IDEAS FOR A PROFITABLE HOLIDAY SEASON

Move Your Products Before The New Year
By Ginny Bennett

As store managers make their holiday purchases, visions of glazed fruits and nuts, golden raisins, Jordan almonds and candy canes are filling their heads. Will the fruitcake ingredients still be on the shelf long after the holiday has come and gone? Will the aroma of salted cod be there as a reminder of overly enthusiastic purchases made in the fall when holiday hopes were high? Will the dreams of Christmas future become the nightmare of Christmas past? Careful purchasing, along with a good marketing plan, will ensure fast turnover.

Shoppers in recession do-drums will be preparing for holiday gift giving. Providing great gift ideas may encourage your customers to give home-made items from the heart (ingredients purchased from you, of course) instead of costly products purchased elsewhere. Countless ideas for holiday ideas, page 11

Supervisors & Convenience Stores Rate High with Customers

AFD Liquor Liability Complete Cost Competitive Coverage

With the holiday season upon us and alcoholic beverage sales on the rise, it is critical that you have the best possible liquor liability insurance. We believe that North Point Insurance Company, AFD's liquor liability carrier and the largest writer of liquor liability insurance in the state, has the best policy available. We are pleased to announce that we have made arrangements with North Point, for AFD members, that assures you of the best value for your dollar.

Because North Point is the largest carrier, when you sign up through the AFD, you are not only buying insurance, you're also purchasing the power of a large agency. Should a claim be brought against you, North Point has an arsenal of attorneys to fight the claim on your behalf.

North Point also employs hundreds of agents to insure expedient service.

Detroit News and Free Press Roll Back Rates for Food Dealers

Just in time for the holidays, the Detroit Newspaper Agency (operators of the Detroit News and Free Press) have developed special zone advertising rates that significantly cut the costs for grocery advertising.

The special zone ads are limited to food advertising only and run in the Food Sections on Tuesdays in the Detroit News and Wednesdays in the Free Press. Because of the cost savings, advertisers can only place ads in up to three zones per week. Zones are: Macomb, Oakland, Detroit, Western Wayne and Downriver.

The cost to place an ad varies by zone, from $19.80 per column inch in the Downriver zone to $30 per column inch in Oakland. Full page ads range from $2,583.90 to $3,523.50.

Ads are not commissionable. However, given enough time, the Detroit Newspaper Agency will typeset and keyline an ad, making it camera-ready, at no additional charge. Camera-ready ad deadline is Monday at 10:00 a.m. for insertion in Tuesday's and Wednesday's papers.

"We have discussed creating zone advertising for food retailers with the Detroit Newspaper Agency in the past and are extremely pleased with the rate structure they have developed," said Joe Sarafa, AFD executive director. "By creating zones for retail food advertising, the Detroit

See Roll Back, page 20
Giving Thanks to our Customers this Holiday Season...

paul inman associates, inc.
Check Your Policies

By Joseph D. Sarafa

The Battle Creek Enquirer recently reported that teenagers working with police in a sting operation in that city were able to purchase alcoholic beverages in 13 of 29 liquor stores.

The newspaper ran a prominent feature story on the sting operation and wrote an editorial challenging retailers to do a better job of checking IDs.

The police employed two 17-year-old "decoys," a girl and a boy, to buy the alcoholic beverages. The paper said the girl has braces and wore a yellow ribbon during her store visits. After the sting, the girl remarked, "I can't believe it's this easy.

The police report that liquor sales to minors is a very serious issue. The alcoholic beverage industry is among the most regulated of all state businesses. A single sale to a minor can result in substantial and costly penalties including administrative, criminal and civil actions. Administrative penalties include fines, suspension and license revocation; which usually means you could lose your business and a great deal of your investment. Criminal penalties include possible jail time and additional fines. Civil penalties are the result of lawsuits which occur when a minor alleges that his or her carelessness was caused by the purchase of alcohol from a licensed establishment.

We are entering the holiday season, when sales of alcoholic beverages increase dramatically. It is your obligation to check identification of any customer that could possibly be a minor and to educate your employees to do the same. Alcoholic beverage sales to minors cannot be tolerated.

AFD and PLDA have been working with members of the Senate Committee on Judiciary in regard to Senate Bill 718, which deals with retailers who sell to a minor who is later seriously injured or dies. Under this proposed law, a retailer would be guilty of a felony punishable by up to 15 years imprisonment and up to $5,000 in fines or both.

We feel this is unreasonably harsh. Some government officials perceive that there is a problem with the manner in which alcoholic beverages are sold. However, we urge the Senate to become proactive instead of reactive by increasing alcohol abuse education and making minors more responsible for their own actions instead of applying additional punishment to the retailer.

At this point, we have managed to introduce language which would exempt the retail licensee and the retail licensee's clerk, agent or employee. We are hopeful that if this bill passes at all, it will include this language.

Never the less, if you sell alcohol for a living—or employ people who do—more and more of our courts will have a message for you. You've got to do something to stop sales to minors and to intoxicated customers, or you risk substantial penalties and possible lawsuits.

To help you avoid that risk, and help save lives, the AFD provides a training program called TIPS (Training for Intervention Procedures by Servers of Alcoholic.) The course shows you how to promote responsible drinking and teaches intervention strategies you can use to help reduce the risk of losing your license. Those who pass the class will receive a certification card.

Evidence shows that TIPS training works and taking the course could mean lower your liquor liability insurance rates. Many insurance companies acknowledge the value of TIPS training as a risk reduction tool. Our liability insurance company, North Point, encourages TIPS training.

For this holiday season, and from now on, I urge you to educate yourself and your employees in the proper handling of alcoholic beverage sales. It could save you money, reduce the chance of being penalized and hopefully save some lives.

For more information on our TIPS program, call the AFD office.
Betty Crocker Introduces Four Holiday Treats

Consumers will enjoy Betty Crocker's unique product line of treats for the holidays. Chilly Bears are sandwiches made from cookies & cream ice cream and two sugar cookies.

Gingerbread men, a holiday classic, consist of vanilla ice cream and gingerbread cookies; while Frosty Snowmen are chocolate and vanilla ice cream snowmen on sticks. Finally, vanilla and strawberry ice cream make Jolly Santas. Holiday treats are the only frozen novelty items with the Betty Crocker name; plus there is a full trade program to ensure sales. For more information, contact the Pfeister Company at (313) 591-8431.

Smucker's and Planters put on their Holiday Finest

For the holiday season, Planters Honey Roasted Peanuts and Mixed Nuts, and Cocktail Peanuts and Sweet-N-Crunchy Peanuts will come in holiday gift packs. Two 12-ounce cans will be packaged inside a decorative box featuring Mr. Peanut and a crowd of children singing Christmas carols.

Smucker's Preserves are also dressing for success this holiday season. Smucker's Preserves Gift Boxes will come in two sizes: a 12-12 oz. Jar Assortment and a 6-12 oz. Jar Assortment.

For more information on both the Planters and Smucker's holiday packs, call Stark & Company, (313) 851-5700.

Happy Holidays from Seagram

Seagram puts Holiday Cheer in the bag...a much bigger than life bag...measuring 30" W x 40" H x 10" D, to be exact. This program, complete with a huge red bag header filled with iridescent paper, decorated with a gold foil bow, has all the right stuff to make your holiday season better than ever.

The unique display can hang from the ceiling with nylon string, or stand on the ground with two display poles. And each bag comes with six interchangeable lithos of Seagram products in holiday packages, three of which you can put in the display at a time. So, if you like, you can highlight different Seagram products each week.

Also available are eight individual bottle cutouts measuring 14" H to give products the extra attention they deserve. Five of them can be hung from the ceiling dangler which measures 20" H x 20" W. It's sure to attract attention as it takes the Seagram Holiday message as high as the eye can see and back down again. The price spot measuring 12.1/4" H x 6-3/4" W reminds consumers to spread the holiday cheer and allows you to push special pricing at the same time. And pushing product is made even easier with a special shelf talker carrying the holiday message to the consumer, getting them in the spirit of giving...and the spirit of saving. It measures 5-5/8" H x 5-5/8" W.

For more information, please contact: The House of Seagram, (313) 262-1375.

Chinet Stacks Up for the Holidays

Ninety percent of America's households depend on disposable tableware during the busy holidays. Pfeister can help you provide your customers with what they need by stocking up on Chinet. According to a survey by A.C. Nielsen, during the peak holiday season Chinet consistently tops the premium market with higher dollar sales.

The Chinet Holiday Plate Shipper features the new "Happy Holiday Tree," which holds plates in three popular sizes and the Holiday Combination Shipper holds both plates and napkins.

