line positively.

But just as importantly, it will make your business a safer place to work and shop because your customers will become your friends and they will look out for you and your employees—just as you have looked out for them and their neighborhoods, their block clubs, their churches and their children's sports teams. And they won’t forget!
Rep. Jan Dolan works hard for her district

Rep. Jan C. Dolan, Republican from the 69th District, could have a very impressive resume. Not only would it be very diverse, it would also describe a hard-working legislator who puts her well-thought-out ideas into action.

Born in Akron, Ohio, and a resident of Farmington Hills, Dolan earned a B.A. degree from the University of Akron, with continuing education in gerontology at Michigan State University and Madonna College. She applied her education over the years to positions including teacher, hospital dietitian, and owner-operator of an adult day-care center. And in addition to her work outside the home, Dolan, now a widow, raised four sons, Mark, Scott, Gary and Todd.

When a position opened in 1975 for a seat on the Farmington Hills City Council she says she thought, "Why not?", and accepted an appointment. She remained a council member through 1988 and was a two-term mayor.

When former 69th District Rep. Sandy Brotherton announced his retirement, Dolan didn't agonize over a decision to run for his spot. Why did she do it? Again, "Just why not?" "I felt I could do a good job and I ran for it and won," she says. "And now I'm going for my third term up there."

"I had no particular agenda," she explains. "I felt I was very knowledgeable in the concerns of the district. I've always been very involved."

Indeed she is. In addition to her work as a representative, Dolan sits on the board of directors for Botsford General Hospital, Farmington YMCA, Community Center of Farmington/Farmington Hills, and Farmington Families in Action. She is also a member of American Association of University Women, League of Women Voters, AARP, Farmington Art Foundation, Rotary International, and Older Women's League.

Her work in Lansing includes her position as vice chair of the House Republican Policy Committee and being a member of the Liquor Control Commission. Dolan is a strong proponent of legislation calling for punishment of minors who attempt to purchase alcohol.

"Right now we don't have those deterrents in place," she says. "The people who sell are penalized but not the minors, and I think that's wrong."

Dolan took action to promote deterrents for minors purchasing alcohol and more awareness for the licensee in 1989 when she joined AFD in the Minor Monitor educational project. She has also been involved in Polluters Pay cleanup legislation, and now sits on a bi-partisan committee brought together to address the concerns of the redevelopment of the older core cities as it relates to the environment.

"We're looking at whether there should be adjustments to the current law to encourage the redevelopment of core cities," Dolan explains, adding the studies coincide with the House Republican Policy Task Force development strategy concerning the redevelopment of distressed communities.

"We have to work—as much as the state can do—to turn the cities around so people won't continue the flight," she says. "We've avoided facing this reality for too long."

One way Dolan says cities can be turned around is by examining the impact of city taxes, which often...
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UNLIKE ANY OTHER GAME!

Watch for the “20th Anniversary” lottery game

By Jerry Crandall
Michigan Lottery Commissioner

In last month’s column I was happy to report that since we’ve implemented the new multiple-game marketing strategy, instant game sales have increased by nearly 40 percent! In fact, instant games now generate more sales than the other Lottery games, with the exception of Lotto and the Daily 3 game. Players are excited about having more choices, and it’s making a difference on our bottom line—and for our retailers, too.

This month Michigan Lottery retailers will have a unique opportunity to earn extra cash and focus more attention on Lottery instant games. The Michigan Lottery will introduce a special instant game on June 15 to celebrate the Lottery’s 20th anniversary, appropriately called the “20th Anniversary” game. This new game, unlike any other game we’ve ever offered, is designed to catch the eye and attention of players and non-players of Lottery instant games. In fact, the “20th Anniversary” game—the only game of its kind—will be a collector’s item. For the first time, the Lottery will sell a special “anniversary” instant ticket with an appearance that is different from any of our other games—larger and more colorful—and it will give players two chances to win great cash prizes.

The first game will be a Match 3 of 6 play style. Players could win up to $20,000 by having three identical prize amounts on their ticket. The second game is called “Fast $20.” If a player has two matching symbols under the latex covering, the player wins $20. It’s as easy as that!

The “20th Anniversary” game will look like no other ticket on the market. It will be bigger than the regular instant tickets and will feature graphics and colors that will leave no doubt that this game is a celebration in itself. The new game will sell for $2, which means extra commissions for Lottery retailers. The commission will be double on the sale of each “20th Anniversary” game ticket (12 cents a ticket.) The “20th Anniversary” game comes in book size of 250 tickets so the cost of a book of tickets is $500 rather than the usual $250.

The “20th Anniversary” game brings all the color and excitement of a birthday party right to the store. And all this color and excitement won’t be confined to the game ticket. Each store will receive a specially designed point-of-sale kit for the game.

