Marketing To The Beer Connoisseur

There is a wealth of information surrounding the making, tasting and purchasing of wines. Fine dining restaurants create dinners featuring special wines and wine tastings have become very trendy. American wine consumers therefore are increasingly more educated, more interested and more willing to invest in the product. Beer, on the other hand, has not enjoyed the same amount of pomp and circumstance.

There is a general lack of information in the American market about specifics of brewing styles and their tastes and characters. Because of this, Americans know how to consume beer but not how to taste it. To be successful at selling and marketing fine beer, it is important to be well educated in beer tasting so you can then educate your customers.

Tasting

There are three key points on the palate that help us distinguish the character of the beer we are drinking.

The front of the palate: The top of the tongue gives us the taste of sweetness. Here is where we get the variety of character that the sweetness of malt brings to beer.

The middle of the palate: We taste saltiness here, we also feel the "weight" of the beer on the palate and the amount of carbonation.

Aftertaste: Unfortunately, this is probably the most important but least understood of the palate characters. The customer has been brainwashed to believe that to be good "no aftertaste" is important. Nothing could be farther from the truth. An aftertaste can be sweet or dry, long or short, or any combination of all of these. Aftertaste provides the balance for what is tasted at the front of the palate and most definitely belongs there. What we get for an aftertaste is in direct relation to the style of beer being consumed, therefore the consumer needs to know more about beers stylistically.

The two main characters we sense while tasting beers are sweetness and dryness/bittemess. Sweetness comes from malt and has many impressions from the many different types of malt available to the brewer.

The dryness/bittemess comes from hops. Hops add both bitterness and aroma to beer with each specific variety of hop having a different ratio to the amount of bitterness vs the aroma characteristics it will give a beer.

The Many Faces of Beer

There are two categories of brewing, top-fermented and bottom-fermented. They are...
STOCK UP NOW ON THESE HALLOWEEN FAVORITES
from paul inman associates, inc.

TRICK or TREAT
**AFD CHAIRMAN'S REPORT**

**Food Safety is Fundamental**

By Frank Arcori, AFD Chairman

Shigella, listerosis, botulism! A single incident of food poisoning can damage a good reputation that has taken years to build. With the growing interest in hot (and cold) prepared items in our deli cases we must take the time to insure that this food is always handled properly.

Concern over food safety should be foremost in every food handler’s mind. Risks of contamination can come from the food itself, the supplier, cross contamination, or from the employee. One contaminated product, taken home and served, can have far-reaching effects. Besides causing serious harm to a customer, it will be a feast for the media.

Avoiding bad news is simply a matter of following some old rules about food safety which have not changed much over the years.

1. Raw and cooked foods should be kept apart.
2. Employees should wash their hands and all utensils and cutting boards after handling uncooked foods.
3. Raw vegetables should be washed thoroughly.
4. Raw meat should be cooked to 160 F; raw poultry to 180 F; raw fish to 160 F.
5. Hot foods should be kept at a temperature of 140 F.
6. Cold prepared foods must be kept at or below 40 F.

The old rules of - Keep it cold (or hot), keep it clean, keep it moving - still apply. If you sanitize properly and wash your hands, you’re going to take care of 99 percent of the problem. In addition, cautious stores have found ways to protect themselves against that last one percent. One way is changing the product flow in prepared food operations. A system is advisable to ensure that the product that has been in the case longest is sold first. Another way is changing the frequency of delivery. Sticking with proven products increases turnover and may be a key to always serving a quality product. It will look better, taste better and be safe because of the rapid turnover.

Employee education is fundamental. A meeting of managers and employees may be necessary to enlist their full cooperation. Food safety training videos are available. A course on food safety basics may help to convince employees of the importance of this issue. Hand washing, for example, must be done thoroughly; rinsing should be done from the fingertips toward the elbows so that the water carries bacteria away from the hands.

The good news is that protecting your reputation is a simple matter of protecting your customer.

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**Statement of Ownership**

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AFD works closely with the following associations:

**The Grocery Zone**

By David Coverly
Senator Arthurhultz works to "clean" the House (and Senate)

By Virginia Bennett, Contributing Editor

Senator Philip Arthurhultz represents the 33rd district that serves Muskegon, Oceana, Mason and Newago counties. He serves in the Senate as Majority Floor Leader. Recent public interest in two important issues has catapulted Arthurhultz into the news.

As chairman of the Senate Ethics Committee, a self-policing body, Arthurhultz has responded to the public outcry for change. He has been especially diligent in regard to lobbyists representing special interest groups who attempt to influence legislators with gifts.