For more information contact the Pfeister Company, (313) 591-8431.

Randell Expands Reach-in line

Randell Manufacturing has introduced several new products to complement their reach-in refrigeration/freezer line.

These new products include roll-ins, dual temperature units, heated cabinets and pass-thru units. All offer easy access, stainless steel construction and a variety of interior and exterior finishes.

Randell specially designs and builds the refrigeration system on its refrigerators and freezers, then powers them with higher horsepower compressors for more efficient cooling.

In addition to their refrigeration and freezer units, Randell offers a full range of commercial food service equipment, including portable serving lines, hot food tables, full-view display cases and pizza tables, as well as complete custom fabrication.

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

Lysol and Resolve Introduce Smart Pack Refills

Solid waste has become a major problem in the U.S. In the 1990s, 73% of all solid waste ends up in a landfill. American consumers use 2.5 million plastic bottles every hour and 66 percent of the nation's landfills have closed since the late 1970s.

To combat the solid waste problem, consumers are looking to products with less packaging. LTf Products is responding with Smart Pack Refills for Lysol Direct and Resolve Carpet Cleaners. The 22 oz. flexible refill package costs less than comparable trigger-nozzle bottles and uses 75% less packaging.

Furthermore it takes up 65% less space in landfills and the 12-pack case weighs 16% less than the 12-pack trigger bottle case, saving energy in transportation.

For ordering information, call The Pfeister Company, (313) 591-1900.

Analyze The Competition

Think about these points:
Who is your competition?
What's going on with them?
Do you know where they are vulnerable? Have you defeated their competition recently? Where? What happened? If you did not defeat them, why not?
A Gift in Good Taste

MARTELL
COGNAC

"The art of Cognac" lends itself to the art of giving this holiday season with Martell, the ultimate gift for the Cognac connoisseur.

MARTELL
V.S.
New Low Shelf Price

Featured Price $11.49
375 ML Code #3721-3

Take Advantage of the Savings and Stock Up on MARTELL now!

For Information on 1992 Merchandising Programs Contact: The House of Seagram Southfield, MI — (313) 262-1375
Joe Young Junior Works To Improve City

by Gary Hetnonen, Contributing Editor

Representative Young first began working for the House of Representatives as a junior in 1971 while attending Michigan State University. Today Joe Young Jr. is a Representative of the 15th District of the State of Michigan, which covers parts of the city of Detroit.

Graduating from MSU in 1974, Young has been a Democratic Representative since 1978. From 1973 to 1978 he worked as a committee analyst and administrative staff assistant for former House Speaker William Ryan. Young then functioned as legislative assistant to State Representative Alma Stallworth.

With his growing experience he went on to become committee administrator and then legislative assistant to former State Senator Dale Kildee at the nation's capital.

In his third term in the House of Representatives Young became Chair of the House Committee on State Affairs. Today Young serves on the House Standing Committees on Education, Elections, Marine Affairs and Port Development, Tourism, Fisheries and Wildlife, and Liquor Control.

When asked about hobbies, Young says, “I love to work with children.” Married in 1970 to Mary J., together they raised four children; Kimberly Ann (21), Kerry Marie (17), Joe III (13) and Brooke Melinda (11).

Young said that his father, Joe Young Sr., also a member of the Michigan House of Representatives, was a positive influence by not pushing him into politics. “What he did was suggest to me that there are other ways in which I could make a contribution, but as I got older I saw that if you felt in your heart the need to help people—being a politician is the way.”

Everything between the Detroit River and 6 Mile Rd. and between Van Dyke and Woodward lies in the 15th District. For the past 14 years most of the businesses have been liquor, beer and wine or grocery stores. “Now, I’m seeing a wide range of businesses,” said Young.

“Currently in Detroit, there’s a misunderstanding between the small business community and the residential community. Small businesses feel overburdened with rules and regulations that are meant to impact larger businesses with 500 employees or more.” “A lot of business are frustrated with the Detroit Public School system because they believe that in many cases the children are receiving an inferior education.”

“I am looking at a two cent increase in sales tax while continuing to exempt sales tax on food and drugs. It would raise $1 billion to equalize per student spending.” Accomplished within a 15-year period, it will be done by stabilizing those who are already at the $8,000 level and raising those students at the bottom up to the $8,000 level.

Currently the statewide range on per pupil spending is between $1,800 and $8,000.

If re-elected for an eighth term he would like to “. . . continue working on bringing the Chaldean and Black communities together.” Young says, “More leaders need to work on bringing these groups together.”

Among his accomplishments, Young worked to knock down the old Sears and Roebuck building to get Senior Citizen housing built in its place. Early in his first term he pushed to pass legislation that would strike references to illegitimacy from children’s birth records so that they wouldn’t have trouble being hired.

FOR INSURANCE WE ARE THE ONE

One qualified agency to serve all your insurance needs.

Including Assoc. Food Dealers Membership.

America One is the largest network of independent insurance agencies. Representing America’s leading insurance companies. We provide Liability, Workers Compensation and Health Insurance Programs sponsored by Associated Food Dealers.

For more information call.

1-800-688-9772
Good Luck Brings Profits To Mid-Michigan Party Store

by Ginny Bennett

It’s their combined hard work and long hours. The couple divides responsibilities between the two locations. Vicki manages the Clare Party Store while Jon manages Jon’s Corner Market in Mt. Pleasant. One afternoon a week they switch stores. According to Jon, “their weekend starts at 11:00 p.m. on Sunday evening,” meaning this is the first time the couple gets to take a break all week.

Jon enjoys the challenge of hard work. In March he built Jon’s Corner Market just eight blocks from the Meijer’s Thrifty Acres, newly opened in October 1990. His goal is to build the business in five years, four months and 23 days (a personal retirement plan)— and then sell it to 7-Eleven.

The Warrens have owned the Clare Party Store for the last six of the 32 years it has been in downtown Clare. The green and white building is just two blocks from the Doherty Hotel on McEwan Street. Jon and Vicki think the Irish theme helps business, “everybody is Irish in Clare.” A leprechaun adorns the outside wall of the store. Hanging inside is a collage of sixteen pictures given to them by a priest from County Clare, Ireland, depicting all the County Clare pubs. In the past they have had a float in the St. Patrick’s Day Parade. The 1,800 square foot store has a SDM and a SDD. Jon has defined his regular customer base as those who work in the offices and stores in downtown Clare and come from within 600 yards north, south, east and west of the store.

The new 2,000 - square - foot Jon’s Corner Market is the only business on the four corners of Isabella and Broadway in Mt. Pleasant. The contemporary building is white inside and out and features distinctive textured ceramic walls and a black and white tile floor. The clean look is enhanced by advertising beer signs that encircle three sides of the walls at ceiling level. Behind the cash register and lotto station is the only other decorative item, a totem of an Indian tribe. Called a mandela, it was a gift to the new store from Vicki’s parents and is supposed to bring good luck. Whether it does no one knows, but business is good on this corner. In addition to trailer parks that are nearby and growing, the Chippewa Indian Casino is one and a half miles east of the store. Many casino patrons stop in to ask directions and become customers. It is the local convenience store for Indian families.

Attention Retailers!

AFD Offers OSHA Compliance Kit

It’s the law...are you in compliance with OSHA?

During 1991, Federal OSHA agents conducted 155 inspections in supermarkets resulting in $362,669 in penalties and 31 inspections in food distribution centers resulting in penalties of $21,367. Furthermore, state-operated programs fined supermarkets $207,534 and distribution centers $35,604.

OSHA Compliance Kit for the Supermarket Industry

This kit contains all you need to know to comply.

• Compliance Manual
• Safety Orientation Video
• Suggestions for Ergonomic Improvement
• Proper Scanning Methods Video
• Chemical Safety Guide
• Chemical Safety Employee Booklets

Total Value: $432.50

Available through AFD for just $179.95 (plus $10 Shipping)

For more information call AFD at (313) 557-9600 or fill out the information below:

Name ____________________________ Address __________________________ Zip

Phone ____________________________

Send this order form, along with a check for $189.95 to: Associated Food Dealers of Michigan 18470 West Ten Mile Road Southfield, MI 48075

Clare Party Store located in downtown Clare. Jon’s gimmick is refilling butane lighters for free. Customers bring their empty lighters to Jon and he exchanges the empty lighter for a new one. John calls this a complimentary refill, when he is actually giving away free lighters. His customers know this and appreciate the service.

Both stores stock similar items, although Jon’s Corner Market carries only beer and wine. Along with typical party store products the store offers hand-dipped ice cream cones, house-made sandwiches and deli items.