The “20th Anniversary” game will go on sale this month, after two months of special focus on instant games through sale of the “Spin-To-Win” game and the special “wheel spin” events which are being held across the state in May and June. Keep the instant game momentum building with the new and exciting “anniversary” game. This is a great opportunity for retailers to earn extra commissions and to promote the instant games. It’s also a fantastic opportunity for players to win big cash prizes and for the Lottery to maximize revenues for Michigan’s schoolchildren.

Lottery reminder to retailers

The Michigan Bureau of State Lottery reminds retailers using the new validation system that discrepancy errors are costing them money. Retailers must keep accurate accounting records in order to protect their money.

HERE ARE SOME TRAFFIC TICKETS YOU WON’T MIND HAVING.

The Michigan Lottery can increase your store traffic and increase your profits.

For any business, nothing is more important than creating store traffic. And nothing can help you do that more easily than carrying the games of the Michigan Lottery.

With thousands of people playing every day, the Michigan Lottery can attract a lot of people to your store — where they will not only play your different games, but they will also spend money on the other products you sell.

Plus, when you sell the games of the Michigan Lottery, you receive a 6% commission on every ticket you sell, and a 2% commission on every winning ticket you redeem up to $600.

So carry the games of the Michigan Lottery. They’re one kind of traffic ticket you’ll be glad to have.
Liquor control annual report cites facts behind numbers

By John Dagenais
SDD/SDM

The Michigan Liquor Control Commission (LCC) recently released its annual financial report for the fiscal year ending Sept. 30, 1991. Here we would like to pass some of LCC's report to our readers.

What was exceptional in this past year's LCC financial report was the excellent new format utilized by an editor Maxine L. Perry through the use of more factual information about our alcohol beverage industry, reaching beyond actual numbers and the frequently used term the bottom line.

The Commission's report runs about 24 pages long, but space doesn't permit us to include all the statistical figures that LCC licensed agents contributed to Michigan's control-state operation.

However, our objective is to give retailers the most interesting highlights of the LCC financial report. Per capita consumption (volume consumed divided by population) is frequently used to determine consumer preferences as well as associated public health figures. In Michigan, the per capita consumption for beer (fiscal year 1990-91) was 23.3 gallons; for wine it was 1.47 gallons, and spirits totaled 1.45 gallons. Mixed spirit drinks tabulates .04 gallons per capita.

In fiscal year 1990-91, gross sales for Michigan LCC increased by more than $20 million while case sales were down more than 129,000.

During the last fiscal year of 1990-91, Michigan received $57.3 million in net profit from the Liquor Purchase Revolving Fund and although case sales have dropped from 7.1 million in 1982 to 5.6 million in 1992 due to reduced consumption, the LCC's liquor revolving fund continues to show an increase in profits.

Interesting to note that the LCC gives considerable assistance to various units of local government. Local law enforcement receives 55 percent of the retail license fees collected—more than $5 million in this fiscal year.

Nearly $4.6 million of the profit on liquor was used for grants to cities for fire protection and another $7.4 million was used to fund local housing needs through the Michigan State Housing Development Authority.

Total gross sales of liquor during fiscal year 1990-91 amounted to $533,267,056 and SDD or package liquor retailers sold 79 percent of the gross total. Bars and restaurants (Class C) sold 20.9 percent of the total. Hospital and military sales were 0.1 percent.

The most recent LCC report established there were 4,012 SDD or package liquor licenses of which 124 represented special Resort SDD licenses. SDM licenses for beer and wine outlets totaled 14,119. Class C licenses for on-premise sales of liquor, including the Class C Resort businesses, numbered nearly 7,000. However, in addition to the on-premise licenses for liquor, one must add over 1,100 Club license classifications and some B-Hotel licenses.

The total "retail" licensee population in Michigan during the past year, some 5,500 24-Hour Permit licenses, totals 26,709. Retail licensees paid almost $9 million in fees.

The total Manufacturers and Wholesalers license count according to LCC's fiscal report was 1,444. There are 36 licenses for Michigan wineries and tasting rooms. Outstate sellers of beer licenses numbered 70 while outstate sellers of wine totaled 257. There were 76 licenses granted to industry salespersons, representatives and registered drivers.

The LCC has the responsibility of collecting certain revenue which is derived from many taxes, various fees and fines or costs. Most of the taxes retailer and the revenue goes to the source intended long before the bottle of spirits leaves the SDD shelf.

During 1990-91 fiscal year, the Beer Excise Tax sent to the state's general fund amounted to more than $44 million. The specific tax of 4 percent on liquor brought in more than $21 million while the excise tax on wine registered more than $21 million. LCC fines and costs posted $677,673 for the general fund. In short, more than $74 million went to...
AFD ON THE SCENE
A DAY OUT ON THE TOWN IN YPSI

AFD Executive Director Joe Sarafa and Board Member Jim Garmo visited several stores and one wholesaler in Ypsilanti last month.