According to Arthurhultz, lobbyists play a very important part in the political process. They benefit both the special interest group and the legislator. A grocer for instance, can’t take time away from his family and his store to stay abreast of political matters that might have an impact on his business. The lobbyist can act for him and for other store owners at the same time.

While Arthurhultz feels that the lobbyist’s role is important, “the one at the top of the heap should not have more of a senator’s ear than another.” Legislators should be influenced by whatever benefits society most, not by gifts, trips or honorariums.

Arthurhultz has introduced ethics reforms that will be considered in the Senate this fall. They include:

- A ban on fees, gifts, meals, etc. from lobbyists to elected officials.
- Limits on campaign donations from special interest groups, including Political Action Committees (PACs).
- Income disclosure laws which would reveal the source of elected officials’ income and any financial interests which would “conflict with the public’s interest.”
- Eliminating office holder’s expense funds. Commonly called “slush funds” these are monies that can be spent in almost any way the office holder desires.
- Computerizing campaign finance records which would make them readily accessible to the press or citizens’ groups.

Arthurhultz has also been in the news because he has taken a stand in favor of using tax dollars to renovate Tiger Stadium. He believes that the surrounding neighborhood will, in turn, be revitalized. From his standpoint, creating different pockets of growth around the city is preferable to expanding the theatre district or moving the stadium away from downtown Detroit.

“It would be a travesty if the walls surrounding the very mound from where Ilitch made his announcement were torn down,” said Arthurhultz.

Helping the individual is important to Arthurhultz if it in turn benefits society. He once helped a store owner who was having trouble moving his store’s liquor license from city to township. What should have been a simple move (only a few blocks) was complicated with red tape. He took a special interest in the issue because he feels that government should serve its constituents, not make their life more difficult.

Building a better society, whether helping an individual cut red tape, keeping an urban neighborhood vital or restoring confidence in our elected officials, is a major concern for Senator Philip Arthurhultz. He can be reached at (517) 373-1635.

Sales Tax, Cont. from Page 1

This model regulation is one portion of a larger proposal on uniform sales taxes.

MTC is an agency of state governments created in 1967 and designed to help make state tax systems “fair, effective and efficient.” There are currently 19 full-member states and 14 associate-member states.

Michigan is a full-member state. Although states are not required to adopt an MTC proposal, MTC does not issue a proposal unless a majority of its members indicate they will seriously consider the proposal in their state legislatures.
Take advantage of Michigan's liquid assets.

What a great state to be in...carrying the one-of-a-kind Faygo flavors your customers keep coming back for. With liquid assets like these, you can smile all the way to the bank: Moon Mist, Cherry Festival, Rock & Rye, Raspberry Creme, Cherry Berry, Orange, Peach and the original Red Pop. Plus an entire sparkling water line with a touch of Orange, Raspberry, Grapefruit, Lemon, Lime or Regular. (coming soon, Cherry.)

Stock the unique Faygo flavors your customers are sold on.
Preliminary results of FMI/London House Third Annual Employee Theft Survey Indicate High Losses

The third annual London House/Food Marketing Institute supermarket theft survey addressed the following questions: (1) How much employee theft and counterproductivity occurred in the supermarket industry in 1991, (2) what kinds of employee theft and counterproductivity were taking place, and (3) what were the main characteristics of supermarket employees who most frequently engaged in on-the-job deviant behavior?

1,206 stores from 30 separate supermarkets were surveyed.

- The average supermarket employee admitted to stealing approximately $168 per year from the supermarket. In addition, the survey respondents estimated that the amount of theft engaged in by their "average co-worker" equaled $1,040 per year. The amount of actual employee theft probably falls somewhere between these two figures.

- Many supermarket employees admitted to costly theft and other counterproductive behaviors. For example, 45% admitted to cash/property theft, 44% supported various theft activities, 58% participated in some form of "time theft" (i.e., sick-day abuse), and 81% reported engaging in some form of general counterproductivity (i.e., wasting materials and supplies, arguing with customers, working under the influence of drugs or alcohol).

- The most common types of theft and counterproductivity reported included: taking merchandise, equipment and supplies for personal use; eating food without paying for it; not reporting observed theft by employees or customers; excessive tardiness; leaving work early without permission; faking illness and calling in sick; damaging property while horsing around; arguing with co-workers, supervisors and customers; doing slow or sloppy work on purpose; coming to work hungover from alcohol; and engaging in unsafe work practices.

- It was found that supermarkets that used preemployment integrity tests to select job applicants with intolerant attitudes toward theft had fewer instances of both general theft and severe theft than supermarkets that did not screen their applicants with integrity tests. In addition, respondents in test-using stores reported less costly theft.