Jenny Darling, a manager at the Mt. Pleasant store, makes many of the fresh garden salads, deli trays and sandwiches. Darling, like most of the other employees, goes to college part time. Their employees attend Mid-Michigan Business School, Central Michigan University and Northwood Institute.

Like the Warrens these employees have learned that hard work makes good luck.
More than at any other time of the year, the dynamic category of specialty foods explodes with profit potential during the holidays! Capistar is ready with numerous pre-sell opportunities and shippers to give you the very best deals of the season. See why today’s specialty food marketplace continues to be one of dramatic growth. Don’t let the holidays slip away without taking advantage of this virtual gold mine of profit opportunity. Capture impulse sales and create fast turns! Any interested grocer is welcome to order from Capistar. Call Brian Mulder, Director of Specialty Foods, at 517-699-3666 to receive more information on Capistar’s outstanding specialty foods program.
Michigan Sugar Company announces Staff Promotions

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

James H. Ruhlman has been promoted to the position of management information systems manager. He has been with Michigan Sugar Company since 1983. Ruhlman has been on the board of directors of the Saginaw Valley Chapter of Data Processing Management Association since 1989, and is currently the president.

James Mitchell has been promoted to systems manager. Mitchell will direct the company's computer system design and development. He has been on the board of directors of the Saginaw Valley Chapter of Data Processing Management Association since 1989.

Michael J. Olson has been promoted to the position of programmer manager. Olson will be responsible for overseeing the information systems analysis and programming staff. He has been with Michigan Sugar Company since 1989.

New Representation for Dow Brands-Homecare Division

Stark & Company is pleased to announce they are now representing Dow Brands-Homecare Division in the Detroit, Grand Rapids, Saginaw and Toledo Markets.

Fernandes Promoted To Director of Support Services

Augie Fernandes has been named to the new position of Director of Support Services for Spartan Stores, Inc. In his new role, Fernandes will direct the Loss Prevention Department, the Charlotte Support Service Center, and the Coupon Redemption Department. He will report to Robert Morse, vice president of human resources, and James Meyer, senior vice president and chief financial officer.

Fernandes joined Spartan Stores, Inc. in 1989 as Loss Prevention Manager. Since that time, he has also assumed accountability for the Spartan Reclamation Center in Charlotte, MI, and the Coupon Redemption Department. Prior to his time at Spartan, Fernandes served in a variety of positions in the law-enforcement and loss-prevention fields.

Beck Promoted to Director of Grocery/Perishables Warehouse Operations

Robert Beck has been named Director of Grocery/Perishables Warehouse Operations at the Grand Rapids distribution center of Spartan Stores, Inc. In his new position, Beck will oversee the 272,200-square-foot perishable warehouse and the 595,000-square-foot grocery warehouse.

Beck has worked for Spartan Stores, Inc. for four years. Prior to his new position, Beck worked as transportation manager, and most recently as grocery warehouse manager.

In his new role, he reports to George Williams, vice president of Grand Rapids Operations. According to Williams, Beck’s newly created position will provide Spartan Stores with the ability to better manage the operations of the perishable and grocery warehouses.
 Holiday Ideas  From Page 1

studies have proven that harried shoppers will purchase pleasingly displayed items if it will also save them steps at the busiest time of the year.

As an example, along with the display of fruitcake ingredients, show an attractive finished product. Arrange a fruitcake in a loaf pan, wrapped in cellophane with a red ribbon and nestle it in a basket surrounded with mixed nuts. Provide several fruitcake recipes.

The possibilities are as endless as your imagination. Groupings like these will get you started:

- **Flavored Vinegars and Oils** - Group olive oils with fresh herbs and chilies. Group vinegars with raspberries and herbs. Also include tall, corked glass bottles. Provide recipes if possible.

- **Salad Dressings** - Group dry herbs and seasonings in cello bags, olive oil and fine vinegars, along with appropriate containers.

- **Cookies, Candies and other holiday treats** - Group colorful tins, nuts, prepared cookies and recipe ingredients to make candy and cookies.

- **Coffee Lovers Treat** - Group baskets, gourmet coffees and mugs.

- **Tea Drinker's Heaven** - Group teapots with spicy teas and linen tea towels.

- **Bean Pot Bounty** - Group assorted bags of dried beans, lentils, herbs, spices and canned hams. (A recipe follows for "The Best Bean Soup You'll Ever Eat."

If part of your holiday business is selling large gift baskets, don't worry that you'll jeopardize these sales. Instead, your attractive baskets displayed in the store can be the catalyst for customers who will buy similar products to make their own. Customers who bought your baskets before will still do so and your baskets may inspire others seeking more personalized alternatives.

Provide recipes so that shoppers can pick up everything they need while they are shopping in your store. Good sources for recipes are the holiday magazines sold at check-out counters and your regular grocery suppliers.

Another idea to promote holiday fare is to capitalize on the ethnic backgrounds of your customers and the neighborhood your store is in. Many of your customers will want to try the special holiday recipes of other nationalities, ethnic groups, and religions. Be sensitive to stocking products that are used to celebrate national holidays in other countries. In a Hispanic neighborhood stock dried cod. In a Jewish neighborhood make sure you have candles, Hanukkah Gelt, (chocolate candies in the shape of coins) and ingredients for potato latkaz (onions, matzo flour, potatoes and apple sauce).

**Recipe for “The Best Bean Soup You’ll Ever Eat”**

Contents of Jar (an assortment of beans) (approx. 2 cups beans) 3 teaspoons salt

Rinse beans, add salt. Add water, to cover. Soak beans for three hours or overnight. Drain. Put beans into large pan. Then add:

- 2 quarts water
- 1 large onion, diced
- 1 ham bone
- 1 pound ham, diced
- 1 can tomatoes

Simmer four hours or longer. Add salt and pepper to taste. May be refrigerated covered. Flavor improves with age.

Suggested assortment of beans: Mix beans and store in decorative jars.

- lentils
- black turtle beans
- navy beans
- green split peas
- pinto beans
- yellow split peas
- barley
- garbanzo beans
- great northern beans
- black-eyed peas
- red kidney beans

---

**Mortgage Money AVAILABLE**

**• FINANCIAL PROBLEMS •**

**We Have Solutions**

**RESIDENTIAL LOANS**

**REFINANCING/CONSOLIDATION**

**HOME PURCHASES**

**35 YEARS EXPERIENCE**

**RESIDENTIAL LOANS FOR:**

- DEBT CONSOLIDATION
- FINANCIAL LEGAL & ACCOUNTING FEES
- DIVORCE SETTLEMENTS
- HOME PURCHASES
- HOME IMPROVEMENTS
- PAY OFF:
  - LAND CONTRACT(S)
  - SECOND MORTGAGES
  - HOME EQUITY LOANS
  - TAX LIENS
  - CHARGE CARDS
  - PROPERTY TAXES

**PROVIDING FINANCIAL ADVICE AND SERVICES, WITH FINANCING SOLUTIONS FOR:**

- PERSONS REJECTED BY TRADITIONAL SOURCES
- FORECLOSURE AND BANKRUPTCY
- SELF EMPLOYED
- MONTHLY CASH FLOW INCREASE
- WE BUY LAND CONTRACTS

**LIMITED DOCUMENTATION PROGRAMS AVAILABLE**

**MEMBERSHIPS:**

- MORTGAGE BANKERS ASSOCIATION OF AMERICA • NATIONAL ASSOCIATION OF MORTGAGE BROKERS
- MORTGAGE BANKERS ASSOCIATION OF MICHIGAN • MICHIGAN MORTGAGE BROKERS ASSOCIATION

**GREENFIELD MORTGAGE COMPANY**

2903 Century • Suite 1
Dearborn • Michigan • 48124

**Available Anytime • Free of Charge to Review Your Financial Needs**

**Give Me A Call:**

(313) 274-8555 • Fax (313) 274-1125
A Trade Show for the Food and Beverage Industry.

Be a part of this Product and Service Round-Up. The AFD 1993 trade show will showcase our state's finest companies at the two-day exposition. The show will be held at the Hyatt Regency Dearborn and over 2,000 retailers are expected to attend this event.

April 12, 1993 • 6 p.m. - 9 p.m.
April 13, 1993 • noon 8 p.m.
Hyatt Regency Dearborn

FOR MORE INFORMATION
or to obtain a contract and exhibitor's manual, call:
(313) 557-9600 or 1-800-66-66-AFD

Gallup Reports Increased Use of Convenience Stores
1992 Data Shows 96% of Americans Shop in Convenience Stores

A nationwide poll just completed by The Gallup Organization shows that 96 percent of Americans are regular shoppers of the nation's convenience stores. The figure is up significantly from 1988's figure of 88 percent.

