Metric Proposal

Every year there are some provisions—cats and dogs—which are innocuously attached to legislation moving quickly through Congress. A bill which passed the Congress and signed into law by the President, called the American Technology and Preeminence Act of 1991, included a provision which would require changes to the Fair Packaging and Labeling Act by making the metric system the primary system for measuring quantity. The current system of pounds and ounces would be allowed, but would appear after the metric measurement. FMI

Recycling Legislation

Congress has begun rewriting the nation's principal laws regulating the disposal of hazardous waste and trash. The House Energy subcommittee spent four days marking up an expansion of the Resource Conservation and Recovery Act (RCRA) to promote recycling. FMI and 15 other food trade associations have opposed H.R. 3865, "the National Waste Reduction, Recycling and Management Act," in its present form. The group cited provisions in the legislation which would mandate unrealistic recycling rates with strict penalties for non-compliance, and overly prescriptive environmental labeling provisions. FMI

Nutritional Labeling

The U.S. Department of Agriculture is working to ease or modify regulatory burdens in regard to nutritional labeling. It has postponed until May 1994 the deadline for compliance with new food labeling regulations, due to be issued in final form in November of this year. In addition, a proposal will be made soon to increase the number of products that qualify for generic, pre-approved labels. The proposal will also permit the use of data base values in establishing nutritional content, rather than requiring individual analysis for each product. FMI

GROcery Dollars: Where Do They Go?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perishables</td>
<td>49.25%</td>
</tr>
<tr>
<td>Non-edible grocery</td>
<td>12.45%</td>
</tr>
<tr>
<td>Beverages</td>
<td>9.65%</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>8.26%</td>
</tr>
<tr>
<td>Snack foods</td>
<td>5.45%</td>
</tr>
<tr>
<td>Main courses and entrees</td>
<td>4.41%</td>
</tr>
<tr>
<td>General merchandise</td>
<td>4.18%</td>
</tr>
<tr>
<td>Health and beauty aids</td>
<td>4.01%</td>
</tr>
<tr>
<td>Unclassified</td>
<td>2.45%</td>
</tr>
</tbody>
</table>

A recently released survey indicates tough economic times are pushing more consumers to increase their coupon use. According to the Nielsen Clearing House (NCH) Promotional Services National Study of Consumer Attitudes, customers feel pessimistic about the economy's recovery and are changing their shopping habits and using more coupons to combat the recession. That pessimism at the beginning of 1992 is even stronger than it was in January 1991. In both 1991 and 1992 studies, consumers indicated increasing their use of coupons was essential during the economic slowdown. Manufacturers in 1991 embraced the trend by increasing their distribution of coupons to 292 billion. The average face value of the coupons was 54 cents—an 8 percent increase over 1990 averages.

Consumers in 1991 responded to the increase in distribution by redeeming a record number of coupons in 1991—7.46 billion—a 5 percent increase over 1990. Consumers savings totaled $4 billion in 1991—a 14 percent increase over 1990 coupon savings.

Almost 70 percent of those consumers who were already coupon users increased their use of coupons in 1991, and more than half of all adults surveyed used coupon more often. But nearly all consumers (94 percent) reported changing their shopping habits not only with coupon use, but in checking prices, avoiding large purchases, and cutting back on entertainment expenses. The NCH survey concluded the trend of consumers to modify their behavior and use coupons is not temporary. Consumers report they will continue to battle the sluggish economy by patronizing stores that accept coupons, taking advantage of double-coupon promotions, and using more coupons.

Shoppers modify behavior in tough times
Are you Ready for Summer?

Stock up on these favorites ...

Dixie
Foster
OPEN PIT
Van Camps
Gatorade
Kool-Aid
COUNTRY TIME.

HEADQUARTERS
30095 Northwestern Highway
Farmington Hills, MI 48334
(313) 626-8300

BRANCH OFFICES
Grand Rapids, Saginaw, Toledo,
Fort Wayne, Indianapolis,

paul inman associates, inc.
You can’t go wrong if it’s “Made in Michigan”

by Joseph D. Sarafa
Executive Director

This month, for one short week, May 18 through 23, we will celebrate Michigan Week. Michigan Week is an excellent time to appreciate not only all the wonderful products that are grown and produced in our state and sold in Michigan stores, but the items produced here and shipped throughout the country. They really put our state on the map and shipped throughout the country. Michigan has a lot to be proud of.

May 18 through 23 is retailers’ golden opportunity to share that pride with customers. There are lots of ways, as retailers, you can boost Michigan products in your stores. One way is to designate a ‘Made in Michigan’ section in your store, and promote the section and the products therein in your weekly mailers.

‘Made in Michigan’ point-of-sale signage is a definite draw for customers who may not have been aware of local products. Most people are happy to support the hard workers of our fair state. But to celebrate Michigan-made products just one week out of the year? Buying local products makes everybody feel good all year round. This is especially true of fresh produce. Who can resist sweet Michigan strawberries in early summer or succulent Michigan corn on the cob in August? Customers know they can’t get any fresher or any better. Use this to your advantage!

Customers also know the foods and beverages which were processed and manufactured here keep Michigan residents working. And it is up to all of us in Michigan’s food industry to support this philosophy. May 18 through 23 is a great time to celebrate “Made in Michigan,” but don’t forget the rest of the year! Promote Michigan-made products all year long!

CLASSIFIED

STORE EQUIPMENT FOR SALE. Excel­lent condition Electronic scale with tape. 16-tub ice cream freezer. 8-compartment Randell prep table. 3-compartment. 12-foot-long stainless steel sink. 10-foot devi case. 8-foot stainless-steel table with drawer. 12-inch meat slicer. Meat wrapping machine. Selling all at half price. Call Terry at 313-852-5030.

Statement of ownership

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The Grocery Zone by David Coverly

FOOD & BEVERAGE REPORT. MAY 1992 — 3

LETTERS

Here’s IntroMarketing’s dues check for $150 for the 1992 year. Thanks for all your good work in defending the food industry’s interests in Lansing and elsewhere. I was interested to read your last Legislative Report and to learn all about all the issues being debated. On Thursday, March 26, I will be in Lansing talking with a number of members of the Association of Michigan Demonstration Companies (AMDC). There is a chance that I will be meeting with Senator Gil DiNello and, if the opportunity is right, I will put in an AMDC plug against liquor privatization. I really appreciate reading all about the other legislation you have been working on, such as alcohol sale hours, gasoline/alcohol and food license fees. Keep up your good work on all these fronts. Without your voice in Lansing, I am afraid our industry would be much worse off.

Sincerely,
James A. Mirro
IntroMarketing

I am writing to let you know that I have written a letter to Congress­man Dingell in the hope that he will consider support for the repeal of the SOT tax placed on retailers. Hopefully, others have taken the time to try to gain support from their House representatives.

Very truly yours,
Raymond Martyriak
Ray’s Prime Meats, Trenton
Independent liquor stores boost sales for Michigan

By John Dagenais

We again present a listing of the top 30 SDD retailers in Michigan, showing their liquor purchases from the Michigan Liquor Control Commission for the calendar year ending Dec. 31, 1991.

A brief analysis and noteworthy comments are included, but we are quick to point out the report covers independent liquor store retailers and not the large chains with several SDD licenses.

However, Meijer Thrifty Acres stores in Royal Oak and Northville were over the $1 million mark, but they did not surpass the top two independent retailers—Woods Party Store Grosse Pointe Woods and Viceroy Market of Detroit, as the accompanying list will show. And Flick’s Package Liquor, Lambertville, taking our third spot, was just a few thousand dollars back of the Meijer giants.

To those reading this article who are not familiar with the Michigan package liquor license (SDD) order system, the liquor retailer orders from the LCC only those items that are carried by the Commission and are paid for in advance at delivery time. The SDD retailer pays all the built-in taxes. The Michigan sales tax is collected from the public at the time of sale.

Many of our Michigan liquor retailers can claim they did better in sales with their SDD beer and wine license and would be higher in the listings shown in this report, but our figures reflect only the “spirits category” sold to package liquor dealers.

It is interesting to note that a few package liquor stores in Michigan have done quite well because of their close proximity to other state borders and the Canadian crossing points into Michigan.

Flick’s Package Liquor of Lambertville in Monroe County is near the Ohio border and benefits from Ohio customers’ seeking lower liquor prices. Likewise, Ella’s Grocery and Gridi Beer Store, both of Erie, near the Ohio border, have done very well.

Walsh’s Party Store and Northgate Pharmacy, both of Port Huron, have gained considerable business from Canadian buyers crossing into the Upper Peninsula of Michigan.