Shoplifting - The Food Marketing Institute estimates that shoplifting costs the supermarket industry more than $2 billion a year. Based on surveys, the average cost of an item shoplifted is nearly twenty dollars.

Fountain Drinks: Eligible Or Not?

As many members know, the Food and Nutrition Service (FNS) is currently reauthorizing the nation's 213,000 authorized food stamp retailers. FNS is the division of the U.S. Department of Agriculture that administers the food stamp program.

During this reauthorization process, several members have asked for clarification regarding the food stamp eligibility of fountain drinks. According to FNS, fountain drinks are eligible for purchase by food stamps, presuming they are to be consumed outside of the store.

If you accept stamps for fountain drinks, you must include their totals in your calculations.

However, FNS has shown considerable latitude as to whether retailers may consider fountain drinks as food stamp eligible. The reason is that, typically, FNS gauges these drinks as "not for in-store consumption" based on the presence of lids for carry-out purposes and the absence of inside seating for customers. You should also know that fountain drinks are only an "eligible" item, but not a "staple" item unless they contain juice and are uncarbonated.

The most current interpretation on this issue from FNS is this: if you accept stamps for fountain drinks, you must include their totals in your calculations. If you don't, their totals may be deleted from your application, likely making it easier for you to attain the 50 percent staple food requirement. Many members are looking closely at this issue and have decided not to offer fountain drinks for food stamps, citing difficulties in meeting the 50 percent criteria as the primary reason.
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Candy & Spices

Private Label
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Cigarettes & Tobacco

Health & Beauty and General Merchandise

Speciality Food Program
Old-Fashioned Drug Store
Caters To Today's Customers

by Virginia Bennett, Contributing Editor

Businesses that survive in the 1990s will be the ones that provide excellent service to their customers. According to Eddie Catcho, co-owner of Abbott Drugs on Little Mack in St. Clair Shores, “Abbott Drugs never will be an Arbor or a Perry but we will always provide personal service.”

Abbott Drugs is a store with an old-fashioned atmosphere in a typical small town neighborhood. The employees that were working in the store when Catcho bought it two years ago have stayed on. They are happy and Catcho considers them an asset. Helen, the cashier, has been working there for three-and-a-half years and the two pharmacists have ten years service between them. They know their customers by name. The friendly faces made the transition to a new owner an easy one. Working for Catcho has been good for the employees. Helen says, “It’s nice working for Eddie, he doesn’t act like a ‘boss.’”

Abbott Drugs is a store with an old-fashioned atmosphere in a typical small town neighborhood.

Customers enjoy the atmosphere too. Catcho and his employees know most of them by name. The drugstore is part of the morning schedule for one local day care center. Every morning the little group comes in to make their purchases and say hello.

The improvements in the store are considerable. The biggest change is the way it has been cleaned up. It is immaculate, light and organized. For its size Abbott Drugs has an amazing array of products. Besides typical items one would expect, the store stocks everything imaginable from American flags to barbecue grills. There is a large food department with adequate baking supplies and fresh, discounted Sanders bakery products.

The store has many of the services that the bigger stores have. Abbott Drugs will deliver prescriptions with one-day notice. They have a copier and fax machine for the convenience of their customers. And every Tuesday from 1:00 p.m. to 5:00 p.m. a registered nurse conducts blood pressure screening.

Like many stores, Abbott Drugs sells lottery tickets. A few weeks ago they had a $100,000 winner. Catcho also offers players a very popular option he calls a “second chance” lottery. Losing tickets are deposited in a box for a weekly drawing, giving someone another chance to be a winner. Each week three winners of the drawing get fifteen free lottery tickets. Catcho is a winner too. Although these tickets come out of the profit, his sales have gone up. His philosophy of “Take a little, get a little” is working.

Abbott Drugs is Eddie Catcho’s first store. He previously managed other stores. His partner and brother-in-law, Nazar George Mansoor, also runs their second pharmacy Tradewinds Family Pharmacy in Detroit on Livernois and Seven Mile. Catcho is very happy owning Abbott Drugs. In the two years since he became owner he has married and had a baby. The hours at the store are perfect for his new family life.

Letters

Dear AFD:

I am one of the 1992 scholarship recipients and would just like to thank your organization for the funds and the dinner reception. I would like to commend you on the success of the program also.

Once again, I really appreciate the scholarship and it will be put to very good use.