Jim Garmo chats with Mike Zora at his store, Ypsilanti Food Market.

Wholesaler Eby Brown's Tim Campbell stands among hundreds of products and pallets.

Sami Faris mans the Faris Market.

You've Heard The Fluff – Now Read The Facts

PIONEER SUGAR
Michigan Made and American Owned

Recently, Big Chief has been claiming to be Michigan's leading grocery sugar. This is NOT TRUE! Here are the facts as to who sells the most grocery sugar in Michigan as compiled by Nielsen Rating Service, an independent reputable source.

FACT: Pioneer outsells Big Chief by nearly 2 to 1 in Michigan*

Jim K. Moon owns Brooks Foods.

Mr. Pure Night at Tiger Stadium

The Florida Citrus Growers and Mr. Pure present Mr. Pure Mug Night at Detroit Tiger Stadium, Sept. 4, 1992, where the Detroit Tigers will take on the Milwaukee Brewers. Game time is 7:35 p.m.

Adults 15 years of age and older attending the game will receive a Mr. Pure-Detroit Tiger mug.

*According to the most recent Nielsen's Major Market Survey.
Reasonable detention of shoplifting suspects

Customers often remove personal items from their purses or pockets while shopping in a store and then replace them. Customers often use items to tally the cost of selected items; some use a small calculator, removing and replacing it several times while shopping. Seeing a customer place something into his or her pocket or purse may seem suspicious, but the act, alone, does not provide sufficient grounds to apprehend the person on suspicion of shoplifting in most instances.

If the observer can’t determine the nature of the item the customer put into a pocket or purse or if the observer didn’t see the customer remove the item from display before concealing it, the retailer is at risk if the customer is stopped for questioning. Nevertheless, every state has an immunity detention statute, sometimes referred to as the "merchant’s privilege" statute. Such statutes provide retailers the right to detain a shoplifter in a reasonable manner for a reasonable amount of time to determine whether the customer has attempted to steal the retailer’s merchandise. When the retailer discovers that the customer does not have the merchandise he or she was suspected of stealing, the investigation should end at that point; the customer should not be further detained.

A customer of a discount department store recently was awarded $75,000 in compensatory damages and $100,000 in punitive damages following her apprehension at the store on the suspicion of shoplifting. The store guard quickly discovered that the customer had not concealed any store merchandise. Nevertheless, the customer was required to retrace her steps through the store with the store guard as he attempted to find the package or item he thought she attempted to steal. The jury found the customer was detained in an unreasonable manner for an unreasonable time and that the state’s merchant privilege statute would not protect the retailer in this case. —FMI

New liquor distribution system to come

The following in a letter issued last month by the LCC to all retail liquor licensees:

Dear Retail Liquor Licensee,

As most of you are aware, the issue of changing how liquor is distributed in Michigan has been the subject of much study and discussion in the past year. Last fall Sen Jack Wellborn introduced several bills (Senate Bills 612-616) which would provide for full privatization of liquor distribution. Under these bills, the MLCC’s warehousing and merchandising functions would be handled in the private sector while the Commission would continue its regulatory responsibilities. None of the bills has received legislative approval to date.

As an alternative, and also in an attempt to address state budgetary problems, the Commission is in the process of developing a new system to distribute your liquor as economically as possible. Any changes made will retain the current statutory mark up and licensee discount system and retail package liquor prices will remain uniform throughout the state. The new distribution system will attempt to ensure liquor is available to you in a timely manner and at reasonable prices.

Please be assured that we continue to recognize the importance of fair, affordable, and efficient service to you and your business. As we progress with changes, we will keep you and your licensee organizations informed.

Sincerely,
Walter R. Keck
Business Manager
Vic's Quality Market grows and blossoms

Customers seeking the new Vic's Quality Fruit Market don't have to look far from the old one. But they will definitely want to look twice. That's because the new store, which opened the last week of April on the opposite corner of Southfield and 13 Mile, is bigger and better in so many ways.

The proof is in the square footage—the old store was 7,000 square feet versus the new store's 21,000 square feet—and its new departments. Vic's new features, in addition to the full line of colorful fruits and vegetables bursting with freshness, a fresh butcher shop, a fresh fish counter, and a from-scratch bakery, as well as a complete gourmet grocery line.

The market also boasts a full-line flower shop, which will make beautiful arrangements for any occasion. Gardeners seeking to plant their own can purchase flats outside. And a revamped deli with a chef on staff has an expanded array ofpalette pleasers.

Vic's Quality Market reminds customers no delicious gourmet meal should be without a bottle of good wine. The store has devoted a corner to a complete wine section with what owner Vic Ventimiglia describes as "very aggressive pricing."

But aggressive does not only describe the pricing of the wine, it covers Ventimiglia's determination to complete the new store. When it came to the renovation of the former MC Sporting Goods building, Ventimiglia took matters into his own hands by doing all the subcontracting himself.