On the other hand, Michigan SDD’s near the borders of Indiana or

See SDD/SDM, page 25

Top independent liquor retailer purchasers in 1991

<table>
<thead>
<tr>
<th>Store Name</th>
<th>City</th>
<th>Sales (1991)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woods Party Store, Grosse Pt. Woods</td>
<td>Detroit</td>
<td>$1,450,884.00</td>
</tr>
<tr>
<td>Viceroy Market, Detroit</td>
<td>Detroit</td>
<td>$1,302,586.00</td>
</tr>
<tr>
<td>Flick’s Package Liquor, Lambertville</td>
<td>Detroit</td>
<td>$1,043,556.00</td>
</tr>
<tr>
<td>B&amp;B Market, Detroit</td>
<td>Detroit</td>
<td>$940,426.00</td>
</tr>
<tr>
<td>Walsh’s Party Store, Port Huron</td>
<td>Detroit</td>
<td>$843,127.00</td>
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<tr>
<td>Showerman Party Store, Livonia</td>
<td>Detroit</td>
<td>$824,485.00</td>
</tr>
<tr>
<td>Northgate Pharmacy, Port Huron</td>
<td>Detroit</td>
<td>$755,716.00</td>
</tr>
<tr>
<td>Bottle &amp; Basket, Birmingham</td>
<td>Detroit</td>
<td>$724,446.00</td>
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<tr>
<td>Cloverleaf Market, Southfield</td>
<td>Detroit</td>
<td>$722,857.00</td>
</tr>
<tr>
<td>Maryland Beverage Shoppe, Detroit</td>
<td>Detroit</td>
<td>$653,102.00</td>
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<tr>
<td>Tradewinds Liquor &amp; Wine, Detroit</td>
<td>Detroit</td>
<td>$649,682.00</td>
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<tr>
<td>Glass Bottle Shop, Detroit</td>
<td>Detroit</td>
<td>$601,404.00</td>
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<tr>
<td>Nansi Corp., Livonia</td>
<td>Detroit</td>
<td>$571,785.00</td>
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<td>Busatti’s Variety Pack, Southgate</td>
<td>Detroit</td>
<td>$570,088.00</td>
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<tr>
<td>Glen’s Market, St. Marie</td>
<td>Detroit</td>
<td>$561,574.00</td>
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<tr>
<td>Ella’s Grocery, Erie</td>
<td>Detroit</td>
<td>$558,523.00</td>
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<tr>
<td>House of Liquor, Detroit</td>
<td>Detroit</td>
<td>$549,047.00</td>
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<tr>
<td>Gridi Beer Store, Erie</td>
<td>Detroit</td>
<td>$537,736.00</td>
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<tr>
<td>Merchant of Vino, Troy</td>
<td>Detroit</td>
<td>$536,722.00</td>
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<tr>
<td>Beverage Warehouse, Beverly Hills</td>
<td>Detroit</td>
<td>$536,475.00</td>
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<tr>
<td>Bacchus Wine &amp; Spirits, Kalamazoo</td>
<td>Detroit</td>
<td>$507,951.00</td>
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<tr>
<td>K&amp;D Deli, Detroit</td>
<td>Detroit</td>
<td>$505,370.00</td>
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<tr>
<td>Red Wagon Shoppe, Rochester Hills</td>
<td>Detroit</td>
<td>$500,456.00</td>
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<tr>
<td>Liquor &amp; Company Market, Detroit</td>
<td>Detroit</td>
<td>$484,254.00</td>
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<tr>
<td>Happy Hour Party Store, Detroit</td>
<td>Detroit</td>
<td>$479,990.00</td>
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<tr>
<td>Telkaif Market, Detroit</td>
<td>Detroit</td>
<td>$475,515.00</td>
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<tr>
<td>Big Ten Party Store, Ann Arbor</td>
<td>Detroit</td>
<td>$475,102.00</td>
</tr>
<tr>
<td>Hayes Market, Southfield</td>
<td>Detroit</td>
<td>$473,722.00</td>
</tr>
<tr>
<td>D&amp;W Food Center, Grand Rapids</td>
<td>Detroit</td>
<td>$466,034.00</td>
</tr>
</tbody>
</table>


Watch for new line of:
Tony’s Italian Pastry & Red Baron’s Family 12 Inch.
Since 1984 we’ve introduced over 16 new products—all packed by the most powerful merchandising machine in frozen foods today.

TONY’S PIZZA SERVICE
The Driving Force in Frozen Foods.

FOR SALES & SERVICE CALL 1-800-247-1533

4—FOOD & BEVERAGE REPORT, MAY 1992
DELICIOUS FRUIT JUICES from Fairlee

Made With Filtered Water and 100% Pure Fruit Juice Available In All Sizes

Have you tried a Fairlee lately?

Call or Write Regarding Dist. Available in MI • (313) 365-0203
"Government should exist to serve the people, not itself—and I will work non-stop to do whatever it takes to move Michigan and Ypsilanti in this direction," vows a capable Kirk Profit, second-term Democrat of the 22nd state representative district in Ypsilanti.

The energy that fuels Profit’s legislative fire is the people he represents. But if you think he’s nothing more than a man who possesses correct ideals fueled by empty promises, think again.

Profit, 39, is wise. He’s been through the ropes, up the ladder and around the block. He has a rich, diverse history both in and out of politics which—coupled with a youthful vibrancy—has allowed him the insight and know-how to get things done within the Michigan Legislature.

To fully appreciate the meaning of Profit’s accomplishments though, one must first understand the passion he feels toward his hometown of nearly 38 years—Ypsilanti, or “Ypsi” as he so affectionately calls it.

Because Profit—without a doubt—is “Ypsi” through and through.

Profit, a product of the Ypsilanti public school system, attended a grade school run by Eastern Michigan University, the Ypsilanti high school, and Eastern Michigan University, where he received a bachelor’s degree in philosophy and political science.

State Representative Kirk Profit

During his undergraduate work at Eastern, Profit worked part-time for several Ypsilanti-area police agencies in a wide variety of positions. He acclimated quickly to the world of law—as if it were destiny—and, before long, made plans for an eventual journey to law school.

Profit married shortly before he graduated, from Eastern in 1975, becoming a first-time father shortly before he entered the University of Detroit Law School a year later.

-profit says, “the best thing I’ll ever do in life is being a husband and having the opportunity and experience of being a parent. Nothing in the world compares or is quite like it.”

After a year of practicing law at a Ypsilanti-area firm, Profit was offered a position by then Washtenaw County Sheriff Tom Minick as legal advisor to the department. Seeing an opportunity to combine his intellectual knack for law with his practical background in law enforcement, Profit jumped at the chance to again serve the public.

Sheriff Minick, an elected Republican, was so quickly impressed by the young Democrat that only a year later he offered Profit yet another opportunity he couldn’t refuse—to serve as his undersheriff. Profit dutifully served as the sheriff’s “right-hand” for two years, from 1982 to 1984.

See PROFIT, page 27

RETURNABLES!

* gives an accurate count
* sorting and counting done at the same time
* provides inventory control
* covers dirty cans and bottles to keep odors down

Cost for 8 units = $319.60
53.20 x 25 bags per week = $80.00 x 52 weeks
= $4160.00 loss per year.

We have also come out with a plastic sleeve that can be used instead of the cardboard ones sold by the distributors. Plastic has the advantage of being stronger and washable. Also water from mopping the floor will not soak the bottom and cause it to sag like it does with the cardboard.

Now available PLASTIC SLEEVES - Sturdy and washable. Only $14.95 each plus shipping.

See PROFIT, page 27

6—FOOD & BEVERAGE REPORT, MAY 1992
Shaking up Michigan for a year!

It's the perfect blend of Seagram's Gin, citrus juices & natural flavors.

Mixed & ready to go... anywhere you go!

Enjoy the everyday low prices.
New products revealed at the 1992 Carnival of Profits Trade Show

Insignia Systems, Inc.
The Impulse Sign System
612-553-3200

Berne'a Food Service, Inc.
Yoplait Yogurt 5-ounce fat free, Fruit on the Bottom; International Delight Coffee Creamers
1-800-688-9478

Borden Ice Cream
HG “Lady Borden” Premium Ice Cream Square
313-871-1900

See NEW PRODUCTS, page 20

ATTENTION RETAILERS:
Special Taxes are due July 1
If you sell any type of alcoholic beverage you must each year pay a special occupational tax for each location from which you are making sales.

If you sell beer, wine or distilled spirits you must pay this tax. Currently the tax rate is $250 each year.

If by June 1 you have not received in the mail a notice with instructions on how to pay this tax, please contact your nearest office of the Bureau of Alcohol, Tobacco & Firearms (U.S. Treasury Department). In the Detroit area call 226-4762 between the hours of 8 a.m. and 12 noon.

INCREASE YOUR PROFIT POTENTIAL

Join us at our open house; let us show you how our food service concepts can add substantial profits to your operation. See the equipment in action. Taste the food. Talk to the factory representatives.

An Invitation For You to Increase Profits in "92"

SPECIAL SAVINGS ON EQUIPMENT PURCHASED AT THE OPEN HOUSE

Van Dyke Park Hotel & Conference Center
31800 Van Dyke - Warren, MI
Monday May 11th 2:00 pm until 9:00 pm
Tuesday May 12th 10:00 am until 3:30 pm

Conveniently located on Van Dyke Avenue between 13 & 14 mile roads on Detroit’s northeast side, a few miles north of I-696.