Sincerely,
Matthew Eddy
PROJECT HANG UP

By Richard Darling,
President Michigan State Police Troopers Association

Enough is enough!
What began a few years ago as a mild annoyance has catapulted into a major consumer confidence game that threatens the credibility of all law enforcement. The issue is solicitations made on behalf of groups saying they represent police organizations. And it has to stop!

In the not too distant past, we didn’t question the sincerity of a caller representing our local police department and asking for funds. It didn’t happen often. The money was likely earmarked for a worthwhile purpose like bullet-proof vests or playground equipment for underprivileged children. Back then, the money went where the caller said it would.

Sadly, those days are gone.
Soliciting on behalf of law enforcement has become a multi-million dollar business built on a quicksand foundation of dishonesty and hucksterism. The pockets of these profiteers are lined with the hard-earned money of independent business people and concerned citizens who truly believe that they are aiding their local law-enforcement officials. Nothing could be further from the truth. The solicitor pockets 80-90% of the funds collected.

A backstage view of the police solicitation industry offers little hope for a solution. A law enforcement organization agrees to let its name be used by a professional solicitor in petitioning funds from the public. That’s critical to the solicitor as it adds sorely needed legitimacy to the solicitation effort. Without it, there’s no “hook” to reel in an unsuspecting public.

Fully credentialed, the solicitor is now free to “work the magic.” In carefully crafted statements that take advantage of the credibility of police officers, potential contributors are led to believe that the caller is just down the street and the donation will bolster local law enforcement efforts. In reality, it is most unlikely that the call is local. WATS lines (Wide Area Telephone Service) are a mainstay of the solicitation business. “To make it, fake it,” learned an enterprising reporter a few years ago when he went undercover to get a close-up glimpse of police solicitations. That credo remains in effect today.

Senior citizens and small business owners, those who can least afford to alienate law enforcement, are the frequent targets of solicitors. The impression is left that a contribution will prompt a better or quicker law enforcement response, or the public is led to believe that less than adequate police protection could result from a failure to contribute.

Remember, the police department provides service to everyone, not just those who make contributions.

One particularly disgusting practice is to solicit donations for a police officer slain in the line of duty. While family and friends, even total strangers, mourn the officer and console the family, solicitors descend on the community and treat the tragedy as an opportunity to ask for money. These opportunists collect funds on behalf of widows and orphans, with little or no money going for the intended purpose. Compounding the injustice is the fact that legitimate efforts to aid the family are therefore jeopardized.
Currently the legislature is considering a proposal to regulate those who go to the public asking for funds in the name of law enforcement. The original intent of bill sponsor Rep. Curtis Hertel (D-Detroit) was to ban all police-related solicitations. That course of action, however, was prohibited by a United States Supreme Court ruling. Regulation became the only alternative.

The legislation will be a welcome tool to combat the problems associated with law enforcement solicitations.

Neither the Michigan State Police Troopers Association nor the Department of State Police use telephone solicitation to raise funds. Unfortunately, our name, or those similar enough to create deliberate confusion, have been used. This prompted the creation of Project Hang-Up.

While Project Hang-Up is a statewide effort designed to educate Michigan citizens on the pitfalls of phone solicitations and contributions to questionable law enforcement groups. The goal is simple and blunt:

Whenever you're asked for money over the phone, if you have the slightest doubt about the integrity of the caller or the legitimacy of the cause, just hang up!

Finally, I would ask that law enforcement not be judged by the actions of a few parasites. Most police officers have dedicated their lives to serving their communities and feel that integrity is more important than the few dollars left over after solicitors pocket their profits.

Hang up if you suspect a fraudulent solicitation.

Ask questions until you are satisfied.

No to high pressure salespeople.

Get a written explanation of the program.

Unscrupulous callers try to rush or force you into saying yes, say no.

Police organizations with legitimate programs will answer your questions.

If you are uncomfortable with a caller... remember, it's your time, it's your telephone... JUST HANG UP!

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Help available in finding qualified entry-level workers

A new Job Readiness Certification Program by the Greater Detroit Alliance of Business’ allows employers to receive referrals of “Certified Job Ready Candidates.”

These candidates have been prescreened against a set of entry-level employment standards devised by area employers:

- Reading and math scores at the 10th grade level as measured by a nationally standardized test. (A second-tier certification will be awarded for eighth grade skills in these areas.)
- No unexplained gaps in work history or a 95% attendance record in a training program.
- Ability to fill out a job application and compose a simple business letter/memo satisfactorily.
- High school diploma or GED. Satisfactory performance on a mock job interview.

"Asking for referrals of job-ready candidates will save employers time and money in identifying qualified entry-level employees," said Charles Truza (IBM), chairman of GDAB’s Training Provider Relations.