"I was here seven days a week, 18 hours a day to make sure everything got done," he says.

Knowing what he wants out of the grocery store comes naturally to Ventimiglia because he was raised on top of one—literally. He grew up living above his grandfather's tiny store in the Harper and Gratiot area.

"His store was 900 square feet," he chuckles. "Our rest rooms are 900 square feet now."

His father had a store and Ventimiglia also owns a small Italian import store in Sterling Heights with his brothers.

Specialty markets, he believes, are the stores of the future. He purposely steered away from "supermarket" items at Vic's Quality Fruit Market.

Ventimiglia goes on to say he feels in years to come the "warehouse" stores will be their own element. Chain stores, he claims, are already killing themselves because they have no gut love for the business and the customers.

His personal attention, as well as the dedication of staff who have staked their careers on the success of the store, he says, are what keep the store afloat.

"I'm here every day," he says. "If it's not good, it's out. The customer doesn't have a chance to get anything bad."

Apparently, customers agree, as they proved by wasting no time in flooding into the new store.

Part of the reason they come back, he says, is because they are treated well. And Ventimiglia always welcomes feedback from his customers, as is evident by the placement of several note pads around the store which make it easy for customers to offer suggestions.

"We treat people like we want to be treated when we go somewhere else," he says.

Running the entire business, from the way he treats customers to the way he chooses the fruit (he tastes all of it), Ventimiglia says, is an art form—one in which his customers hope he continues to dabble.

"People come in and they love it!"

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With TeleCheck, the largest check guarantee service in the world, the next time you're faced with a check written from in-town, or out-of-state, the face value is guaranteed. And when you stop to consider that nine out of ten consumers fail to keep a balanced check-book, you can see why TeleCheck is clearly an asset. • Best of all, it takes only a few seconds to guarantee checks—from any existing terminal. For checks that are money in the bank. Guaranteed. Call TeleCheck today at 000-0000.

Money In The Bank. Guaranteed.
Retailers need to comply with Clean Air Act by July 1

Businesses that use refrigeration equipment should establish policies and procedures for complying with new federal guidelines for phasing out chlorofluorocarbons, according to a noted industry expert.

Eugene L. Smithart, director of marketing for heavy machinery for the Trane Company, on May 13 outlined the new federal requirements and suggested compliance strategies to owners, maintenance engineers and consultants of firms affected by the new standards. The seminar was sponsored by the La Crosse, Wis.-based Trane Co. and the Detroit Edison Co.

Chlorofluorocarbons, or CFCs, are commonly used as refrigerants for air-conditioning and refrigeration applications. The federal Clean Air Act of 1990 has mandated the total phase out of CFCs by the year 2000, and hydrochlorofluorocarbons (HCFCs) by 2030. Beginning July 1 of this year, the voluntary release of refrigerants into the atmosphere will be illegal. Businesses will need equipment to recycle or recover releases of refrigerants.

"You should set a date for when you want to be CFC-free," Smithart said. He encouraged businesses to develop policies that specifically outline how employees and service companies should handle themselves to comply with CFCs guidelines.

Meanwhile, business owners must decide whether to convert or replace their HVAC equipment to accommodate alternative refrigerants on the market, such as HCFC-123, HFC-134a and HCFC22.

Smithart repeated Texas Instruments' recommendations for the conversion and replacement of chillers. Chillers two to 10 years old should receive complete overhauls; those older than 20 years should be replaced. Chillers between 10 and 20 years should be assessed by original equipment manufacturers who have access to computerized data about specific equipment.

He added that the Environmental Protection Agency (EPA) is likely to require certification for anyone who purchases refrigerants.

Smithart said that HCFC-123 is an environmentally safe, energy-efficient alternative to CFC-11, which is commonly used for low-pressure refrigeration. Currently, Du Pont is the sole manufacturer of HCFC-123. HCFC-123 costs about 50 percent more than CFC-11, he said. Smithart said that the price is expected to drop and should cost less than CFC-11 within three years.

He added that the EPA considers it a safe alternative to CFC-11. The greatest danger with HCFC-123, as with all refrigerants, is affixiation, according to Smithart. "Refrigerants are heavier than air," he said. "You can drown in refrigerants as well as by water.

He added that the HCFC-123 refrigerant has an allowable exposure level of 10 ppm. lower than that of CFC-11 and can be safely used with centrifugal chillers.

Smithart also said that for medium-pressure refrigerants, HFC-134a is a viable alternative to CFC-12. He added that blends of HFC-32 and HFC-152a are likely alternatives for R-22.

"You can safely use refrigerants as long as you follow safe-handling procedures and design the equipment room appropriately," Smithart said.

Smithart also encouraged business to begin implementing the new ANSI/ASHARE standards for equipment rooms. The standards, to be used in conjunction with existing guidelines, will require the following:

• Alarms inside and outside of an equipment room to alert operators to potentially hazardous situations.
• Use of mechanical ventilation only.
• Availability of respirators adjacent to equipment rooms.
• Piping of purge and relief values to the outside.