If you have any questions, please call (313) 369-1666 or (800) 899-9324.

Variety Foods Inc./Pic-A-Nut Brand
Munch-A-Roo and Cheese-A-Roo snacks
313-268-4900

Absopure Water Co.
New Cap 10 20-ounce bottle in four flavors: Natural, Lemon/Lime, Cherry/Raspberry, Wild Berries
459-8000

7Up Detroit
Diet Rite Tangerine, Peach, Pink Grapefruit, “Big Red”
313-917-3500

8—FOOD & BEVERAGE REPORT, MAY 1992
PARTNERS IN PROMOTION

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

Ed Zebrowski  
Consumer Products Sales Manager  
Monitor Sugar Co.

Tom Beckett  
President  
Capistar, Inc.

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

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

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

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Lottery kicks off spring with “Dreamboat Sweepstakes”

By Jerry Crandall
Michigan Lottery Commissioner

Michigan residents dream about owning a boat.

This spring, the Michigan Lottery will help fulfill that dream for some Lottery players with the new “Lotto Dreamboat Sweepstakes” promotion. Beginning May 6 through June 3, players can enter a second chance sweepstakes where the Lottery will give away 12 Michigan-made purpose pleasure boats.

To enter the “Lotto Dreamboat Sweepstakes” promotion, players send in a non-winning $5 Lotto ticket that is valid for a single Lotto drawing from May 6 through May 30. Each entry is good for one week’s drawing. The three winners will be announced every week from May 16 to June 6 on the “Michigan Lottery Megabucks Giveaway” TV game show.

Everyone’s a winner with the “Lotto Dreamboat Sweepstakes” promotion. We’re giving players a second chance to win a new and exciting prize and, at the same time, we’re promoting Michigan’s quality of life. Michigan’s tourist advantages, the boating industry and a Michigan-made product. But ultimately, the biggest winners will be the children of Michigan because the net revenues of the Lottery help finance K-12 public education.

Lottery’s new instant game “Spin to Win” offers players big prizes

Michigan Lottery players around the state will be “spinning to win” top prizes of $1,000. In addition to the Lottery’s newest instant game “Spin to Win” which went on sale in April, offers players a chance to win cash prizes worth up to $20,000.

The Lottery is celebrating 20 years of success, and we want to make it a fun experience for all of our players to say “thanks” for their support. “Wheel spins” around the state will add fun and excitement to our instant game lineup. We hope everyone gives the new game a try.

If a player uncovers three spin symbols on the “Spin to Win” instant ticket, they win the opportunity to participate in one of the “wheel spins” which will be held in various locations throughout Michigan in May and June. Top prize winners will get a chance to “spin the wheel” for top prizes, ranging from $5,000 to $20,000.

More than $9 million in total prizes is up for grabs in the new game. The overall odds of winning a prize in “Spin to Win” are 1-in-6.

“Spin to Win” is among several instant games on sale at Michigan Lottery retailers statewide including “Double Your Money” with a top prize of $5,000 and “Jackpot” which has a top prize of $1,000. In addition, the Lottery’s newest instant game “Softball,” which offers players a top prize of $100, will go on sale this month.

These games are going to be a lot of fun for everyone. It’s a great chance for you to sell lots of instant

See LOTTERY, page 25

Here Are Some Traffic Tickets You Won’t Mind Having.

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

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

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

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

So carry the games of the Michigan Lottery. They’re one kind of traffic ticket you’ll be glad to have.

For information on how to become a Michigan Lottery retailer, please return to Bureau of State Lottery, 101 East Michigan, Box 30023, Lansing, MI 48909. Or call (517) 335-5600.
We love it when shoppers come to you, looking for us. But we know it doesn't happen automatically. That's why we pack freshness into everything we sell.

Taste is what's important. It's what keeps shoppers reaching for Berne'a Brands and that familiar blue and white Michigan Brand Cottage Cheese container, Yoplait Yogurt, Chef Berne'a deli salads, culture products and fresh pizza.

Shoppers have come to expect consistent flavor, texture and wholesome goodness from the Berne'a Food Service lineup. We won't let them down.

And you'll like it when they stop by your place to look us up!
The history of Roll Rite Corp.

Roll Rite Corp. was established in 1976 as Custom Steel Fabricating by Tim Searfoss. The small business grew until in July 1991 Custom Steel incorporated under the name Roll Rite Corp.

The company started out manufacturing the IRONWOOD line of wood heating units; boilers, furnaces, fireplace inserts, and radiant heaters. The line of wood heating equipment was designed by the company’s owner Tim Searfoss. The company also fabricated many custom items: trailers, wood splitters, hydraulic hoists and snow blowers.

In 1989 when Michigan enacted a tarp law requiring trucks carrying loose loads to be tarped, Tim designed an electric tarp system. This electric system, operated from the driver’s seat, was superior to systems requiring the driver to manually hand crank the tarp. Roll Rite tarp systems are currently being sold nationwide and in Canada.

Tim’s design abilities were again utilized in 1991 by his cousin Ken Searfoss. Ken, owner of Ken’s IGA in West Branch, had been trying to find an accurate way to fill his returnable can/bottle bags. Ken knew he was losing money with the volume method.

Tim and Ken set out to design a method that was fast, accurate, easy to use and reasonably priced. The result is the X-Act Count 240. The X-Act Count 240 is a molded plastic body that sets on the cardboard sleeve used by most stores. The cans/bottles are pushed through a hole in the body which activates a flipper attached to a counter. When the appropriate number is reached the bag is removed and sealed, ready for return to the distributor. The store owner is reimbursed for each and every bottle/can returned—the guess work is ended. Flat or smashed cans and bottles that add nothing to the volume method are accurately counted and paid for.

A newly developed electronic X-Act Count was recently introduced. With the electronic model can/bottles are simply dropped through a hole rather than pushed through. While the electronic model is more costly than the manual model, it provides faster use in high volume operations.

Michigan wine comparison

Michigan wines compare favorably with many traditional choices. Throughout the year, but especially during Michigan Week, retailers can offer a wide variety of Michigan wine options to their customers.

If your customers are thinking about choosing: Recommend:

<table>
<thead>
<tr>
<th>白葡萄酒</th>
<th>Good Harbor—Vignoles</th>
<th>L. Mawby—Vignoles</th>
<th>Seven Lakes—Vignoles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chardonnay</td>
<td>Chateau Grand Traverse—Chardonnay</td>
<td>Madron Lake Hills—Chardonnay</td>
<td>Tabor Hills—Chardonnay</td>
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<td>Chablis</td>
<td>Boykystel—Soleil Blanc</td>
<td>Berrien Vintners—Berrien White</td>
<td>St. Julian Village Wine</td>
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<tr>
<td>Lesbirlaume/Pinot</td>
<td>Good Harbor—Trifium</td>
<td>Warner—Goldleaf</td>
<td>Seven Lakes—Caly Lake White</td>
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<tr>
<td>Reisling</td>
<td>Chateau Grand Traverse—Reisling</td>
<td>Good Harbor—Reisling</td>
<td>LENMA—Reisling</td>
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<td>Petruporter</td>
<td>Leelanau—Spring Splendor</td>
<td>Leelanau—Winter White</td>
<td>Tabor Hills—Classic demi sec</td>
</tr>
<tr>
<td>Vouvray</td>
<td>L. Mawby—Sandpiper</td>
<td>Tabor Hill—Berrien Blush</td>
<td>Good Harbor—Calyppso</td>
</tr>
<tr>
<td>Blassh (White Zinfandel)</td>
<td>Tabor Hill—Village Blush</td>
<td>St. Julian—Chancellor Noir</td>
<td>Fenn Valley—Chancellor Noir</td>
</tr>
<tr>
<td>Cabernet Sauvignon/Burgundy/Bordeaux</td>
<td>Leelanau—Autumn Harvest</td>
<td>St. Julian—Village Red</td>
<td>Leelanau—Pinot Noir</td>
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<td>Pinot Noir</td>
<td>Leelanau—Winter White</td>
<td>Tabor Hills—Classic demi sec</td>
<td>Madron Lake Hills—Pinot Noir</td>
</tr>
<tr>
<td>Chablis</td>
<td>L. Mawby—Big Two Heart</td>
<td>Warner Vineyards—Champagne</td>
<td>St. Julian—Village Red</td>
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<td>Champagne</td>
<td>Fenn Valley—Champagne</td>
<td>Sharon Hills—Champagne</td>
<td>Warner Vineyards—Champagne</td>
</tr>
</tbody>
</table>


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Awrey Bakeries rises to long tradition in Michigan

Southeastern Michigan just wouldn't be as sweet without Awrey Bakeries, Inc., a company that has risen from the kitchen of one resourceful woman who stumbled on grocery shelves that consumers have proved can't live without.