"Employers should only have to talk to a few job-ready candidates to fill a position, instead of placing expensive want ads and sorting through hundreds of responses. It also sends a clear signal to job seekers and training providers as to what employers expect."

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FOOD & BEVERAGE REPORT, OCTOBER 1992... 11
Turn Over A New Taste Sensation

Cottage cheese and fruit. They're a natural!

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

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

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

Just in time for Dairy Month - a new taste sensation at a great price! Call your Bernéa Food Service sales representative today.
A fresh inventory turnover is important to you and to the success of your business. It's important to us at Monitor Sugar Company, too. That's why we make sure two ingredients are added to your business every time you stock Big Chief brand products:

- **Competitionly Priced Sugars** that are right for you and your customers. Since Big Chief brand products are recognized for goodness and value, you can count on your customers to keep your sugar turnover hot.
- **Service Specialists** who know sugar and care about your business. Our company-trained service specialists are right there – in your store – helping you succeed. We make sure you get the complete attention and support you need to whip up a quick turnover.

At Monitor Sugar Company, we'll work with you to help keep your Big Chief turnover piping hot.

Now Your Business Is Cooking.
Lottery Sales Are Up—Sales Top $1 Billion Already This Year
By Michigan Lottery Commissioner, Jerry Crandall

Michigan Lottery sales topped the $1 billion mark for the sixth consecutive year, and sales projections indicate an increase over last year's sales. We are especially excited about the prospect of this being a comeback year - as it's our 20th year celebration and this would stand in stark contrast to last year's sales decrease. And much of the credit goes to you - our agents!

In an effort to counteract those decreases, the Lottery initiated several changes during the past year. The most dramatic was in the marketing of our instant tickets. Last spring we introduced a new multiple-game marketing strategy where the Lottery is now introducing one, and sometimes two, new games each month. This approach has been a huge success and has resulted in an increase of over 50 percent in our instant ticket sales. In fact, instant games now generate more sales than the other Lottery games, with the exception of Lotto and the Daily 3 game.

The Lottery is constantly evolving. As we enter our third decade of operation, we are striving to create an even more dynamic and visible lottery. In doing so, we have initiated changes over the past year and hosted a year-long 20th anniversary celebration of star-studded excitement.

One of the highlights of the 20th anniversary year was the introduction of the Lottery's newest on-line game, "Cash 5," which went on sale in March. The game is very popular with our players because it offers a substantial top cash prize of $100,000 and a payoff for matching three numbers.

"Cash 5" sales have already reached nearly $45 million. In addition, more than 60 players have won the game's $100,000 top prize for matching all five numbers and nearly 450,000 players have won cash prizes for matching three and four numbers.

The Lottery also hosted three special second-chance giveaway promotions throughout the year. Players got extra mileage out of their Lotto tickets by sending in non-winning tickets for a chance to win great second-chance prizes including: twenty $10,000 cash prizes in the "Treasure Hunt" promotion; 12 Four Winns sport boats in the "Lotto Dreamboat Sweepstakes"; and 20 new automobiles in the "Lotto 20 Car Giveaway."

The success of all this year's exciting new games and promotions, combined with the hard work of our Lottery retailers, spurred an increase in our overall sales. Net revenues for education, about 40 percent of the Lottery's gross sales, are expected to reach more than $458 million this fiscal year. These funds will be transferred to the state School Aid Fund to help support K-12 public education in Michigan.

Players will swing into fall with the Lottery's newest instant game "Nifty 50s," which goes on sale October 7. If a player matches three like amounts on the ticket, they win the prize shown - up to $50 in cash prizes.

"Joker's Wild," with a top prize of $1,000, will go on sale later this month on October 21. If a player scratches off the ticket's latex coating and matches three like symbols and a joker, they win the prize shown. Players can also win if they uncover two like symbols and a joker.

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.
Seagram
Exclusive Gift Ideas

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<th>Sell Price</th>
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To place a special order, call
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Phone (313) 262-1375
Beer
From Page 1

roughly comparable to red and white wines. Top-fermented beers are comparable to red wine in their depth of flavor and complexity. Bottom-fermented beers are comparable to white wines with their light, drinkable character.

Top Fermented
As the name implies, this process takes place at the top of the fermenting vessel. This is the oldest form of brewing, with the first written reference dating back 3500 years to Babylon. Top-fermentation is a warm fermentation with temperatures ranging from 55 to 70 degrees F. Depending upon what the brewer is creating, these beers will often have some sweetness in the palate because not all of the sugars will be converted to either alcohol or CO2 during fermentation. The actual fermentation lasts about a week, with a short conditioning period afterwards. Some types of beers in this category are bottle-conditioned which means they are given an additional dosage of yeast, at bottling. This creates an additional fermentation in the bottle, adding to the beer’s complexity and depth of flavor. Serving temperature should be roughly 50 to 55 degrees F.