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• Use of mechanical ventilation only.
• Availability of respirators adjacent to equipment rooms.
• Piping of purge and relief values to the outside.

Smithart also encouraged the audience to prepare for both the capital expenses—and the paperwork—that will be required by the various new regulations.

Aug 10-12: NFDA 65th Annual Convention & Trade Show Las Vegas, Nev. For information call 312-644-6610

Aug 16-19: FMI Seafood Merchandising Conference Seattle, Wash. For information call Tony Spleen at 202-452-8444

Sept 20-24: Performance Skills Denver, Colo. For information call 202-452-8444

Oct 3-5: Wine Market Week San Francisco. For more information call 510-528-6665


FOOD & BEVERAGE REPORT JUNE 1992
Cottage cheese and fruit. They’re a natural!

Now both great tastes come together in Michigan Brand Fruit On The Bottom Cottage Cheese!

Fresh, delicious chunks of strawberry, pineapple or peach and Michigan’s best-selling cottage cheese - it’s a taste your customer will love!

And the convenient single-serving cups, wrapped in brightly colored two-pack sleeves, promise to keep them coming back for more.

Just in time for Dairy Month - a new taste sensation at a great price! Call your Bernéa Food Service sales representative today.
BIG CHIEF SUGAR CARES ABOUT YOU...AND THE ENVIRONMENT TOO!

WINNER, 1992 MICHIGAN CHAMBER OF COMMERCE ENVIRONMENTAL QUALITY AWARD. MONITOR SUGAR
HOW TO COMPLY WITH THE AMERICANS WITH DISABILITIES ACT

Don’t miss important seminar about the ADA

Associated Food Dealers of Michigan and the Greater Detroit Chamber of Commerce Food Industry Council will team up July 22 for an important seminar titled “How to Comply with the Americans with Disabilities Act.” It is one no retailer should miss.

The seminar will get underway at 8:00 a.m. with a continental breakfast followed by a welcome from AFD Executive Director Joe Sarafa and the chamber’s Phillip J. Roselli.

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 accommodation requests retailers 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.

Speaking with attendees about the retail environment will be three panelists representing large and small retailers and a restaurateur who have been working to comply with the ADA.

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

The seminar will be held at the office of the Greater Detroit Chamber of Commerce. Admission is $10 and checks can be sent to the Chamber at 600 West Lafayette Blvd., Detroit, Mich. 48226.

For more information, call Bob Guerrini at the Chamber at 964-4000 or AFD’s Joe Sarafa at 557-9600.

AFD on the Scene
Archer addresses board

Undeclared Detroit mayoral candidate Dennis Archer delighted AFD board members with a speech at the May meeting.

DCI holds show
DCI Equipment, Inc., owner Remo Antonioli’s show last month in Warren was attended by an enthusiastic and hungry crowd.

DAIRY from page 1

constant reminders of the source of milk and milk products, reinforcing their naturalness and freshness,” says Wilson.

She says Maude’s distinctive markings are designed to inspire pride and confidence in the Michigan dairy industry among customers, as well as milk producers, haulers and processors.

Maude, Mike Hennemann and the widely recognized REAL seal combine as central theme elements tying ADAM communications together to meeting 1992 objectives: increase dairy product consumption, position dairy products as part of a healthy lifestyle and communicate the importance of Michigan’s dairy industry, products and people to the public.

CLOSEOUT BARGAIN new wooden under-counter cash drawers. Five-finger combination alarms/perfect for Lotto cash tills. Retail $205. We deliver free. $99 cash each. Call 291-2772 days.

14—FOOD & BEVERAGE REPORT, JUNE 1992
Take Stock in the Brand that Built the Category!

- Campbell's added over 3.5 million cases to the category in 1991 from new products
- Campbell's enjoys over 67% dollar share of the soup market
- Campbell's advertising expenditures will reach a record high in FY 92/93 — the largest advertising share of voice in the category
- Of all food brands, Campbell's is #1 in "favorability"
- Campbell's is the #1 recognized food brand in America!
- 98% of all households buy soup!
- Campbell's pulls more consumers than any other brand
BOOTH AWARD WINNERS:

Best Overall: Berne’a Food Service

Best Use of Theme: Kar Nut Products

Best Draw: Pepsi

Notable Quoteables:

"The p.r. was fantastic. I got a chance to rub shoulders with a lot of people in the business I haven't talked to in a long time and built up contacts." —Joe Smith, sales associate, M&M/Mars

"It allows you to interact with prospects on a more personal basis." —Paul Rayes, Mr. Pure

"It’s the best show I’ve been to in three years." —Paul McCabe, sales representative, Melody Foods

"This is the first year and we are extremely glad we participated and we’ll participate next year." —Tim Campbell, sales manager, Eby Brown

"The traffic has been great and so has the reaction to our products." —Marty Scanlon, sales representative, Tombstone Pizza

"Good response—especially for a company just starting out, this is great." —Evelyn Clouse, ELC

Exciting new products and delicious samples made people turn their heads and go "mmm!"