Mr. and Mrs. Fletcher Awrey arrived in Detroit from Essex County, Ont., in 1890 with little to call their own but their health and their four young children. When a job opportunity for Mr. Awrey failed to materialize, his wife Elizabeth found income for the family by baking bread to sell to the neighbors. Sons Elton, Wilbur and, later, Thomas pedaled their bikes around the neighborhood and sold the goods.

When demand for the bread exceeded neighborhood and sold the goods. Awrey Bakeries rises to long tradition in Michigan

Decades of lots and downs have brought the company to where it is today—one of the largest family-owned businesses in the country.

Mr. and Mrs. Fletcher Awrey are also the company's vice president of public relations, and his son Tom Awrey is executive vice president and COO and acting president.

Fletcher took over. Thomas' son Bob Awrey is now chairman of the board and CEO. Bob's wife Betty Jean Awrey is vice president of public relations, and his son Tom Awrey is executive vice president. Nitschke and John also have an active role in the business.

Awrey Bakeries' most popular retail items are its Date Nut Pastries, Long John Coffee cake, Glazed Buttermilk Dunkers, and Tom Awrey's personal favorite, the individually wrapped Danish. "We're famous for our Danish," he says. "I think we make one of the best Danish in the country."

Although Awrey Bakeries' baked items are a mainstay on Southeastern Michigan grocery shelves, the fresh retail products make up only about 10 percent of the company's business. Frozen baked goods for industrial use throughout the country (restaurants, hotels, airlines, etc.) fill the other 90 percent. From its Livonia bakery, the company cooks up more than $40 million in annual sales.

But business hasn't always been sweet at Awrey Bakeries. Last year, the company shed 17 percent of its workforce, including 172 salaried employees, and 275 hourly employees, who were paid an average of $9.88.

"It was a decision we'd made not to go into a new business," says Awrey. "That was a mistake on our part. We goofed."

But the experience was an eye-opener for the company.

"The public reacted far stronger than we thought they would," says Awrey, adding then the management realized, "That 10 percent of our volume was an important part of our business."

Today, the long-time favorites are back on the store shelves, much to the delight of customers, retailers and Awrey Bakeries.

"We consider ourselves very fortunate that we were received so positively," says Awrey. "We've always been retailers at heart. It's part of our history. We've always been part of the retail market and we're very pleased and proud to be part of it again."

Although Awrey Bakeries still produces the product, sales, marketing and distribution have been taken over by Veri- best Baking as part of Awrey Bakeries' new effort to streamline the operation. A new bread is baked elsewhere. And a restructured management team has since taken over the company reins, emphasizing continuous improvement and quality management.

Not all companies are suffering during these difficult economic times. In fact, the recession has been particularly good to check verification companies.

Retailers are concerned now, more than ever, about check fraud. With the unemployment rate rising and job security decreasing, it is not unusual for retailers to see more hot checks and a cold retail market.

The number of subscribers calling TeleCheck Michigan, Inc., the state's largest check guarantee company, to verify a customer's checking history is up 45 percent over last year, according to Arthur Nitzschke, president of the company. Nitzschke says this is a sign that retailers and other businesses may have been burned by bad checks.

With offices in Lansing, Flint and Grand Rapids, as well as its headquarters in Southfield, TeleCheck serves over 4,200 Michigan subscribers. This year, they expected to place more than 2.3 million calls to verify over $280 million in checks. The calls to TeleCheck are placed by telephone, point-of-sale terminals or electronic cash registers. TeleCheck draws upon a sophisticated computer system, which obtains information from financial institutions as well as merchants, to record in and update its database.

According to Nitzschke, the number of uncollectible checks, including closed accounts, lost/stolen checkbooks and fraudulent checks, has increased steadily throughout the stagnant economy. With the number of uncollectible checks accounting for 30 percent of all returned checks, more and more retailers are using the services of check guarantee companies as a preventative measure against check fraud.

"We noticed an increase in the number of bad check writers," said Noori Antone, co-owner of Giant Food Center in East Detroit and a TeleCheck subscriber since February 1992. "Because of the large number of bogus checks returned to us, we had to turn away business from people writing checks after closing hours since we could not verify these checks. With TeleCheck's services, we can verify a check any time of day, every day of the week."

Several TeleCheck subscribers use its services as a pre-active approach to bad check writing, which means something other than what probably first pops into people's minds.

The bakery itself recently got an overhaul, too, in the form of $2.5 million worth of new production equipment designed to enhance the quality of the Danish and other products.

But one thing at Awrey Bakeries that probably won't change for a while is its trademark windmill logo, which means something other than what probably first pops into people's minds.

"Everybody thinks we're Dutch," laughs Awrey. "But we're not."

The windmills, which impressed Awrey's great aunt during a trip to Holland, symbolize the milling of wheat in a wholesome fashion and the Dutch tradition of cleanliness—ways of doing business the Awrey family has tried successfully to achieve.

And that won't change, either.

Tom Awrey supervises the production of delicious Almond Crunch Dunkers.

TeleCheck provides peace of mind

According to COLLECTOR magazine, in the United States approximately 482 million checks bounce in 1990, totaling $14 billion for the year. On average, Americans write over one million checks daily that are subsequently dishonored by U.S. banks.

"With statistics like these, retailers cannot afford not to subscribe to a check verification company," Nitzschke said. "TeleCheck guarantees to pay any bad check it approves. Typically, subscribers get back more from refunded bad checks than they paid in fees to TeleCheck. It just makes economic sense."
Can't Beat
The Real Thing.
Beet Sugar Week declared in the state of Michigan

By unanimous decree of Michigan's House, Senate and Gov. John Engler, March 27 through April 4 has been designated as "Beet Sugar Week in Michigan." A reception was held on Wednesday, April 1, 1992, in the Senate Committee foyer area of the Capitol Building to honor the occasion.

The day-long event began with a proclamation by Senate Majority Leader Dick Posthumus on the floor of the Senate. At 12:00 noon, Engler officially declared 'Beet Sugar Week In Michigan' and opened the reception by cutting the dessert buffet's centerpiece, a 35-pound "sugarbeet" cake. More than 400 guests and representatives of Michigan's beet sugar industry attended the event. Speaker of the House, Lew Dodak made the official House proclamation on the floor of the reception later that afternoon. Representing the industry and accepting the proclamations were: David H. Roche, executive vice president/COO of Michigan Sugar Company of Saginaw, Donald Keinath, vice president of the Great Lakes Sugar Beet Growers Association, Robert Hetzler, president/CEO of Monitor Sugar Company of Bay City and Ray VanDriessche, president of the Monitor Sugarbeet Growers, Inc.

The day's activities were developed in recognition of Michigan's beet sugar industry which provides thousands of jobs and more than $450 million in economic activity to the state each year. The reception included an eloquently detailed dessert buffet table consisting of custom-designed cakes representing Michigan's major industries and natural resources, as well as a wide variety of pastries, cakes and candies—all made of 100 percent pure Michigan beet sugar.

Gov. John Engler officially opens the 'Beet Sugar Day At the Capitol' reception by cutting the "sugarbeet" cake as the reigning Sugar Queen, Vickie Holland of Unionville, prepares to receive the more than 400 guests attending the April 1 reception honoring Michigan's beet sugar industry.

AFD to sponsor seminar about ADA

Associated Food Dealers of Michigan is proud to team up with the Greater Detroit Chamber of Commerce Food Industry Council July 22 for an important seminar entitled "How to Comply with the Americans with Disabilities Act."

It is one no retailer should miss, as compliance is required by July 26, 1992.

The seminar will run from 8:00 a.m. to 11:30 a.m. at the office of the Greater Detroit Chamber of Commerce, 600 West Grand Boulevard in Detroit. Admission is $10 and checks should be sent to the chamber.

For more information call Bob Guerrini at the Chamber, 964-4000, or Joe Sarafa at AFD, 557-9600.
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Mazen Foods opens in Detroit

New traffic signals may be in order near 6 Mile and Gratiot—not on the road, but inside Detroit's newest supermarket, Mazen Foods, where overwhelming customer response has created a virtual grocery-cart gridlock.

The customers buzz from aisle to aisle, counter to counter, shouting praises for the city's first new store of its kind in some 20 years. And part-owner Faris (Frank) Jaddou greets every one with a warm smile, a strong handshake, a teasing wink and giggle, or sometimes even a hug. "We're excited about the people who support us," says Jaddou. "And the customers are excited, too.

"I really love this store here," says customer Denise Collier, citing the new prepared food and deli department as a pleasant surprise. Another customer swore that because the store's prices were so low, the store must be trying to move all its groceries out in one day.

Although Mazen Foods just opened in March, the store is always packed with customers because many have been loyal to the Jaddou brothers, Frank, Joe, Steve, Julian and Neal, for years. The Jaddous had already established their reputation at a store just down the road, Gratiot Super Foods, which they have owned since 1983.