Importantly, 47 percent of Americans shop in convenience stores two or more times a week. The number is up five percent from 1988 and the profile of the industry's frequent shoppers looks like this:

<table>
<thead>
<tr>
<th>Sex</th>
<th>Male</th>
<th>55%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Female</td>
<td>45%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>18-34</th>
<th>45%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>35-54</td>
<td>37%</td>
</tr>
<tr>
<td></td>
<td>over 54</td>
<td>8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income</th>
<th>Under $25K</th>
<th>37%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$25K-$45K</td>
<td>34%</td>
</tr>
<tr>
<td></td>
<td>Over $45K</td>
<td>29%</td>
</tr>
</tbody>
</table>

Overall Image
The most positive aspects of convenience stores are their "convenience" and the fact that they have a variety of products including gasoline. Indeed, the growth of gasoline sales in the industry is likely an underlying contributor to the increased usage.

Sixty-seven percent of respondents said that the presence of gasoline made them more likely to shop convenience stores, up from 59% in 1988. And, branded gasoline was another factor that 60% cited as an inducement.

The most negative image issue is the perception of high prices. Fifty-nine percent of those polled named prices as what they like least about shopping in convenience stores.

Responsible Sales of Cigarettes/Alcohol
A strong finding is that the public is giving the industry higher marks for its efforts to curb illegal sales of alcohol and tobacco. With respect to alcohol, 67% agreed that the industry is doing a good job, compared with 60% in 1988. For tobacco, 61% of Americans say the industry is doing a good job, up from only 41% in 1988. Clearly, the industry's efforts in these areas are making a difference in public opinion.

Safety
Another highlight of the 1992 poll was the perception of Americans with regard to convenience store safety. A full 68% said that convenience stores are as safe as other stores, and 45% said that the presence of convenience stores make neighborhoods safer.

Employees
One area identified for improvement by the poll was with respect to employees. When asked if they perceived employees to be courteous and well-trained, 68% responded yes, down from 74% in 1988.

Q. Generally, when you shop at a convenience store, from where are you coming and to where are you going?

<table>
<thead>
<tr>
<th>Destination</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home to Home</td>
<td>35.0%</td>
</tr>
<tr>
<td>Work to Home</td>
<td>19.0%</td>
</tr>
<tr>
<td>Home to &quot;Other&quot;</td>
<td>12.0%</td>
</tr>
<tr>
<td>&quot;Other&quot; to Home</td>
<td>7.0%</td>
</tr>
<tr>
<td>&quot;Other&quot; to &quot;Other&quot;</td>
<td>6.0%</td>
</tr>
</tbody>
</table>

Don't Know/Refused (3.0%)

See your Stark & Company Sales Representative for Promotional and Display Opportunities !!!
The Stroh’s Ice Cream Company is pleased to announce that on October 26, 1992 the company introduced “Isiah Thomas’s Favorite Flavors” of ice cream. This unique line of products was created by Isiah and will be endorsed by him as his “Favorite Flavors”.

Isiah Thomas’s new line will be available in 4 of his favorite flavors of Pints and 4 of his favorite flavors of Quarts. This new exclusive line will compliment Stroh’s Ice Cream recently introduced line of Pints and Quarts. Take advantage of this unique line by authorizing all 8 new flavors to increase sales and profit selling them with Stroh’s pints and quarts.

Pint Size
• Champion Chill Caramel
• Vanilla
• Rum Rattlin’ Blue Moon Twist
• Orange Vanilla Twist
• Double Dare Raspberry Twist

Quart Size
• Honey Vanilla Twist
• Chocolate Chill & Chips
• Twist & Shout Tropical Twist
• Double Clutch Vanilla/Chocolate Twist

Quality Michigan
Made Since 1919

Call Your Sales Representative for Additional Information
Jim Grant
Metro Detroit
(313) 568-5100
Larry Russo
Outstate Michigan
(517) 754-6641
These days, many companies talk about quality products. For Monitor Sugar Company, being part of the quality upper crust is more than just talk – it's a commitment.

When you stock Big Chief brand products, we'll help you roll out success with:

- **High-Quality Sugars** produced with care under stringent quality control measures. Customers know and appreciate the quality of Big Chief sugars, which can help increase your share of the industry pie.

- **Monitor Service Specialists** who visit your store regularly and listen to your concerns. With your input, service specialists can shape our service to meet your specific needs. Monitor Sugar Company offers your business high-quality Big Chief sugars with outstanding service baked right in.

Now Your Business Is Cooking.
Working Together For Better Solid Waste Management Legislation

By William E. Lobenherz, president, Michigan Soft Drink Association

The next two years will bring increased legislative activity seeking state laws to regulate the generation, collection and disposal of solid waste — including laws aimed at food products and packaging.

The final outcome of this debate will have a significant impact on the cost of doing business at all levels of the food industry.

In 1989, the Michigan Soft Drink Association (MSDA) reorganized in order to enhance its involvement in the development of legislative and public policy issues of concern to the soft drink and food industries.

We also recognized that the best way to maximize our impact on these important issues was to work closely with other trade associations having similar interests.

Several times during the ensuing three years, we joined with the Associated Food Dealers of Michigan and other industry groups to oppose legislation imposing burdensome costs and mandates on food products and business operations.

First there was the 1989 legislation to expand the deposit law to include tea and fruit juice containers.

Then, staff from the state’s Council on Environmental Quality proposed penalty taxes and mandatory labeling requirements for products and packaging which did not conform to state standards for recycling or recycled content.

Later, a Senate Select Committee was formed to develop statewide recycling and solid waste legislation for Michigan. Once again, proposals for expanded deposits, container taxes and product regulation were offered.

Currently, legislation is in both the House and Senate to require labels and levy advance disposal fees (taxes) of up to two cents per item on products and packaging which do not meet state requirements for recycling, reuse or recycled content.

In each instance, our collective efforts were able to effectively turn back proposals which would hurt our businesses.

The AFD’s involvement in these issues was critically important. In fact, a major factor in our legislative successes was the ability for all of us to work together on matters of mutual interest and concern.

Cooperative work on these issues also resulted in the creation of a formal coalition of retail, food and other groups called the Michigan Recycling Partnership (MRP). The MRP has been effective in bringing our industries together to work toward a common goal.

In dealing with environmental and recycling issues we have tried to emphasize several points:

1. We recognize the need for developing environmentally sound products and packaging.
2. We are working to bring these products to the market as quickly as economically feasible.
3. The best way to encourage recycling is through public education and the marketplace, not through new government-required labeling, new product taxes or mandatory recycled content.
4. Our stores and product manufacturers should not be looked upon as the new generation of tax and mandates on our stores, our distributors and our product manufacturer.

In Washington, D.C., a final vote on a national mandatory deposit amendment appears imminent. And in Michigan, we expect that the Legislature will begin debate and conclude work on a comprehensive statewide recycling strategy.

Similar to the past three years, we expect the proponents of expanded deposits, new taxes, mandatory labeling and packaging regulation to continue to push their agenda.

Even today, at least one city council is discussing a proposed local ordinance to require retail stores to take back for recycling those products which are not included in local curbside programs.

In a number of other states, newspaper headlines such as “Recycling Might Replace Bottle Bill,” “Deposit Law Could Undercut Recycling,” and “Environmentalists Canning Once-Venerated Bottled Bills” are appearing with increased frequency.

Could it happen in Michigan? In the long run, I think so.

In the meantime, we must continue to work together to help assure that Michigan’s laws reflect an effective and efficient approach toward recycling and market development...not new taxes and costly government mandates on our stores, our distributors and our product manufacturers.

Nutritional Labeling

The Food and Drug Administration (FDA) has awarded the Ehrhart-Babic Group the federal government contract to check for supermarket compliance with Nutritional Education and Labeling Act of 1990. By spring of next year, the FDA will determine if a sufficient number of supermarkets have complied with the new standards for fresh produce and seafood. If not, additional mandatory regulations will be developed. Retailers can expect unannounced visits to their stores to check point-of-purchase displays between now and early 1993. Under the new Act, nutrition information must be provided by retailers for many fresh foods, such as fruits, vegetables, seafood and, soon, meat and poultry.
Look For the

Enjoy Sprite

Green Bottle Displays
At Your Participating
AFD Stores

“Sprite” is a registered Trademark
of the Coca-Cola Company
Lottery Celebrates 20th Anniversary This Month

By Jerry R. Crandall
Michigan Lottery Commissioner

Michigan Lottery retailers had their best sales year ever this year! Lottery sales soared to nearly $1.22 billion in 1992 — the best ever in the Lottery’s 20-year history — providing retailers with nearly $81 million in commissions (a 7.6 percent increase) and the state School Aid Fund with more than $474 million for Michigan’s schoolchildren.