Attendees played the ball toss for fabulous prizes at the J&J booth.

Attendees got into the center ring with DCI Food Equipment’s Remo Antonioli, who got into the carnival spirit with a ringmaster’s costume.

“Spin to Win,” run by Pfeister, got people in the carnival mood as they spun to take home great gifts.

Melody Farms was cool as ever with the introduction of new ice cream novelties and soft drinks.

Wild Irish Rose Malt Liquor was introduced by Canandaigua Wine Company.
Carnival of Profits media night
FD invited the press to a sneak preview of the show's exciting attractions.

Board members (clockwise) Nabbi Yono, Barbara Weiss-Street, Frank Orscou, Raad Kathawa, Mark Karmo, Jim Garmo, Tom Simaan and Sam Dallo were on hand for the event.

The evening's preview festivities made many say "Uh Huh" to Karaoke at the Pepsi booth.

Shrink Seminars
Shrink expert Larry A. Miller of LAM Consulting spoke in two separate sessions to retailers about how to avoid losses in their stores.

In the seminar, Miller explained shrink is the difference between the retail value of product received versus the amount received for that product at the time of its sale. He emphasized the problem of employee theft, which accounts for 52 percent of shrink, followed by shoplifting at 26 percent.

Larry A. Miller
of LAM Consulting

Shrink expert Larry A. Miller of LAM Consulting made his informative presentation to a full house.

SDD/SDM
from page 7
the general fund for general purposes per the Michigan legislature.

Restricted fees and taxes committed to the general fund but restricted to a particular purpose, such as retailer license fees to local governments or the Tourism-Convention Liquor tax of 4 percent, totaled almost $22 million last year. We must not overlook the 1.85 percent specific tax on liquor paid into the Liquor Purchase Revolving Fund for alcoholism programs and charged only to the off-premise licensees.

It certainly is not difficult to understand why we frequently praise the SDD or package liquor retailer for helping the state through healthy sales and doing a good job as a "tax collector"—if you see the point of our comment.

A change worth noting in this financial report is the transfer of $28 million to the General Fund in 1991 due to a reduction in warehouse inventory when it was converted to bailment.

Back in May 1989, the LCC converted its warehousing of liquor to bailment warehousing, meaning that under bailment, the suppliers or vendors of spirits own the inventory. That state provides warehousing space and employees to provide services at a cost to the vendors of approximately 83 cents per case of spirits received in the warehouse.

Through the most difficult times of both a changing economy and a changing public attitude toward alcohol beverages, the LCC and its licensees deserve the highest of commendations for an extremely fine report.
Country Cookin’ trays from Pressware International

Country Cookin’ trays from Pressware® are the ideal packaging option to take-out foods in foodservice, supermarkets, convenience stores and delis. Their blue speckled appearance communicates old-fashioned goodness while offering the technical advantages of modern dual-ovenable packaging.

Pressware’s Country Cookin’ trays are available in five stock tray sizes and can be customized for virtually any food application from large entrees to side dishes. Each tray has a matching OPS dome lid.

Foods in Country Cookin’ trays can be cooked or reheated in a microwave or conventional oven at temperatures up to 400°F (204°C) for 60 minutes.

Country Cookin’ trays are made of paperboard, a renewable resource, and are based on technology developed for the nation’s top frozen entree manufacturers.

For more information, please contact Pressware International, Inc., 2120 Westbelt Drive, P.O. Box 281247, Columbus, Ohio 43228-0147. Phone: 614-771-5400.

“Cookies for Kids Olympics” kicks off Archway Cookies’ effort for Children’s Hospital

Kids of all ages, cookies of all shapes and sizes, and a giant Lion teamed up at Children’s Hospital of Michigan in April when Lomas Brown of the Detroit Lions coached two teams of doctors and patients for the 1992 “Cookies for Kids Olympics,” launching Archway’s statewide “Cookies for Kids” fund-raising drive for Children’s Hospital.

During the promotional period running April 20-May 22, Archway donated 5 cents to Children’s Hospital for every package of cookies sold statewide in Michigan. Last year’s sales raised over $20,000 for the hospital.

The four cookie Olympic events were: the “cookies hot out of the oven” race; “the leaning tower of cookies”; “cookies and milk” relay; and the finale, a cookie castle-building contest.

Food chains participating in this program were A&P, Farmer Jack, Hollywood, Kroger, Meijer’s, Shopping Center Markets, Foodtown, Showerman’s, Vergo’s, Jewel, Kessel, D&W, Glen’s, Felpausch, Phil’s, Carters, Hardings, Shoppers/Vegas, Hamady, V.G.’s, Atlas, U.S. 23 Markets, Waldo, Busch’s and Lakl Shop-Rite.