Top Fermented Beers include:
- Pale Ale, Bitter Ale, Brown Beers, Scotch Ale, Porter, barley Wine Style Ale, Alt, Weizen, Weiss, Hefe-Weizen, Trappist Ale, Abbey Ale and Lambic Beers

Bottom Fermented or Lager Beers
Bottom Fermenting began in the early 1800s when refrigeration was developed. Bottom-fermentation consists of two phases: primary fermentation and lagering. Primary fermentation will last about a week, maybe even two, depending upon the style of beer being made. Then comes the secondary phase, or lagering, which is a slow, cold (32-34 degrees F.) settling process. This process allows proteins and yeast to settle out, smoothing any roughness in the palate of the beer. Lagering can last from several days, to as long as a year.

Bottom Fermented Beers include:
- Pilsner, Export, Doublebock, Munchener-Dunkel, Marzen, Dortmunder, Rauchbier, Anniversary Bock, Bock

The Language of Beer
Tasting beer, like wine tasting, has a language of its own. To learn to taste beer correctly, one must also learn the language.

Aroma
This is the most fleeting of impressions when tasting beer and one brewers work very hard at. Because it fades rapidly, aroma should always be the first step in tasting beer.

When judging aroma, consider these terms:
- Bouquet: impressions created by the hops used for aroma.
- Complex: interaction between aroma and bouquet producing many different impressions.
- Esters: produced by malt, these are impressions that can be floral spicy or citrus.
- Earthy: a characteristic that certain varieties of hops bring to the nose of a beer.
- Smokey: can be a very faint impression or powerful, as in a German rauchbier.
- Malty: various impressions of sweetness to graininess.
- Hop: the general taste of bitterness with impressions of spiciness or earthiness.
- Yeast: self-descriptive.
- Skunky/Musty: old beer or beer exposed to light to long.
- Fruity: impressions of apples, pears, banana, black current.

Taste
The two most basic impressions of taste in beer are: sweetness which comes from the malts, and bitterness or dryness which comes from the hops. Beer offers a range from a simple, refreshing quaffing beer to a complex, richness of flavor ideal for matching with the best of foods.

Alcohol: a bitterness that leaves a warm feeling in the mouth.

Smooth: no rough edges through the palate.
Bitter: general description of the taste of hops.
Diacetyl: a by-product of fermentation with an impression of butterscotch.
Herbaceous: impression of hop particularly noticeable in a fresh beer.
Sweet: the general taste impression left by malt.
Vinous: wine-like impression on the palate.
Apple: an ester produced from the yeast-malt interaction.
Caramel: a higher percentage crystal malt will produce this taste.
Expresso: a higher percentage of black patent malt creates this taste.
Molasses: another variation in taste coming from malts.
Crisp: all taste characteristics are well-defined.
Clean: a fresh impression with a good balance between the various elements.
Coarse: a beer that is not in balance.
Dry: no sugars from the malt, hop taste predominates.
Rich: describes a substantial malt body.
Flux: generally a lack of carbonation or old beer.
Strong: describes a high alcohol content balanced by rich flavor.
Balance: the relationship between the sweetness of malt and bitterness of hops.
Big/Thick: impression of fullness left by the beer while in the mouth.
Thin: a watery impression of the taste of a beer.
Salty: impression left by excessive amounts of sodium, calcium or sometimes magnesium.

Appearance
Head: describes the bubbles in a beer, a well-made beer will have a very fine bubble rising from the bottom of the glass for the entire length of time it takes to consume it.
Belgian or Brussels Lace: traces of head left on the glass as a beer is consumed.
Head: foam generated at the top of a beer as it is poured.
Rocky or Thick: head on a beer

See Beer, Page 17
Round Table Works To Build Coalition

In an attempt to build bridges of understanding between the Arabic/Chaldean and African American communities, The Greater Detroit Interfaith Round Table has formed a study group of area leaders.

Recent incidents sparking tensions between neighborhood merchants and the community highlight the need for both short- and long-term strategies to address the problem and get people to work together to improve community relations, said Michael Berry, Interfaith Round Table Co-Chair.

The study group held its first meeting July 8 at Marygrove College. Its primary focus is the improvement of relations between merchants of Arabic or Chaldean descent and the African American community.