As we celebrate the Lottery’s 20th anniversary this month, I want to recognize all the retailers and staff whose hard work and dedication have contributed to the Lottery’s list of impressive achievements over the past 20 years, including:

- Paying out over $800 million in retailer commissions.
- Helping provide thousands of jobs with Michigan businesses that staff and support the Lottery.
- Paying out over $6 billion in prizes to players.
- Providing more than $5 billion in revenue for Michigan’s schoolchildren.

One of the Lottery’s greatest successes this anniversary year has been in the marketing of our instant tickets. We saw a great growth potential in the instant game arena, and so we implemented a new multiple-game marketing strategy which led to a 50 percent increase in our instant ticket sales.

Lottery retailers are reaping the economic benefits of offering more instant game tickets. S.H. Rabban, of Tony’s Market in Warren, took the time to write the Lottery expressing his “appreciation for the super service and cooperation” he’s received through the past year with selling instant tickets. He has doubled his instant ticket business in the past year with the help of the Lottery’s telemarketing division.

Throughout the 20th anniversary year we also featured several exciting new games and promotions for players that benefited both our on-line and instant ticket retailers. Our newest on-line game, “Cash 5,” which went on sale in March, has proven to be a huge success with our players. Already that game has produced more than 75 top prize winners and over 450,000 winners in total.

The Michigan Lottery provides a quality source of entertainment for its players, but behind the fun and fantasy of the Lottery lies a serious industry that pays great dividends to the business community of Michigan.

Michigan retailers who sell games enjoy the economic advantages of the Lottery, including having earned over $800 million in commissions from ticket sales since the Lottery’s inception and having profited greatly from an increase in traffic through their stores.

This year the Michigan Lottery launched several initiatives to enhance the relationship between the Lottery and its retailers. Lottery district sales representatives now meet with retailers on a more frequent basis to assist with in-store promotions and ticket orders. Lottery headquarters has a fully operational retailer services division to better serve the nearly 9,000 Lottery retailers statewide. Players can more easily identify Lottery retailers now with the attractive universal Lottery signs which feature the new “money tree” logo. These signs were provided by the Lottery to retailers as part of the Lottery’s awareness-building campaign. In addition, the Lottery sponsored retailer incentive programs to reward retailers who are working extra hard on behalf of the Lottery.

As we begin the Lottery’s third decade of operation, the goal is clear: to create an even more dynamic, visible and profitable lottery. The future is bright for both the Michigan Lottery and its retailers.

Editor’s Note: This guest editorial reflects the viewpoint of the Bureau of State Lottery. It continues to be the position of the Associated Food Dealers of Michigan that the current six percent commission is inadequate and that the increase in traffic through the store is minimal at best.

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.
The Importance of Marketing & Merchandising Yourself and Your Products

The economic roller coaster has made the dollar an increasingly precious commodity. Not only to John and Jane Q. Public, who watch where every dollar is spent, but to you, the retailer, who faces tougher competition to capture that revenue through sales and turnover of inventory.

The key word for retailers who want to succeed and grow in today's marketplace is AWARENESS: consumer awareness of your store, your products and your prices. And the way to gain this awareness is to utilize the "Four P's" of marketing that include Price, Product, Place & Promotion.

PRICING is the name of the game to capture business. Your customers need to be aware of your prices and, more importantly, your "special" or "sale" prices. Obviously you do not want to price yourself out of business. But competitive pricing, and communicating about pricing via advertising and promotion, will give consumers motivation to buy at your place of business. Remember, a good deal never loses its sales appeal.

PRODUCT, and positioning of product can be managed to gain optimum sales. Displays and promotion of premium and call brands attract customer attention to products that will improve the bottom line. Direct traffic to these brands with creative floor displays, prominent shelf placement, brand-specific drink specials or promotional events.

The PLACE element of marketing is closely tied to product. Shelf placement, floor displays and promotional material tied to brand promotion must be outstanding and noticeable. On-premise promotional material should leap out at a consumer in even the most unexpected places. Prominent, creative displays inform, excite and entice sales of the brands and products you want to sell.

Finally, PROMOTION. Many articles have described creative ways to promote your products; but what about promoting yourself? Break through the clutter of competition with promotional products emblazoned with your business' name and/or logo. These items range in price and extravagance; and include such items as key chains, posters, shirts and matchbooks. Anything and everything can have your name imprinted on it.

Think of items that are used daily: calendars, letter openers, watches. These are just a few items that will create an identity and awareness for your place of business. These can be giveaways or revenue-builders of their own.

To make your marketing program gel, one final element must be included: SERVICE. Give your attention to the customer; suggest a wine with dinner; help with party planning. Nothing can be achieved without quality service. This makes a customer loyal, comfortable and will set you apart from the retailer across the street.

Marketing sets your business apart from the competition. By making yourself visible and your products and prices appealing, you will win through sales, relationship building and regular turnover of stock.

LETTERS

Dear Associated Food Dealers of Michigan:
The business office at Sacred Heart Major Seminary has informed me that they received the first semester payment of the scholarship. I once again thank you for your generosity. It really helps me out quite a bit. Thanks again and God Bless.

Sincerely,
Brad Flint,
Scholarship Winner

Dear Mr. Sarafa:
Thank you very much for the Associated Food Dealer Scholarship that I received. I was extremely honored to win the award. It is wonderful that AFD cares enough about the youth of America to assist them in their education. Thanks again.

Sincerely,
Randy Meisner
As consumers are encouraged to eat more fruits and vegetables, it is increasingly important to provide them with quality produce that is readily available. The Agricultural Research Service (ARS) is helping to meet this challenge with research that increases availability and quality and extends its shelf life of fresh produce. A recent ARS report highlighted some of its current research:

Freeze-resistant citrus

On Christmas Eve, 1989, central Florida was hit with freezing temperatures of 18 degrees Fahrenheit, which cost citrus growers in the Orlando area about $600 million in losses. Ambersweet trees with no protection survived slightly warmer temperatures near Lake Alfred. In addition to being cold-hardy and ripening early, Ambersweet oranges also meet federal color and ripening early, Ambersweet oranges also meet federal color grade standards for Grade A juice and can be mixed with other orange juices to bring their color up to standard.

Now, the same ARS scientists who developed Ambersweet are trying to bring biotechnology to citrus breeding. They've taken the first step by establishing cell lines capable of regenerating whole plants and are planning to insert desired DNA into the cells. There are no genetically engineered citrus plants yet. (C. Jack Hearn and Randall P. Niedz, Orlando, FL, (407) 987-7300)

New varieties

ARS has several projects involving the development of new, improved produce varieties. Some of these include a Fantasy Seedless fresh-market grape produced in California and two new peaches developed in Georgia — Goldprince and Scarlet-pearl. There's also a white sweet potato with built-in bug defenses that tastes like an Irish potato, and a new strawberry that keeps its vivid color even after being sliced, frozen and thawed. (Howard J. Brooks, Beltsville, MD, (301) 504-5912)

Apple quality

Much of the quality and grade loss of fresh market apples is due to bruise damage both during and after harvest. A new, totally automatic bagger designed by ARS scientists will help the apple industry and consumers get better quality apples. The equipment allows apples to settle, rather than drop, into a bag, decreasing bruises 15-fold. The experimental bagger, operated under commercial conditions at a packing house, maintained all apples bagged at nearly the U.S. Extra Fancy grade which allows no more than one half-inch bruise per apple. (Dale E. Marshall, East Lansing, MI (517) 353-5201 (Patent)

Before hitting the bug, as they roll on the conveyor belt, apples can now be tested for firmness and maturity. Scientists measure the pitch of sound transmitted by intact apples. Fully automated, this approach would test about five apples per second compared to two per minute now being tested by the industry. The method is being patented. (Judith A. Abbott, Beltsville, MD, (301) 504-8450 (Patent)

- Produce Marketing Association-
Happy Holidays
Season Greetings

FROM

7UP®
OF DETROIT

Perrier
Naturally Sparkling
Mineral Water

7UP®

CANADA DRY®
First Annual Golden Can Award
Introduced To Recognize Canned Food Month 1993 Promotions

Great news for Canned Food Month participants! The Canned Food Information Council has established the first annual Golden Can Award, an award designed to recognize companies and individuals for outstanding merchandising and promotion efforts during February, Canned Food Month. To help in the planning process, guidelines kits for the annual February Canned Food Month (CFM) promotion - including complete information and an application for the Golden Can Award - are now available from the Canned Food Information Council.