Children’s Hospital of Michigan is a private, non-profit 260-bed tertiary care facility serving families statewide. In 1991, more than 100,000 children were treated at Children’s. Community support helps cover the cost of caring for children whose parents cannot afford to pay for the treatment.

Archway Cookies launches a statewide fund-raising drive for Children’s Hospital of Michigan with a “Cookies for Kids Olympics,” as teams of patients and doctors participated in events coached by Lomas Brown of the Detroit Lions.
New security-enhanced treasury checks

Security from counterfeiting and alterations is essential to the integrity of the 550 million checks issued annually by the Federal Government. The Department of the Treasury has begun issuing checks containing new security features as part of its continuing efforts to provide protection against counterfeiters and others armed with the latest copying and printing technology.

• Checks issued by the seven regional financial centers operated by the Financial Management Service, a Treasury Bureau, will be phased in with the new security enhancements by Dec. 31, 1992.

• Checks issued by non-Treasury disbursing centers, such as the Department of the Defense and the State Department, will be phased in with the new security features by the end of 1993.

• The new security features include:
  — Removal of USA pattern containing the hidden word VOID. The back of the check will remain blank with the exception of a WARNING notice.
  — Addition of a watermark that can be seen from the front and the back and which reads: "U.S. Treasury." The watermark can be detected by holding the check up to the light.
  — Addition of fluorescence on the front with the FMS seal, four lines of FMS, and then the United States seal (Eagle) covering the amount box. The seals can be detected under a black light. If the amount box is shaved or altered in any way, a "hole" will be created in the ultraviolet area.
  — Darkening of colors on the face of the check to highlight even more the Statue of Liberty.
  — WARNING notice on back of check. This notice instructs financial institutions and others cashing the checks to hold the checks to the light to view and verify the new watermark before cashing the checks.

Government checks were last changed in 1985 when the Treasury Department converted from the green card check to the Statue of Liberty paper check.

For more information, contact (202) 874-6839 or the Customer Assistance Staff in Chicago at (312) 353-5622.

UPDATE from page 1

the Resource Conservation and Recovery Act (RCRA) legislation on April 29. The RCRA bill contains some provisions which affect retail and wholesale grocer, in particular those with private label products. The bills mandate recovery/reuse or package reduction rates of up to 50 percent, holding the packager or filler responsible for "tracking" and complying with the mandates. In addition, Sen. Jeffords (R-Vt.) is expected to attempt to attach S 2335, the national bottle bill, as an amendment during markup. A similar move is expected in the House where committee markup is scheduled in May.

—NGA

President and Congress propose programs for inner-city after L.A. riots

President Bush has announced a package of urban proposals after his visit to Los Angeles a week after violence and looting erupted. The package emphasizes the range of programs supported by his administration that have been proposed but have not been passed by Congress, including the incentives for private business investment such as the enterprise zones concept, and federal housing programs that would allow low-income families to directly use funding to buy or rent their homes.

—FMI

Product Liability Fairness Act (S. 640, H.R. 3030):

This legislation contains a fault-based liability standard for non-manufacturing product sellers which will reduce exposure to litigation, and insurance and legal costs for grocers. Action in the Senate is expected this spring, and this is one issue which is receiving bipartisan endorsement. Support is also building in the House where H.R. 3030 currently has 148 co-sponsors.

—NGA
Erickson receives industry award for technical excellence

John Erickson, a research microbiologist with New Jersey-based Best Foods Research and Engineering Center, has received the 1991-92 Technical Merit Award given by The Association for Dressings and Sauces (ADS).

Erickson was honored for his contribution to the industry for his research on growth of Salmonella and Listeria in commercial reduced-calorie mayonnaise products.

Processed Apples Institute elects board

During their recent Annual Meeting at the Turnberry Isle, Aventura, Fla., the following officers were re-elected by the Processed Apples Institute:

Chairman of the board—Vem Wiersma, executive vice president, Stokely USA, Oconomowoc, Wis.; vice chairman—Rick Kress, vice president, Seneca Foods Corporation; secretary—Doug Tough, president, Mot’s North America, Stamford, Conn.; treasurer—Gordon Crane, president, Apple & Eve, Inc., Roslyn, N.Y.

The Processed Apple Institute is an international association of producers of processed apple products and those companies that supply raw materials or services to them.

ABS Investments, Inc.

Marshall R. Solomon has formed ABS Investments, Inc., a commercial real estate firm located at 24385 Halsted Road (the Powerhouse Gym Building), Suite 201, in Farmington Hills. He was formerly vice president of brokerage for the Beale Group, Inc., in Southfield. The phone number for ABS Investments is (313) 442-4860.