Leaders of the new group are: Berry; Joseph Sarafa, AFD executive director; James Trent of the Detroit Association of Black Organizations; Tallal Turfe of the Arab Chaldean Council; Joann Watson of the NAACP; Paul Hubbard of New Detroit; Michael George of Melody Farms, Inc.; Moussa Kaddouh of the Islamic Institute of knowledge; N. Charles Anderson of the Detroit Urban League; Horace Sheffield Jr. of the Detroit Coalition of Black Trade Unionists; and Sharkey Haddad of the Chaldean Federation.

Robert Arcand, executive director of the Interfaith Round Table, said the group’s agenda includes developing incident teams and developing a structure to achieve its goals.

“Our goals are to prevent problems in our communities, develop crisis teams to work on situations if they arise, and develop long-term solutions to deal with tensions and foster better relationships,” he said.

Arcand said the group is considering approaching various sources to fund this program.

Beer
From page 16

that almost has the appearance of whipping cream.
Thin: head without much texture or short lived.
Opaque: absence of light.
Clear/Bright: totally transparent.
Color: Color in beer is created by the addition of specialty malts which, by the degree of their roast and amount used, create the variation from straw to black.
Cloudy: a condition not normal to beer except for bottle-conditioned beer where yeast is added at bottling to add an additional fermentation and depth of character.
Hazy: This occurs when a natural beer is over chilled, certain proteins coagulate together forming the haze. It does not harm the flavor of the beer and will disappear as the beer warms up.

Now with your increased knowledge of beers, you are ready to start educating your palate to the different beer varieties. Remember, the better educated you are, the more information you can provide your customers and the more willing they will be to trust your judgment regarding purchases.
Sixteen-year Grocery Veteran Bags COO Spot at Inman

Ronald K. Fairchild was promoted from executive vice president and corporate director of grocery sales and retail operations for Paul Inman Associates to corporate director of sales and chief operating officer (COO) at a recent board of directors meeting.

Fairchild joined Paul Inman Associates in 1977 as an account executive. Since then he has moved up the ranks being promoted to vice president in 1979, senior vice president in 1980 and to group vice president in 1987. He was elected to the executive committee in 1988.

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

GourmetFresh Foods, Inc. Names LIS Marketing Food Broker for Michigan Market

Gourmet's Finest brand entrees is pleased to announce the selection of LIS Marketing as its food broker for Michigan. The seven-year-old company currently covers the entire Michigan market and plans to expand into the Chicago market in the near future.

LIS Marketing will target Gourmet's Finest brand entrees to Michigan's higher-end supermarkets including Shopping Center Market, D&W Food Centers and Spartan Stores.

"We like to handle products we feel are the best of the best in their category. With Gourmet's Finest brand entrees we know that's what we have got," said Larry Snider, president of LIS Marketing. "Based on the reactions of store managers and buyers who received samples of the product, we feel Gourmet's Finest will be well received."

"We are excited about working with LIS Marketing, and I am confident that having LIS broker Gourmet's Finest brand entrees will be successful in the Michigan market," said Jock Shaw, president of GourmetFresh Foods.

GourmetFresh Foods, Inc. manufactures a variety of gourmet entrees using the patented Vac-U-Fresh method of cooking. All entrees are under 300 calories and are low in fat and cholesterol.

Nabisco Names Pinkowski Director, Sales Technology

Gary Pinkowski has been named director of sales technology for the Sales & Integrated Logistics Division of the Nabisco Foods Group.

In his new position, Pinkowski will be responsible for providing information and technology to assist the sales force in its selling efforts.

Pinkowski joined the Nabisco organization in 1989 as manager of sales technology and became senior manager of sales technology for Sales & Integrated Logistics in 1991.

Based in Parsippany, N.J., the Sales & Integrated Logistics Division handles warehouse-distributed grocery products for the Nabisco Foods Group.

Two Elected To H.J. Heinz Company Board of Directors

David R. Williams, 49, and Luigi Ribolla, 55, have been elected to the board of directors of H.J. Heinz Company.

Mr. Williams is the company's senior vice president - finance and chief financial officer. He is based at Heinz's World Headquarters in Pittsburgh.

Mr. Ribolla is the company's senior vice president - European operations. He maintains his office in Milan, Italy.

Mr. Williams joined Heinz in 1967. He has served in a number of financial management positions at H.J. Heinz Company Ltd. in England and at Starkist Seafood Company in Long Beach, California. Additionally, he has directed the company's international audit function.

A native of London, Mr. Williams received a B.A. degree in economics from Exeter University in England. He is a chartered accountant. He resides in Upper St. Clair, Pennsylvania with his wife Gillian. They are the parents of four children.