Spartan Retail Operations Manager Bernie Hewitt agrees the new Mazen Foods offers the customers a lot to be excited about.

"I have never heard so many positive things from the customers. They thought this was the greatest thing that ever happened to this part of the city," says Hewitt, adding one customer told him he traveled 12 miles to shop at Mazen Foods.

"Spartan people are the best there is," says Jaddou. "They call themselves the fresh food people, but they're the people people, too." Among the things that attract the droves of customers to Mazen Foods are the fresh-daily produce, fish and meats, and beer and wine. A long counter filled with dozens of prepared food and deli items is also a huge draw, as samples of freshly cooked delicacies entice customers not only to try, but to buy.

Jaddou admits at first he had doubts about what has now become one of the store's most popular features. "I was scared. In the old store we didn't have that department," says Jaddou, adding that his fears of the deli's failure were quickly dispelled. "The people in the back can't keep up."

In addition to groceries, the store also serves customers with a pharmacy, check-cashing and lottery. Mazen Foods also treats customers to a few extra surprises, like a t.v. set at each of the 10 checkout aisles, and rap and urban dance music piped over the p.a. system. Both give the store an upbeat atmosphere.

Jaddou regrets the store doesn't have WIC, due to minor cashier errors, but said it surprisingly hasn't hurt business at all. "When God takes from someplace, God gives someplace else," he says.

That philosophy has carried the Jaddou family through a very sad time. Their 23-year-old brother Mazen was killed in a car accident last July. But one week later, another male was added to the Jaddou clan when Frank Jaddou's wife gave birth to a son. The couple named the baby Mazen.

The elder Mazen's death also answered the family's difficult question of what to name the store. "We dedicated this store to him," Jaddou says. "He's watching everyone upstairs with God."

Indeed, it seems as though Mazen Foods has a guardian angel, not just for the success it is bringing the Jaddou brothers, but for the joy and hope the store brings to the residents of its bleak neighborhood. Not only has it given hundreds a clean, friendly, safe, well-stocked place to shop, it has given jobs to about 60 hard-working people.

Mazen Foods is also bucking the trend of businesses' mass exodus of Detroit. As Jaddou puts it, there was no reason to leave. "There's still life in the city."

Michigan Chamber honors environmental excellence

Monitor Sugar Company is one of the first winners of the Michigan Chamber of Commerce Environmental Quality Award. The food-processing sugar manufacturer was recognized for reducing the pollutant loadings in discharge water by 99 percent while doubling its production of sugar.

Monitor Sugar tied with Dow Chemical Company as the winner in the Chamber's Region IV, which covers the East Michigan thumb. Winners were announced at the chamber's sixth annual Environmental Regulations Conference and Expo in Lansing. Companies were judged on a number of criteria, including innovation, creativity, community involvement, research and jobs created or saved.

"The Michigan Chamber is pleased to recognize those who are helping guarantee that our unique environment continues to be an asset to those seeking to do business here," said Michigan Chamber of Commerce President James Barrett. "We had many excellent entries and look forward to recognizing businesses annually for going the extra mile to protect Michigan's environmental resources."

The Chamber cited Monitor Sugar's dedication to water quality and reuse for its honor.

The company developed and installed an anaerobic treatment system that holds 1.5 million gallons of water. The biological system is designed to remove 45,000 pounds of Biochemical Oxygen Demand present in discharge wastewater. The system reduces sugar molecules to methane gas. It reuses 200,000 gallons of water per day in its factory process.

Also, new technologies employed by Monitor Sugar have reduced the number of odor-related complaints. "We've developed a good relation with the community," said Monitor Sugar President and CEO Robert L. Hetzler. "It's an educa-
Faygo® Introduces A Festival In A Bottle.

And You’re Invited To Celebrate All The Way To The Bank.

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

Sample Delicious New “Cherry Festival” in Faygo® Booth 400 At The AFD Trade Show.
As summer approaches, people all across Michigan will be out enjoying picnics, sporting events and family outings. During these occasions, Michiganders will eat nearly 16 million pounds of snacks made by Frito-Lay. The majority of these snacks are made in Michigan at the company’s Allen Park manufacturing plant. Every day, technicians, quality assurance personnel, packers and distribution workers produce hundreds of thousands of bags of your favorite snacks.

The Allen Park plant makes such well-known snacks as Lay’s and Ruffles potato chips, Fritos corn chips, Tostitos and Doritos tortilla chips. Each of these snacks are made by employees who take pride of ownership in the snacks they make and are determined to make the finest quality snacks one can find on any store shelf.

Sometimes that means changing a well-known product just slightly to meet consumers’ changing tastes. For example, on May 2, Frito-Lay will change Nacho Cheese Doritos tortilla chips to Nacho Cheese Doritos tortilla chips. Doritos tortilla chips are the top-selling snack in the U.S. with retail sales of $1.3 billion last year. Nacho Cheese Doritos tortilla chips have been around since 1972 and now Frito-Lay is taking the best and making them even better.

Nacho Cheese Doritos have a milder cheese seasoning that’s made with more cheese and there’s also more seasoning on each chip. In taste tests, consumers picked Nacho Cheese Doritos tortilla chips over the original two to one. And they’re being made in Michigan at the Allen Park plant.

On May 2, hundreds of Frito-Lay employees will be at retail store parking lots, sporting events and concerts all across the state of Michigan to sample the new Nacho Cheese Doritos tortilla chips. They’ll be joined by some 26,000 other Frito-Lay employees in all 50 states as 5 million consumers are sampled. It’ll be the world’s largest single-day sampling event ever!

So stop by your favorite store May 2 and say hello to Frito-Lay employees and try new Nacho Cheese Doritos tortilla chips.

Association launches salad celebration

May is National Salad Month and to celebrate, the salad dressing industry is launching a new campaign complete with colorful logo and point-of-sale materials intended to promote salad sales and related items in retail and foodservice markets.

"We think National Salad Month is a grocer’s promotional dream," says Mike Levin, associate director for The Association for Dressings and Sauces, the founding organization of National Salad Month.

Citing the virtuous nature of the salad itself, Levin believes promotion-savvy retailers can make cash registers sing with National Salad Month.

"Think of all the food items consumers now put in their salads. The cross-merchandising and special event possibilities are staggering," according to Levin. Produce, meat, dairy and deli departments are all candidates for National Salad Month promotion. "And don’t forget the salad bar! If I were a retailer I’d dress up the salad-wagon fast," said Levin.

The Association for Dressings and Sauces and National Salad Month co-sponsor, The California Walnut Marketing Board, are providing point-of-sale items promoting National Salad Month. They include: a handsome 18-inch x 24-inch full-color salad poster; matching table tents (for in-store foodservice operations); and colorful National Salad Month buttons and balloons.

The Association for Dressings and Sauces is planning to expand the National Salad Month promotion next year to include a consumer brochure of new maindish salads and a retailers promotion planner and contest. For more information on National Salad Month and to order premium items, call 404-252-3663 or write: National Salad Month, c/o The Association for Dressings and Sauces, 5775-G Peachtree Dunwoody Road, Atlanta, Ga. 30342.

New products unveiled at the Carnival of Profits Trade Show

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AFD ON THE SCENE

Retailers in their stores

AFD Executive Director Joe Sarafa hit the road last month to visit retail members in their stores. Each visit proved to be an enlightening exchange of views and information, as well as an opportunity for an informal and friendly chat.

Sam Asker, left, of Vella's Market stops by the Lawndale Market to visit owner Hazim Samaan. Competitors yet friends, the two often discuss industry issues of concern.

Anthony Turner, right, of Super Qwik Market meets with Ron Hall of New Detroit to discuss minority business issues.

Grand Haven's Seaway Party Store employees Gary Walters, left, and Matt Holmes work the night shift.

Joe Sarafa found Tina Devine at the helm at Spinner's Corner Grocery Store in Grand Haven.

Politician addresses board

Rep. Mike Bennane (D-Detroit) attends a meeting of the AFD Board of Directors to discuss the pros and cons of licensing retailers who sell tobacco.

Answers to labeling questions

Confused about what to do or what not to do with your nutrition labels? Some commonly asked questions and their answers are found below.

I'm developing brand new point-of-sale materials. What should the nutrition label look like? The nutrition label can follow one of two formats.

**Green Beans**

<table>
<thead>
<tr>
<th>Serving Size</th>
<th>1/4 cup cut beans (83 g) (3 oz.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories</td>
<td>14</td>
</tr>
<tr>
<td>Protein</td>
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<tr>
<td>Carbohydrate</td>
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</tr>
<tr>
<td>Fat</td>
<td>0 grams</td>
</tr>
<tr>
<td>Sodium</td>
<td>0 milligrams</td>
</tr>
<tr>
<td>Dietary Fiber</td>
<td>3 grams</td>
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<tr>
<td>% of U.S. RDA</td>
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<tr>
<td>Vitamin A</td>
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<td>Vitamin C</td>
<td></td>
</tr>
<tr>
<td>Calcium</td>
<td></td>
</tr>
<tr>
<td>Iron</td>
<td>* less than 2% U.S. RDA</td>
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</table>

Green Beans Serving size: 1/4 cup cut beans (83 g) (3 oz.). Per serving: 14 calories, 1 g protein, 2 g carbohydrate, 0 g fat, 0 mg sodium, and 3 g dietary fiber.