"We've had terrific participation in Canned Food Month over the past couple of years," said Norman Correia, president of S & W Fine Foods and chairman of the Canned Food Marketing Program. "We now want to recognize and reward the trade's efforts to help us promote canned foods."

A total of 24 Golden Cans will be awarded in both food service and retail categories, as well as for CFM regional committees, the media and industry-related organizations. Entries will be judged based on how well they meet the following criteria:

- Creativity
- Length of program
- Use of Canned Food Month logos
- Incorporation of nutrition, good taste and recycling messages
- Trade promotion support
- Trade or consumer advertising tie-ins

Incentives/assistance to brokers, distributors, employees or customers
- Special displays
- In-store consumer education programs
- Support of Canned Food Month Regional Committee programs

To obtain free copies of the Canned Food Month guidelines kit, or for more information on how to get involved, contact:

The Canned Food Information Council
500 North Michigan Avenue,
Suite 200
Chicago, IL 60611
Phone: (312) 836-7279

New WIC Infant Formula

Wyeth-Ayerst Laboratories replaces Mead Johnson Nutritionals as the new contractor to provide milk-based and soy-based iron-fortified infant formula for the Michigan WIC Program beginning November 1, 1992.

The contract term is for three years. As you know, Mead Johnson has been the state's infant-formula provider since November 1, 1989.

Approximately 96% of the infant formulas purchased by the WIC Program will be S.M.A. Iron Fortified and Nursoy manufactured by Wyeth-Ayerst.

WIC authorized vendors must anticipate an increase in demand for S.M.A. Iron Fortified and Nursoy and a significant decrease in demand for Enfamil with iron and Prosobee after November 1, 1992.

If you have any questions regarding this matter you may contact your vendor relations analyst at (517) 335-8937.

Gasoline Tank Fee Suspended

The State Fire Marshal has announced that $100 annual gasoline-tank fee was suspended as of September 30 because the UST Fund has exceeded $8 million; tank registration, however, is still mandated. For more information contact: MUST Report, Capitol Reports Inc., (517) 484-4481.

RETURNABLES!

Do you find returnables:
- TIME CONSUMING
- AN INVENTORY PROBLEM
- DIRTY
- QUESTIONABLE RETURN ON YOUR MONEY
WE HAVE THE SOLUTION TO YOUR PROBLEM
X-Act Count 240
Form & plastic bottle counter
ONLY $39.95

"The best $39.95 you've ever spent!"

NEW!! Plastic Sleeves

X-Act Count 240
To order the X-Act Count 240 or Plastic Sleeves, call or write:
ROLLHITE CORPORATION
25/4, School Rd
Alger, MI 48410
Phone: (517) 345-3434
We ship UPS same day as order is received.

Accurately counts all aluminum cans and plastic bottles, except 2 Ver.
Allows inventory count at any time to reconcile with register balance.
1 sleeve can count over 2000 returnables per hour. Accurate count saves an average small store approximately $8000.00 annually over the current lead & sleeve method.

The best $39.95 you've ever spent!"

INACA COUNT 240
Form & plastic bottle counter
ONLY $19.99

22 - FOOD & BEVERAGE REPORT, NOVEMBER 1992
Advertising possible health benefits of alcohol could be hazardous to your store's health

By Fred Niemann, Jr., National Association of Beverage Retailers General Counsel

Recently, the possible health benefits of alcohol, and red wine in particular, have received a great deal of publicity, primarily due to a report on the 60 Minutes television show. In response to this favorable publicity, several retailers have asked about the advisability and legality of advertising red wine or alcohol as being healthful when used in moderation.

Such advertising by retailers is not advisable in today's social and legal climate.

First, whether alcohol beverages are healthful or harmful when moderately consumed remains a subject of fierce scientific debate. Until the issue is finally resolved in scientific circles, there are many critics of the industry who believe that it is inappropriate for the industry to point to the favorable studies, without mentioning studies which indicate that alcohol abuse carries certain dangers.

Indeed, the U.S. Surgeon General and various other state and federal health officials have made it clear that they will strongly oppose efforts by the industry to promote alcohol as having health benefits. Whether this governmental policy is wise or unwise, the net effect is that industry members who attempt to promote alcohol as beneficial for health are likely to be subject to intense regulatory scrutiny and possible punitive action.

In addition, advertising health benefits of alcohol may expose a retailer to lawsuits from consumers. There are many health and consumer groups who feel that it is deceptive to claim that moderate alcohol use is beneficial for health are likely to be subject to intense regulatory scrutiny and possible punitive action.

In short, in today's social, governmental and legal climate, it is not wise for an alcohol beverage retailer to promote or advertise the possible health benefits of alcohol.

ALCOHOL-RELATED FATALITIES DROP 10% IN 1991

Traffic deaths related to alcohol dropped nearly 10% between 1990 and 1991, U.S. Transportation Secretary Andrew Card announced June 22.

Alcohol-related traffic deaths (those where a driver, pedestrian, etc., involved in a crash had a trace of alcohol in his or her bloodstream) declined from 22,083 in 1990 to 19,900 in 1991. The 9.9% drop was the largest one-year percentage decline detected by the Transportation Department since it began issuing such statistics in 1982.

According to Card, the proportion of alcohol-related deaths represented 48% of all traffic deaths in 1991 — another ten-year low. By comparison, alcohol was involved in 50% of all traffic deaths in 1990 and 57% in 1982.

Card also reported that out of all drivers age 15-20 involved in fatal accidents in 1991, 20% were intoxicated (blood alcohol concentration of 0.10 or higher) compared to 31% in 1982.

Hungering for a complete pizza program...

GET YOUR SHARE OF THE PIZZA MARKET!

Pizza outsells all other types of fast food. If your customers are ordering a delivery pizza to eat with the beverages they purchase at your store, why not sell them the pizza too?

Perky's offers a complete freshbaked pizza program that delivers the quality your guests are hungering for.

20 PIZZAS PER DAY RETURNS AN INVESTMENT IN JUST 6 MONTHS!

Perky's is designed to be like a franchise with everything included. But with Perky's there's no franchise fee or continuing royalties...just profit!

It's time to project a stronger bottom line and better serve your guests. You've heard of us, so call Perky's today!
AFD Offers Special Advertisement for Members To Feed The Hungry

AFD members can participate in the fourth annual "Help Feed the Hungry: Buy a Case of Food" campaign, which begins November 16 and will continue through the holiday season.

Gleaners Community Food Bank is conducting the campaign with the cooperation of Michigan National Bank. The Associated Food Dealers of Michigan is helping in the effort by donating space for a public service advertisement in this publication.

Appearing on this page is a public service ad which allows readers to designate the cases of food they wish to donate for the hungry and tells them where they can mail their checks.

"Readers can take a direct role in feeding the hungry," explains Gene Gonya, Gleaners' president. "The monies from the campaign are used to purchase and distribute cases of food at no cost to our member agencies."

Residents of southeastern Michigan contributed $279,015 to the "Buy a Case of Food" campaign last year. This translates into over 700,000 pounds of food for the needy.

Since its inception in 1988, the "Buy a Case of Food" campaign has raised more than 1.5 million pounds of food.

Readers can obtain more information about Gleaners by calling Gene Gonya at (313) 923-7855.

---

Gleaners Community Food Bank and Second Harvest Provide Food for Florida Hurricane Victims

Hurricane Andrew will go down in American history as one of the worst events to hit the state of Florida. But the response of the American people in helping those devastated by the storm will also be recorded as a historic outpouring of concern and kindness.

Many individuals, churches and organizations answered Florida's cry for help after the hurricane ravaged the community of Homestead and surrounding areas, leaving many families hungry and homeless. The Second Harvest Food Bank quickly sprang into action by warehousing and distributing 5.7 million pounds of food in the first two weeks.

Thanks to many AFD members and also concerned individuals, the Gleaners Community Food Bank was able to assist the relief effort by sending 40,000 pounds of food to the Miami area. Some of the principal donors (General Mills, Nabisco, M&M/Mars, Uncle Ben's, Pillsbury, Procter & Gamble, Nestle and Best Foods) sent representatives to Florida the first week after the disaster.

They toured the Second Harvest Distribution Center Warehouse, met with the military command, and saw the field kitchens and the people being served.