DOLAN from page 4

deter businesses from staying in the cities. She sits on a task force which is looking at how the state can encourage cities to reduce their tax burden.

Dolan has also rallied to the cause of small-business owners in fighting Michigan’s Single Business Tax.

Dolan says small businesses, which currently account for the majority of the employment in Michigan, have shoudered the burden of too many taxes for too long.

In addition to other areas of concern to small business, such as the high cost of insuring employees, Dolan also stresses the importance of an educated work force.

“We’re spending a lot of taxpayers’ money on education, but we seem to, in some cases, turn out a work force that is unprepared for the work environment,” Dolan says, citing as an example her experience with cashiers who can’t even make correct change. “Some of our schools are not turning out educated students and must be held accountable.”

Dolan spends four days a week in Lansing, but remains a commuter. She even relishes the hour’s drive each way to listen to books on tape.

And she says it’s worth the drive because she likes to stay closer to her constituents.

In fact, Dolan holds office hours for visitors in each corner of her district every Friday afternoon. She receives people in Farmington and Farmington Hills the first and third Friday afternoons of the month, and Beverly Hills and Franklin the second and fourth Friday afternoons.

Does she get much response? “Some days they’re lined up,” Dolan says. “If no one comes in I always have paperwork to do. They know I’m here so that’s fine. That’s what I’m here for.”


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Chris Zebari is a good board member

A good board member knows AFD inside and out. He knows how the staff operates, he knows how to get members, and he knows the retailers’ perspective as well as the wholesalers’. That good board member is AFD board newcomer Chris Zebari.

Zebari is the first former staff member to take a seat on the board of directors. For nearly three years, Zebari served as AFD’s membership director, signing up about 500 new members.

“I really enjoyed working at AFD and I’m even happier now that I can come back as a board member,” he says, adding that he learned a lot from his days as a staffer. “I know the way the organization runs. I know what each staff person’s job should be, and I can tell just by walking in the door if everything is running smoothly.”

Zebari also recognizes the importance of the staff in an organization—not only at AFD but in his position at Pepsi as a district manager.

“The executive director is only as good as the staff behind him and I carry that belief in my work at Pepsi,” he says. Pepsi recently “turned the company right side up,” meaning as Zebari explains, “we have empowered our performers/salespeople (those closest to the customer) to make their own decisions and do what’s right for the customer. If you’re going to be held accountable for your decision, the decision you make is probably going to be the right one.”

Zebari insists he doesn’t consider himself his drivers’ boss. “They’re my bosses and I have to do everything I can to help them serve the customer.”

The right-side-up philosophy is portrayed graphically as an inverted pyramid. The customer is presumed to occupy the top portion of the pyramid with Pepsi management underneath. The higher the Pepsi management level, the lower it is on the pyramid.

Zebari says AFD members could learn a lot from the way Pepsi does business. “I think the triangle is best when customers are at the top,” he says. “Fly turning the triangle upside down, you will turn your customer service right side up. AFD must also keep its members at the top of the triangle.

It is important that our members feel like they have been heard,” he says. “Our goal is to have a satisfied membership.”

Zebari knows what it’s like to be a retail member, too. His family owns the New Hudson Food Market, where he still puts in about 20 hours a week, so he knows retailers’ concerns.

The store experience helped him not only with his work at AFD, but also in his work at Pepsi.

“When I go in to see one of my customers I can identify with him,” he says. “I’m not just some guy coming in and saying ‘buy this, buy that,’ and not knowing exactly what his needs are.”

Zebari believes getting to know retail members closely should be a top priority for all AFD board members.

“I think all board members should be required to spend time with members,” he says. “I’m really enjoyed working at AFD and I’m even happier now that I can come back as a board member.”

Chris Zebari says the AFD board newcomer has become more pro-active. He points to the annual Turkey Drive, in which he participated as a staff member and a Pepsi representative, and the new Feed the Hungry project as good examples of AFD’s pro-active work.

“The community understands that we really do care and are not just taking their money,” Zebari says, adding that could be the reason Detroit store owners saw very little violence during the riots in Los Angeles last month.

Lately Zebari has had his own crises to face. Pepsi drivers, who are teamsters, haven’t crossed Kroger picket lines for the last month. But sticking to his commitment of serving the customer, he and his counterparts donned drivers’ uniforms and have been delivering the product themselves.

His long hours at work and his take-charge approach to getting the job done leave little time for him to spend at his new “dream house” in Canton where he lives with his wife Jodi and daughters Kaleigh, 3, and Kaseigh, nine months. He says all his hard work is for them.

“I’m married to a wonderful woman who really understands.”
THANKS... MICHIGAN / OHIO RETAILERS FOR A GREAT YEAR OF SUPPORT ON BRACH'S AND THE PFEISTER COMPANY. REMEMBER, JUST CALL 1-800-BRACHS9 FOR SERVICE!