If you would like examples of nutrition labels for other fruits and vegetables, contact Julie Stewart or Leigh Ann Better at PMA's Information Center, (302) 738-7100.

Remember, however, not to invest a lot of money in new labels. This fall, FDA will finalize a new nutrition label format that will become effective in May 1993. Based on public response, FDA may change the way a nutrition label looks, revise the list of nutrients on the label, and replace U.S. RDAs with a new standard. Therefore, print only enough materials to last you through May 1993.

It is imperative that retailers post nutrition labels on the top 40 fruits and vegetables in their stores, even though the labels will be changed next year. FDA evaluators will be checking 2000 stores across the country later this year. If fewer than 60 percent of the stores are in compliance with the labeling guidelines, nutrition labeling for fresh produce will be mandatory and retailers will be held liable.

What must I do right now to be in compliance with current labeling guidelines? To be in compliance, retailers must (voluntarily) supply nutrition information on the top 40 fruits and vegetables either through a poster, a notebook, consumer brochures, leaflets, or signs. Retailers can meet their labeling requirements through PMA’s *Nutrition Edge*. Remember, if substantial compliance is not met, labeling of these top 40 items will become mandatory.

Do growers, shippers, or suppliers of value-added produce have to label fruits and vegetables? Only produce retailers are subject to requirements for labeling fresh fruits and vegetables. Growers and shippers are not required to label fresh produce and, currently, value-added packaged produce items are not subject to labeling requirements. If labeling is desired, however, the same nutrition information as that given for the top 40 fruits and vegetables should be used. The objective is to give the consumer the same nutrition information on a 5-pound bag of potatoes as on the retailer’s store sign or consumer brochures.

Can I label fruits and vegetables that were not identified as one of the top 40 produce items? The nutrition values for the 40 fruits and vegetables published last fall by FDA are approved for nutrition labeling. Nutrition values for other produce items should be submitted to FDA for review. PMA has submitted nutrition values for 11 additional commodities to FDA. These labels may be used by the produce industry and are available through PMA’s Information Center. If nutrient values not submitted to FDA are used to label fruits and vegetables, you may be subject to mislabeling penalties.

When will there be nutrition information on other fruits and vegetables? FDA is currently revising its guidelines for nutrition research—including statistical treatment of nutrient data. Not until these criteria are finalized this spring will PMA consider analyzing additional commodities. If you have any additional questions, contact Elizabeth Pivonka at 302-738-7100.

How to communicate with your senators and representative:

Call the Capitol switchboard (202) 224-3121 and ask for his or her office, or write The Honorable (full name), United States Senate, Washington, D.C. 20510; or The Honorable (full name), United States House of Representatives, Washington, D.C. 20514.
Jaeggi Hillsdale County Cheese

Jaeggi Hillsdale County Cheese is the newest entry in the Michigan cheese market.

Brand new, the company was started by father and son Joe F. and Joey D. Jaeggi in the last week of February. It is located in the country, south of Reading and north of Camden in Hillsdale County.

The Jaeggi team, originally from Wisconsin and cheesemakers all of their lives, operate the plant exclusively for all the Amish milk producers in the area of Michigan, Indiana and Ohio—approximately 125 to 150.

In addition to Jaeggi Hillsdale County Cheese's wholesale operations, the product is retailed at the plant's own little cheese store "haus," where customers can watch the daily procedures of both of the Joes making quality cheeses.

In addition to the Joes, the plant's six or seven employees from the area currently produce muenster and brick cheeses with plans for many other varieties for the cheese store and buyers.

For more information about Jaeggi Hillsdale County Cheese, write to 6211 Dimmers Rd., Reading, Mich. 49274. Or just "stop in and say 'hello.'"

Brede, Inc.

Horseradish

Thanks to fads, condiments have come and gone. But Michigan consumers have stayed true to Brede Horseradish since 1923.

Brede, Inc., was started in Detroit by Edwin Brede, father and grandfather, respectively, of John and Mike Brede, who run the company today.

Brede produces hundreds of thousands of cases of horseradish each year for its territory east of the Mississippi River. The horseradish is made from the horseradish roots shipped from St. Louis. The root, considered an herb, is cleaned before being ground with vinegar and salt, and then bottled. The company also makes a cocktail sauce, a horseradish sauce called Deli Dressing, and a horseradish mustard. Brede's products are sold through institutional, wholesale and retail outlets.

For more information about Brede, Inc., call 273-1079.

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America One

Pepsi turns “right side up”

On April 28 and 29, a highly unusual event took place at Pepsi. All the warehouses in Detroit and Milan and the Troy offices on April 28, in effect, closed down. Warehouses in Pontiac, Howell, Saginaw, Flint and Port Huron closed April 29.

Pepsi says the company’s rapid, dramatic growth is because of its retail and restaurant customers—its bridge to the consumer. As it stands poised at the next stage, Pepsi believes it vital to step back, and with every single one of its people, focus on what has gotten Pepsi to where it is, and what would serve it best in the future.

What Pepsi did April 28 and 29 was to rededicate the company, and re-educate the employees—every one, from the mail room to board room—about the importance of serving its customers properly.

The concept is called turning the company right side up. It means giving attention and support to customer needs, and eliminating virtually every process or practice that doesn’t contribute directly to retailers satisfaction with Pepsi’s products and services.

Managers were in touch with retailers the week prior to turning the company right side up so no service was interrupted.
Raad Ayar: new face on the AFD board

New AFD board member Raad Ayar believes strongly in communication. It is a way of doing business that has brought him success in his two stores and a belief that he hopes will add to AFD’s success, too.

As a new board member, Ayar says he would like to see AFD get even closer to the retail members, a reflection of his personal goal which is always to do better.

Ayar, a 10-year AFD member, has owned Harper Food Center in Detroit since 1980, and purchased Harvest Foods in Dearborn Heights last year. He lives in Farmington Hills with his wife and four children, and divides his time between both stores.

It is his goal of doing better which makes him so sensitive to communicate in his stores. Listening to the customers and running the business according to the customers’ needs, Ayar says, is Harvest Foods’ niche.

“Finding a niche is the key to my success,” he says. “This store here is big enough to service the customers and small enough to satisfy their needs.”

One of the things customers get at this store that they may not at the surrounding larger chains is personal attention, which is a benefit in several ways.

“We get a lot of comments about how friendly we are,” Ayar says. explaining the kindness stems from Harvest Foods’ small-store attitude.

Also, he says, his store can react faster to customers’ requests and needs.

“It’s harder for (the larger chain stores) to act as quick as we can,” Ayar says. “Customers say, ‘Oh, thanks. You were able to do this for me.’

“My store is smaller than the competitions’, but I try to give the customers something they can’t.”

But Harper Foods in Detroit is surrounded by other independent grocery stores, so Ayar takes a different approach to doing business there. Cleanliness is emphasized and the removal of beer and wine added to its reputation as a safe, family-oriented place to shop.

“People thought I was crazy to get out of beer and wine, but it worked for me,” Ayar says.

Ayar’s focus on his customers also finds its way out of the stores and into his customers’ communities. Through his stores, he is frequently involved in block parties and church events, sponsors sports teams and participates in town meetings.

“Again, it’s a case of what big businessmen can’t do and what small businessmen can do,” he says.

Wanting to further the cause of the small-business owner, it was natural for Ayar to get involved in AFD.

“AFD is a great association and the message is there that they’re there to do things for small-business people—the retailers,” he says. “All we need to do is to get the members involved.

“AFD does a lot of things that the members don’t realize they’re doing,” he adds. “And if they did, we would be twice as big in no time.”

It’s obvious Ayar is strongly committed not only to his businesses but the industry as a whole. But working 80 hours a week in his store, where does he find the time to pursue both?

“You’d be surprised once you commit to something how far you can go,” he says. “I love what I’m doing. To me, it’s not work, it’s art and I love doing it.”

UPDATE
from page 1

The Product Liability Fairness Act

A Senate vote is expected at any time on the Product Liability Fairness Act (S. 640). This is the first time in years that the full Senate will vote on product liability reform. This bill, introduced last year by Sens. Kasten, Rockefeller, and Danforth, contains a fault-based liability standard for non-manufacturing product sellers which will reduce the exposure of innocent wholesale and retail grocers to product liability suits and reduce legal and insurance costs.

S. 640 was introduced in the Senate last year and now boasts 36 cosponsors. It was approved by the Senate Commerce Committee last Fall and is now on the Senate calendar.