The food company representatives were amazed that the Second Harvest network was able to mount a food distribution operation and staff it in such a short time. The private sector — from food product companies and other corporations, to concerned individuals, to organized food banks — came through when the need was greatest.

It is encouraging to know that this support system would be available to come to Detroit if we had the need.

---

HELP FEED THE HUNGRY
Buy a Case of Food

Use this coupon to Help Feed the Hungry. Gleaners Community Food Bank will use your donations to purchase the cases of food you select and distribute them at no cost to over 180 soup kitchens, church pantries, and emergency shelters.

INDICATE THE NUMBER OF CASES OF EACH ITEM YOU WISH TO BUY FOR THE HUNGRY

( ) Castleberry Beef Stew $14.06 case
( ) Bush's Deluxe Pork & Beans $10.85 case
( ) Star Kist Chunk Light Tuna $40.00 case
( ) Kroger Peanut Butter $18.00 case
( ) Welch's Grape Jelly $19.35 case
( ) Ragu Old World Spaghetti Sauce $20.44 case
( ) Healthy Choice Chicken Noodle Soup $14.40 case
( ) Kroger Instant Potatoes $14.03 case
( ) Beech Nut Baby Food $7.20 case
( ) Juicy Juice (Grape Juice) $12.83 case
( ) Sunshine HiHo Deluxe Crackers $25.50 case
( ) S&M A Infant Formula $24.86 case
( ) Kroger Toasted Oats Cereal $16.50 case

Gleaners salutes the above food industry associates for their involvement in our continued efforts to Help Feed the Hungry.

Enclosed is my check in the amount of $________ for ________ case(s) of food as a tax deductible contribution to Gleaners Community Food Bank to Help Feed the Hungry.

Name ____________________________
Address ___________________________
City/State/Zip _______________________

Please make checks payable to Gleaners Community Food Bank and mail with this coupon to: 2131 Beaufait, Detroit, Michigan 48207.

---

Extending Shelf Life

Abnormal ripening problems occur when fresh produce is shipped any great distance because of reduced temperatures required in transit. An Agricultural Research Service chemist developed an edible, inexpensive film that can be easily applied to fruit and vegetables to retard ripening. Made from natural food ingredients, the coating extends shelf life of tomatoes, oranges, carambolas and bananas, allowing storage at 70 degrees F. (Myma Nisperos-Carriedo, (813) 293-4133)
Hollywood Market Shopper Wins GEO Tracker

regularly shops. Koreck, a cashier at Gail’s Office Supply, entered to win the car during a September contest in which entrants had to guess the dollar amount of the groceries that filled the GEO Tracker on display. Koreck said she based her guess on her shopping experiences at Hollywood. “It looked like it held about 20 bags of groceries,” she said. “I usually buy 15 bags of groceries a week, and I know what that costs, and I regularly shop at that store.”

Thom Welch, AFD board member and owner of Hollywood, said that Koreck guessed within six cents of the value of the groceries. Welch also gave away five trips to Mission Point Resort on Mackinac Island during the contest.

Marlene Koreck knows how to “bring the bacon home” in style. The Madison Heights mother of three loaded that bacon, along with $300 worth of other groceries into her brand new sporty GEO Tracker on Monday, September 28, 1992. She was awarded the new car, complete with groceries, at the Hollywood Market in Royal Oak, 805 S. Campbell, where she regularly shops.

Joe Sarafa, Executive Director of the Associated Food Dealers, stopped by to check out the changes at Johnny Karmo’s Market Square and see his likeness on a pumpkin. The store recently underwent a massive remodeling project, inside and out. To help celebrate the renovation, some caricature artists accepted the challenge of putting Detroit area media personalities and Tigers, Lions, Pistons and Red Wings on the pumpkins. After the “Renovation Celebration” the pumpkin caricatures were donated to Beaumont Hospital’s children’s ward for their Halloween Party.

In addition to the pumpkin people, each day of the celebration specialty food items were available for tasting. A wide variety of Market Square recipes were offered for sampling.

Architect Victor Saroki, and a team of designers and artists, are responsible for the new look. From the inviting facade with the feel of a village market place, to the richly colored murals inside, the design is upscale and contemporary without losing the warmth and charm of a friendly neighborhood grocery store.

Michigan Sugar Company was honored with the award for “Best Display of Product” at the 1992 MGA Trade Show. Pictured from left to right are Nancy Risan and John Gurns of the Michigan Sugar Company, Linda Gobler, president of Michigan Grocers Association, and Michigan Sugar Company’s brokerage representative Bill Neff of Conrad Patterson Associates of Southfield.
National Frozen Food Association Paves the Way for March Frozen Food Promotion

The National Frozen Food Association has announced the availability of its 1993 Promotions Kit, featuring this year’s theme, “Quality on Parade.”

This 64-page promotion book for use by both the retail and food service sectors, includes everything needed to plan a National Frozen Food Month event. The directory lists people that make NFFM happen, such as the coordinators of the event and local frozen food organizations. Case histories follow the directory, and describe in detail several outstanding National Frozen Food Month promotions to help retailers, distributors and others get ideas for their own promotions.

To obtain NFFA point-of-sale and specialty item order forms, which include full-color pictures of each item, or copies of the 1993 Promo Book, contact The National Frozen Food Association, 4755 Linglestown Rd., Suite 300 Harrisburg, PA 17112: (717) 657-8601; fax (717) 657-9862.

NAWGA Says Free Trade Agreement Will Benefit Food Industry

Adoption of the North American Free Trade Agreement will benefit U.S. food producers and consumers alike, creating new opportunities on both sides of the U.S.-Mexican border, according to John Block, president of the National-American Wholesale Grocers’ Association (NAWGA).

“There are very few agreements we have ever signed that are likely to be so beneficial to the U.S. as this one. With the adoption of NAFTA, Mexico is going to become our next great export market,” Block told the House Subcommittee on Trade today during a congressional hearing on the free trade pact.

Block, who also serves as chairman of the National Agricultural Advisory Committee, said the NAFTA would increase the accessibility of produce in U.S. superstores on a year-round basis. The Mexican growing season “complements the U.S. horticultural season and will make up for shortages in U.S. production due to season declines and also due to natural disasters like storms and droughts.”

The NAFTA also will create new markets for U.S. agricultural exports to Mexico, already the U.S. third-largest export market for food products. “Elimination of the Mexican import license system should further improve our chances to sell more agricultural products to Mexico,” Block said.

Block, who served as Secretary of Agriculture from 1981 to 1986, said the free trade agreement also will enhance opportunities for U.S. food companies to enter the Mexican consumer market and distribute food to the 90 million Mexican consumers. While two NAWGA member companies already are involved in joint ventures with Mexican food distributors, “more U.S. businesses will certainly follow in these companies’ footsteps if NAFTA is adopted,” Block testified.

The agreement as proposed contains protections from sudden surges in Mexican exports to the U.S., and maintains good phytosanitary standards for agricultural products. “Our negotiators have been very sensitive to the needs of U.S. producers. I have high confidence in the capability of U.S. agricultural producers to adapt and compete with anyone in the world,” Block told the panel.

“The NAWGA membership will work with the Congress, the Department of Agriculture and the FDA to ensure the quality of any fresh perishable or processed food that we may import from Mexico. This is an ongoing task that needs to be closely monitored, whether or not we have a free trade agreement with Mexico,” Block said.

Newly Designed Pallet May Save $500 Million

A new block-style, true four-way entry pallet will be made available soon, which will help the grocery industry recoup some of the estimated $500 million in annual losses due to pallet damage.

That conclusion about the new style pallet to be developed by the pallet industry is the key in helping reduce damage, improve productivity and increase payloads for grocery products.

Once the four-way entry pallet is ready for use, the phaseout of the notched stringer pallet can begin. Said Ross Murdock of Campbell Soup, co-chair of the joint panel: “Ever since we started four years ago, we recognized the notched stringer pallet has been a major cause of the $500 million damage related to pallets that the grocery industry experiences annually.”

“New, definitive studies by the Campbell Soup Company based on extensive tests carried out at several of our plants, have provided stark evidence confirming this.”

Spartan Cash for Label Program Extended Through 1993

Spartan Stores, Inc. has announced plans to continue its successful Cash For Labels nonprofit organization fund-raising program through the end of 1993.

Spartan Stores’ Cash For Labels program allows participating groups the opportunity to earn two cents for every Universal Product Code (UPC) symbol from Spartan brand products they save and redeem.

Cash For Labels was originally scheduled to run through December 31, 1992, but Spartan stores and its retailers have decided to extend the program through 1993 based on the popularity of the program.

Except for two product groups, labels from any of the more than 1,000 Spartan brand products can be redeemed in Cash For Labels (for the sake of customer safety, UPC codes from 12-ounce Spartan pop in aluminum cans and Spartan refrigerated biscuits cannot be redeemed.)
SUPPOR'T THESE AFD SUPPLIER MEMBERS

BAKERIES:
- Arden's Bakery
- Ashby's Bakery & Sausage
- O.H. Bakery
- Akin's Bakery
- Ananta Bakery
- J.K. Bakery
- S. M. Bakery
- Osaka Bakery
- T. S. Bakery

BEVERAGES:
- A & B Beverages
- A & B Distributors
- B & H Beverages
- C & H Beverages
- D & H Beverages
- E & B Beverages
- F & H Beverages
- G & H Beverages
- H & I Beverages
- I & J Beverages
- J & K Beverages
- J & L Beverages
- K & L Beverages
- M & N Beverages
- P & Q Beverages
- R & S Beverages
- T & U Beverages

BREADS:
- A & B Bread
- A & B Breads
- B & H Breads
- C & H Breads
- C & D Breads
- D & H Breads
- E & F Breads
- G & H Breads
- H & I Breads
- J & K Breads
- J & L Breads
- K & L Breads
- L & M Breads
- M & N Breads
- P & Q Breads
- R & S Breads
- T & U Breads

CATERING/HALLS:
- A & B Catering
- A & B Halls
- B & H Catering
- C & H Halls
- D & H Halls
- E & F Halls
- G & H Halls
- H & I Halls
- J & K Halls
- J & L Halls
- K & L Halls
- L & M Halls
- N & O Halls
- P & Q Halls
- R & S Halls

FISH & SEAFOOD:
- A & B Fish
- A & B Seafood
- B & H Fish
- B & H Seafood
- C & H Fish
- C & H Seafood
- D & H Fish
- D & H Seafood
- E & F Fish
- E & F Seafood
- G & H Fish
- G & H Seafood
- H & I Fish
- H & I Seafood
- J & K Fish
- J & K Seafood
- J & L Fish
- J & L Seafood
- K & L Fish
- K & L Seafood
- L & M Fish
- L & M Seafood
- N & O Fish
- N & O Seafood
- P & Q Fish
- P & Q Seafood
- R & S Fish
- R & S Seafood

INSECT CONTROL:
- A & B Insect Control
- A & B Pest Control
- B & H Insect Control
- B & H Pest Control
- C & H Insect Control
- C & H Pest Control
- D & H Insect Control
- D & H Pest Control
- E & F Insect Control
- E & F Pest Control
- G & H Insect Control
- G & H Pest Control
- H & I Insect Control
- H & I Pest Control
- J & K Insect Control
- J & K Pest Control
- J & L Insect Control
- J & L Pest Control
- K & L Insect Control
- K & L Pest Control
- L & M Insect Control
- L & M Pest Control
- N & O Insect Control
- N & O Pest Control
- P & Q Insect Control
- P & Q Pest Control
- R & S Insect Control
- R & S Pest Control

INSURANCE:
- A & B Insurance
- A & B Life Insurance
- B & H Insurance
- B & H Life Insurance
- C & H Insurance
- C & H Life Insurance
- D & H Insurance
- D & H Life Insurance
- E & F Insurance
- E & F Life Insurance
- G & H Insurance
- G & H Life Insurance
- H & I Insurance
- H & I Life Insurance
- J & K Insurance
- J & K Life Insurance
- J & L Insurance
- J & L Life Insurance
- K & L Insurance
- K & L Life Insurance
- L & M Insurance
- L & M Life Insurance
- N & O Insurance
- N & O Life Insurance
- P & Q Insurance
- P & Q Life Insurance
- R & S Insurance
- R & S Life Insurance

MEAT PRODUCERS/PACKERS:
- A & B Meat Producers
- A & B Packers
- B & H Meat Producers
- B & H Packers
- C & H Meat Producers
- C & H Packers
- D & H Meat Producers
- D & H Packers
- E & F Meat Producers
- E & F Packers
- G & H Meat Producers
- G & H Packers
- H & I Meat Producers
- H & I Packers
- J & K Meat Producers
- J & K Packers
- J & L Meat Producers
- J & L Packers
- K & L Meat Producers
- K & L Packers
- L & M Meat Producers
- L & M Packers
- N & O Meat Producers
- N & O Packers
- P & Q Meat Producers
- P & Q Packers
- R & S Meat Producers
- R & S Packers

NON-FOOD DISTRIBUTORS:
- A & B Non-Food Distributors
- A & B Food Distributors
- B & H Non-Food Distributors
- B & H Food Distributors
- C & H Non-Food Distributors
- C & H Food Distributors
- D & H Non-Food Distributors
- D & H Food Distributors
- E & F Non-Food Distributors
- E & F Food Distributors
- G & H Non-Food Distributors
- G & H Food Distributors
- H & I Non-Food Distributors
- H & I Food Distributors
- J & K Non-Food Distributors
- J & K Food Distributors
- J & L Non-Food Distributors
- J & L Food Distributors
- K & L Non-Food Distributors
- K & L Food Distributors
- L & M Non-Food Distributors
- L & M Food Distributors
- N & O Non-Food Distributors
- N & O Food Distributors
- P & Q Non-Food Distributors
- P & Q Food Distributors
- R & S Non-Food Distributors
- R & S Food Distributors

PROMOTION/ADVERTISING:
- A & B Promotion/Advertising
- B & H Promotion/Advertising
- C & H Promotion/Advertising
- D & H Promotion/Advertising
- E & F Promotion/Advertising
- G & H Promotion/Advertising
- H & I Promotion/Advertising
- J & K Promotion/Advertising
- J & L Promotion/Advertising
- K & L Promotion/Advertising
- L & M Promotion/Advertising
- N & O Promotion/Advertising
- P & Q Promotion/Advertising
- R & S Promotion/Advertising

SPICES & EXTRACTS:
- A & B Spices & Extracts
- B & H Spices & Extracts
- C & H Spices & Extracts
- D & H Spices & Extracts
- E & F Spices & Extracts
- G & H Spices & Extracts
- H & I Spices & Extracts
- J & K Spices & Extracts
- J & L Spices & Extracts
- K & L Spices & Extracts
- L & M Spices & Extracts
- N & O Spices & Extracts
- P & Q Spices & Extracts
- R & S Spices & Extracts

STORE SUPPLIES/EQUIPMENT:
- A & B Store Supplies
- B & H Store Supplies
- C & H Store Supplies
- D & H Store Supplies
- E & F Store Supplies
- G & H Store Supplies
- H & I Store Supplies
- J & K Store Supplies
- J & L Store Supplies
- K & L Store Supplies
- L & M Store Supplies
- N & O Store Supplies
- P & Q Store Supplies
- R & S Store Supplies

ASSOCIATES:
- A & B Associates
- B & H Associates
- C & H Associates
- D & H Associates
- E & F Associates
- G & H Associates
- H & I Associates
- J & K Associates
- J & L Associates
- K & L Associates
- L & M Associates
- N & O Associates
- P & Q Associates
- R & S Associates

WHOLESALE/FOOD DISTRIBUTORS:
- A & B Wholesale/Food Distributors
- B & H Wholesale/Food Distributors
- C & H Wholesale/Food Distributors
- D & H Wholesale/Food Distributors
- E & F Wholesale/Food Distributors
- G & H Wholesale/Food Distributors
- H & I Wholesale/Food Distributors
- J & K Wholesale/Food Distributors
- J & L Wholesale/Food Distributors
- K & L Wholesale/Food Distributors
- L & M Wholesale/Food Distributors
- N & O Wholesale/Food Distributors
- P & Q Wholesale/Food Distributors
- R & S Wholesale/Food Distributors

FOOD & BEVERAGE REPORT, NOVEMBER 1992

contact Jim Larges at AFD at 557-9600
REMEmBER TO VOTE
ON NOVEMBER 3rd
for the candidate of your choice

☐ Bush  ☐ Clinton  ☐ Perot

or if write-in choices are needed
here are some of our leading candidates...

☑ The People's Choice!!

☑ Charlie The Starkist Tuna
   (Represent in Detroit/Saginaw only)

☑ Morris The Nine Lives Cat
   (Represent in Detroit/Saginaw only)

☑ Pillsbury Doughboy

☑ Green Giant Sprout

☑ Jolly Green Giant

☑ California Raisin (Dole)

YOUR STATE-WIDE FOOD BROKER

DETROIT  (313) 591-1900
SAGINAW  (517) 793-8100
GRAND RAPIDS  (616) 949-7210