Food stamp trafficking

A joint hearing was held by three House subcommittees on the subject of food stamp trafficking and the Agriculture Department’s Electronic Benefits Transfer (EBT) initiative dealing with the electronic transfer of food stamp benefits. Among the purposes of the hearing was to examine the potential effectiveness of an EBT system in combating food stamp trafficking and abuse. An official of the Agriculture Department estimated that about 3,000 retailers out of the 220,000 authorized by USDA to accept food stamps may be engaged in food stamp trafficking. He said, “Supermarkets make up about 15 percent of the store authorized to accept food stamps but handle almost 75 percent of all food stamps redeemed. Generally, they have adequate internal controls in place to prevent program abuse.” It was pointed out that food stamp trafficking is often tied to other criminal enterprises such as theft and fencing rings or drug trafficking operations.

Striker Replacement Legislation (H.R. 5, S. 55)

This bill stalled in the Senate following the July 1991 House vote which fell short of the votes necessary to override the promised Presidential veto. In recent weeks, organized labor has begun applying pressure to uncommitted senators, threatening to withdraw labor support from any who oppose the bill. This bill may come to the Senate floor anytime after the March 29 economic deadline but Democrats are expected to hold the vote to force a “timely” veto closer to the November election. Every grocer should call both Senators to urge a “no” vote on S. 55.

7UP OF DETROIT ANNOUNCES
Wisconsin were not able to give better prices or compete to any successful degree in liquor prices. Liquor retailers near the Indiana border tell us they see Michigan customers go to Chicago for cheaper prices, so why wouldn’t potential Indiana customers do the same? It is interesting to note that recent Liquor Control budget cuts hit the Michigan LCC’s border patrols which guarded against illegal transportation of alcohol products from nearby states.

The average yearly liquor orders to Michigan’s LCC from approximately 4,100 operational package liquor outlets is a little more than $100,000—so you can see that our listing includes the very best of the Michigan package liquor stores. The total SDD license sales for Michigan this past year was $409,116.32.80. Recession and all other factors resulted in a decline in liquor sales, but Michigan could still point to a better record than many other states.

Wayne County had total sales of $143,490.888.85. Oakland County recorded sales of $51,560.15. Macomb County registered sales of $32,431,518.00. Kent County posted about $11 million, Washtenaw County had almost $12 million; and Ingham County had nearly $11 million. Genesee County rang up sales of approximately $19.5 million. Forty-two counties out of Michigan’s 83 counties recorded more than $1 million in annual sales.

Lottery

Over 76,000 players win big in Lottery’s first “Cash 5” drawings

Thousands of players are winning big cash prizes in the Lottery’s hottest new game—“Cash 5.” In just the first five drawings, eight lucky players each won the $100,000 top prize, and more than 76,000 players won cash prizes for matching three and four of the five numbers.

We’ve had an overwhelming response to this new game. Based on market research and feedback from our players and retailers we believed “Cash 5,” which offers a substantial cash prize and a payoff for matching three, four and five numbers, would appeal to many people. And it has.

We expect “Cash 5” sales will continue to contribute to a trend of increased Lottery sales so far this fiscal year, including a more than 35 percent increase in instant ticket sales. We attribute the large increase in instant game sales to our new multiple-game marketing strategy implemented last year.

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

COMING EVENTS

May 8-12: Performance Skills I. Atlanta, Ga. For information call 202-452-8444
May 14-17: SIGMA convention Amelia Island, Fla. For information call 703-699-7000
June 1-4: FMA Floral Tour Starts in Cleveland, Ohio, ends in Columbus, Ohio. For information call 302-738-7100
Aug. 3: AFD Golf Outing. For information call 557-9600
Aug. 10-12: NFDA 65th Annual Convention & Trade Show Las Vegas, Nev. For information call 312-644-6610
Sept. 20-24: Performance Skills II Denver, Colo. For information call 202-452-8444
Oct. 3-5: Wine Market Week. San Francisco. For information call 510-528-0665
Oct. 4-9: FMI 1992 Supermarket Operations Management Course West Lafayette, Ind. For information call 202-452-8444
Oct. 10-13: PMA Convention & Exposition Denver, Colo. For more information call 302-738-7100
La Cantina dressing: Taste the legacy

Who says healthy tastes bad? La Cantina Brands' vinegars and dressings have it all: low calorie, no cholesterol, no fat, low sodium, mouth watering flavor—a health conscious consumer's dream!

Over half a century ago, the founder, Amo Scotese, introduced the Original Italian Style Red Wine Vinegar dressing to thousands of patrons at the La Cantina Restaurant in Paw Paw. What began over 50 years ago with a secret family recipe, brought over from Italy, has now become a tradition with thousands of connoisseurs throughout the world.

Though these quality vinegars and dressing have been around for over 50 years, they have captured the spotlight this year. According to Time Magazine's "What's Hot for 1992," "Vinegars...took on added cachet as their status as a vinegar dressing, it may be used in place of ordinary oil for salads or add a gourmet flair to vegetables, sauces, or marinades.

For more information about La Cantina Brands, write or call: D'Forte, Inc. La Cantina Brands, Mr. Emilio Dacoba, 57440 CR 671, Paw Paw, Mich. 49709 616-657-6996.

Have a Cherry Festival in your store

Faygo Beverages has unveiled a new, exciting soda drink just in time for Michigan Week.

Cherry Festival is Faygo's newest flavor agent, and gets its great taste from Northern Michigan's own Mount Morency cherries.

It is available in sugar and diet in 20-ounce bottles for 59 cents, and in 2-liter bottles for 99 cents.

Boosting sales of the product in may will be the Cherry Festival Sweepstakes, starting May 11. Ask your salesperson for more information about Faygo Cherry Festival and the Cherry Festival Sweepstakes.

Bech's Mustard introduces exciting new flavors

Bech's Mustard of Elk Rapids, the "Mustard With Authority," has added three delicious flavors to its lineup.

Honeycomb is a rich brown mustard that can be used as a dip, glaze or directly on a sandwich. Country Style Dijon is a smooth, pungent mustard containing whole mustard seeds. It goes well with products like brats and ham. Sugar & Spice is a creamy sweet but hot mustard. This blend has a slow after-bite that is accented with the spice blend. Sugar & Spice goes well on any combination of foods.

An Investment Worth Protecting

ADVANTAGE PLUS

See you at the AFD Trade Show
April 28th

GOLDEN DENTAL PLANS

For more information about this plan, call
1-800-451-5918

Fight back against today's high cost of dental care and insurance. For as low as $7.00 per month the Advantage Plus plan will provide you with a better dental coverage including orthodontics, while drastically reducing cost.
New Santa Fe® Trays from Pressware International get your food and tray speaking the same language.

Santa Fe® Trays by Pressware International add an authentic accent to your entrees, dinners and side dishes with the richly colored look of the Southwest.

Inspired by the elements of nature and the historical capital city of New Mexico, Santa Fe trays are a perfect replacement for foam, aluminum, plastic or standard paperboard packages. They can be film-sealed or matched with a secure fitting OPS dome.

Made primarily from paperboard, a renewable resource, Santa Fe trays can be conveniently used in either microwave or conventional ovens at temperatures up to 400°F (204°C) for 60 minutes.

Santa Fe trays are highly durable, retain their shape, resist denting and will not crack.

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

Pressware International is a division of Tennesco Co. Pressware is one of the world’s largest producers of frozen food packaging.

Jose Cuervo Margaritas

On April 1, 1992, Jose Cuervo introduced a new single-serve margarita to five test markets in the United States. Jose Cuervo Margaritas, or “Ritas,” are pre-mixed margaritas which will be available in three delicious flavors including lime, strawberry and Pink Cadillac with a hint of cranberry. With a low alcohol content, Jose Cuervo Margaritas have been developed to appeal to today’s “on-the-go” consumers looking for a convenient, refreshing beverage.

“Margaritas are the third most popular drink served in bars and restaurants,” says Bobbie Parisi, Jose Cuervo brand manager. “This brand will allow people to enjoy perfect margaritas wherever their travels take them...cookouts, softball games or a day at the beach...”

With a low 6 percent alcohol content, Jose Cuervo Margaritas will be sold in 375 ml bottles packaged in a convenient four-pack carrier.

In initial random taste tests, Jose Cuervo Margaritas received extremely high ratings. More than 80 percent of those trying the brand said it exceeded or met their expectations and many rated the beverage better than other single serving spirit-based products currently available, Parisi reports.

“We developed this new product for today’s consumer lifestyle,” says J. Scott Mueller, public relations manager for Heublein, importer for Jose Cuervo in the United States.

“Convenience and slightly sweet taste of Jose Cuervo Margaritas offers traditional beer drinkers an appealing alternative,” he concludes.

Jose Cuervo Margaritas are the newest brand in a complete line of Jose Cuervo premium tequila and mix products including Jose Cuervo White Tequila, Cuervo Especial Premium Gold Tequila, Cuervo 1800 Super-Premium Tequila, Dos Reales Tequila, Jose Cuervo Tradicional and Jose Cuervo Margarita Mix.

Randell introduces Ranserve, modular units

Now, virtually any space, anywhere, can be converted to a cafeteria, buffet or free-standing salad bar with the new portable Randell Ranserve serving stations. All units snap together, in any configuration, with a spring loaded bayonet locking system. It’s just as easy to disconnect the units and move them quickly out of the way. Casters are standard, legs are also available.

Complete, portable serving stations can be tailored from these Randell components: hot food section, refrigerated cold pan section, utility stand, tray/silverware stand, beverage section and plate chiller.

Built for either adult or child use, Randell Ranserve stations are ideal for schools, institutions, country clubs, business and industry.

The handsome units are available with changeable laminate side panels in a wide variety of colors to complement any decor or setting.

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

For more information, please contact: Randell, 0520 S. Coldwater Road, Weidman, Mich. 48893. 1-800-621-8554.

Modular’s amazing new Simpli-Flex® Ice Cream Cone Dispensing System

Modular introduces the most versatile ice cream cone dispenser available: the new Simpli-Flex® accurately dispenses cake, waffle and sugar cones from 2-1/4 inches to 3-3/8 inches diameter.

The new Modular Simpli-Flex Dispenser’s unique, flexible orifice (patents pending) holds all sizes of cones snugly, yet gently to prevent breakage and waste. And it is completely self-adjusting to ensure one-at-a-time dispensing.

Cones stay fresher longer, protected from contamination and moisture. The new Simpli-Flex Dispensers are sanitary, manufactured from FDA approved materials, and can be dismantled without tools for easy cleaning. All components are dishwasher safe.

The Simpli-Flex Dispensers are available in heavy-duty polished stainless steel or tough, gray tint plastic.

Modular also offers a complete line of mounting accessories, including the popular Z-style and rotary counter stands. The Simpli-Flex comes with hardware for easy mounting on walls, freezers and soft serve machines.

Modular manufactures a full line of dispensers for disposable cups, lids, straws, napkins and condiments.

For more information on the Simpli-Flex Ice Cream Cone Dispenser, please contact: Modular Dispensing Systems, a Division of Tomlinson Industries, 13700 Broadway Ave., Cleveland, Ohio 44125-1992. Telephone: 216-587-3400.

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28—FOOD & BEVERAGE REPORT, MAY 1992
New sign system helps food stores merchandise better!

The Impulse Sign System, a self-contained typesetter/printing device that uses thermal technology to generate high-impact, professional-quality signs in minutes, was recently introduced to the food industry by Insignia Systems, Inc.

The Impulse, which is about the size of an electronic typewriter, uses predesigned formats and special sign card stock to help retailers create signs ranging in size from 2½ inches x 3½ inches to 11 inches x 14 inches. After snapping in the sign format and typeface cartridges, the retailer types in the desired sign copy and the sign is produced in minutes.

Insignia Systems, Inc., was founded in 1990 by G.L. Hoffman, co-founder and former chairman of Varitronics Systems, Inc., and Dave Eiss, formerly vice president and chief operating officer at Varitronics. Insignia develops and markets in-store signage and visual display products for retail and non-retail customers.

For more information, contact Krag Swarts or Scott Simcox, Insignia Systems, Inc., 3800 Annapolis Lane, Plymouth, Minn. 55447; (612) 553-3200.

The story of Salvador’s Margarita

As a very young man, Salvador Huerta made his mark in his ancestral Mexican homeland as an accomplished entrepreneur. Still a teenager, Salvador had so much success running his first taco stand, he soon had several, and a staff to run them.

Deciding to seek his further fortunes in points north, Salvador moved his new wife to Chicago, Ill., where he founded his first restaurant.

Salvador soon became known well in the local Hispanic community, as he hired, and developed many in his first, then his second and third restaurants. Many former employees came to own their own restaurants with the help and support of Salvador.

Salvador’s own establishments grew and prospered until he had some of the largest single volume Mexican restaurants in the entire world.

One of the things that make people flock to Salvador’s has always been his incredible, delicious, giant margaritas. Selling over 150,000 a year, Salvador has always been very picky about the ingredients that go into these famous concoctions. From the select juices, the authentic tequila, and of course, the finest Triple Sec, the distinctive taste of a Salvador’s margarita is easy to distinguish from the ordinary.

Hotline assists retailers

To aid retailers in their responses to consumers regarding bovine somatotropin (BST), Monsanto Company has established a toll-free number through which retailers and food manufacturers can receive information 24 hours a day. The number is 1-800-659-5274.

Hotline assists retailers...
Paul Inman acquires Toledo food broker

Paul Inman Associates (PIA), one of the largest food brokers in the Midwest, recently acquired Puccetti/Gasser, Inc., a major food broker based in Toledo, Ohio.

PIA represents more than 55 national-brand, national food brands, including Quaker Oats, Martha White and Thank You Brand.

"The combined organizations will enable us to better serve our customers and principals in the Toledo market for years to come," said President and Chief Executive Officer Gerald C. Inman.

Founded in 1957, Paul Inman Associates employs more than 300 people with branch offices in Saginaw, Grand Rapids, Toledo, Fort Wayne and Indianapolis.

Rick Pfaff elected Food Institute president

Fredric (Rick) Pfaff has been elected president of The Food Institute by the Fair Lawn, N.J.-based food trade association's board of trustees.

Pfaff, succeeds Roy Harrison, who joined the information and research association in 1955 and became president in 1962. Following the election of Pfaff as new F.I. president, Harrison was designated as president-emeritus.

PMA executive receives national honor

Bryan Silbermann, CAE, recently received the 1992 Fellowships designation, one of the highest honors for association executives. He is executive vice president of the Produce Marketing Association.

The Fellowships designation is presented annually by the American Society of Association Executives, Washington, D.C., to individuals demonstrating outstanding leadership in advancing the association management profession. Silbermann joins 60 other men and women who have received the prestigious designation since 1986.

Maxine Champion named Nestle USA vice president corporate affairs

Maxine C. Champion has been named vice president corporate affairs for Nestle USA overseeing state and federal relations, regulatory and community affairs, foundation administration, and managing the Washington, D.C., Corporate Affairs Office.

International Jelly & Preserve Association announces officers

The following officers were elected to the Board of Directors of the International Jelly and Preserve Association at its Annual Meeting in Miami, Fla., on March 24, 1992:

Robert Morrison, vice president, operations, The J M. Smucker Company, Orrville, Ohio, was re-elected chairman of the board.

Ben Muhlkenkamp, president, The Red Wing Company, Inc., Des Plaines, Ill., was re-elected vice chairman.

Robert Gallo, vice president & general manager, Bama Food Products, Birmingham, Ala., was elected secretary-treasurer.


The International Jelly & Preserve Association is an organization of firms that manufacture jams, jellies and preserves and those companies that supply raw materials or services to them.

Pepsi promotes Hall

Don Hall, regional sales manager for Pepsi’s Detroit DPC, has been promoted to the position of franchise manager in Green Bay, Wis.

Gerber names Poole

Steven W. Poole, formerly director of public relations for Gerber Products Division, becomes director of corporate communications for Gerber Products Co.

Italian food is popular in Northern Michigan

Folgarelli’s Import Market of Traverse City, has opened its second addition since the summer of “91.”

Newly completed is an Old World Wine Room hosting imports from Italy, France, Spain Hungary, Romania, Australia, Costal California, and local vineyards.

Folgarelli’s Market, chosen the number-one Deli in Northern Michigan for 5 years running by readers of Traverse the Magazine, sets a precedence with its deli sandwiches that have a European flair. Imported meats, cheeses, pasta, oils, vinegars, olives and now wines add to the charm of this ethnic market of years gone by.

BE ECO-CONSCIOUS!

RECYLE THIS NEWSPAPER!

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

Associated Food Dealers of Michigan

Celebrating 75 Years

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

The result was buying power. It was a means of survival for those grocers who joined efforts 75 years ago. And it’s buying power that has kept Spartan Stores progressive and prosperous ever since. We thank Spartan retailers – owners and operators of over 500 stores – for the commitment they’ve made to join forces and buy together. It is our ‘strength by unity’ that will continue to bring Spartan Stores success...well into the future.
WE ARE PLEASED TO ANNOUNCE THAT AS OF MAY 1, 1992, WE HAVE BEEN APPOINTED THE CONSOLIDATION OF ALL PILLSBURY FROZEN PRODUCTS IN GRAND RAPIDS AND SAGINAW.

THE BRANDS INVOLVED ARE:

Pillsbury  
Totino's  
JENO'S  
Green Giant

YOUR PFISTER COMPANY REPRESENTATIVE WILL BE IN CONTACT WITH YOU REGARDING CURRENT AND FUTURE PROMOTIONS.

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SAGINAW MI 48603  
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GRAND RAPIDS  
3663 BROADMOOR SE  
GRAND RAPIDS MI 49512  
(616) 949-7210