Since 1988 Mr. Ribolla has held responsibility for all Heinz operations in the Mediterranean area and is managing director of Heinz-Italia.

Mr. Ribolla began his Heinz career in 1967 as an auditor at Plasmon, S.p.A.

Mr. Ribolla attended University Cattolica in Milan and for seven years taught at various colleges. He and his wife, Giovanna, reside in his hometown of Bergamo, Italy. They are the parents of one son.

COMING EVENTS

November 9—Greater Detroit Interfaith Round Table 1992 Brotherhood Dinner.
(313) 869-6306

October 25-28—1992 Food Industry Distribution & Technology Conference, Atlanta, Georgia.
(703) 532-9400.

(717) 657-8601 or (703) 821-0770.

December 1-3—Hazardous Materials Storage Expo and Seminar, sponsored by State Police Fire Marshal Division and Michigan Chemical Council, Lansing Central. Contact Colleen Mohr, MSP - Fire Marshal Division, Hazardous Materials Expo, P.O. Box 30157, Lansing, MI 48909.

Did you know...

...that per capita consumption of fruit juices and fruit drinks has nearly doubled over the past decade?

...that fruit juices accounted for over $1 billion in convenience store sales volume in 1991?
Entertain the 5 A Day Way!

The season for entertaining is fast upon us, and it’ll be healthier than ever this fall when you show your customers how to Entertain the 5 A Day Way!

The Produce for Better Health Foundation is serving up this new promotional wave for September through December. Centering around the fall season, new materials will help customers work fruits and vegetables into gifts and party planning.

New materials will include posters, POS cards, and brochures, along with new approved 5 A Day recipes, ad copy, tip cards and hanging cards.

The fall season will be an ideal time to promote fruit and vegetable baskets as gifts, platters of fruits and vegetables for parties, and colorful seasonal produce such as kiwi, carrots, cranberries, yams and apples. Also emphasizing a low-fat diet message will be easy with low-fat dips for platters, dried fruit instead of nuts in fruit and vegetable baskets, and light, attractive fruit desserts.

For more information, call Amy Beasley at PBH, (302) 738-7100.

Heinz Introduces All Natural Cleaning Vinegar

Responding to the need for a natural, environmentally friendly, cleaning agent, Heinz has introduced an all natural cleaning vinegar that sanitizes, deodorizes and is 50 percent stronger than regular vinegar.

In a survey, 84 percent of consumers who were told about Heinz Cleaning Vinegar said they would buy it. After using the product, over 73 percent said it was excellent or very good for cleaning windows, floors and coffee makers.

For more information call Ron Schuler at Pfeister Company at (313) 591-1900.

Frankenmuth Beer Wins in Germany

At a recent taste competition in Brodenbach, Germany, Frankenmuth Pilsener and Frankenmuth Dark were awarded the first prize. It is the first time that Frankenmuth Beers were entered in a European competition.

“IT IS A SPECIAL HONOR FOR FRANKENMUTH BREWERY THAT IN A COUNTRY WHERE THE WORLD’S BEST BEERS ARE PRODUCED, FRANKENMUTH BEERS RECEIVE TOP HONORS,” said Fred Scheer, Frankenmuth Brewery’s master brewer.

Frankenmuth Brewery, which recently celebrated its fifth anniversary in the 130-year-old brewing facility, is not new to winning awards. At the Great American Beer Festival held each October in Denver, Colorado, Frankenmuth Beers have won a total of four medals in the last three years. Two of those were gold medals.

Six Unique Stroh’s Ice Cream Flavors Slow cooked For Premium Quality and Taste Now Available in Quarts!

The Stroh’s Ice Cream Company has introduced six unique, premium ice cream flavors, in round, sealable quart containers.

These new “Finest Ice Cream” quart packages are kosher-approved and compliment the recently introduced pint-size containers and the square half-gallon cartons of Stroh’s Frozen Yogurt, Frozen Dairy Dessert and premium ice cream.

Stroh’s Ice Cream Company is a privately held, Detroit-headquartered firm, with a 72-year history of producing and distributing premium ice cream products in Michigan.

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FTC Green Guides Offer Clarification

In an effort to reduce consumer confusion, the Federal Trade Commission recently issued its long-awaited guidelines aimed at clarifying the environmental terms shoppers see in the grocery store, such as "biodegradable," "recycled" and "ozone friendly."

The new standards are hailed by industry, state attorneys general, environmentalists and advertisers for bringing more uniformity and certainty to the national marketplace. The FTC will review the guidelines after three years. The guidelines are voluntary and do not preempt state or local laws. While they do not specifically define environmental terms, the guidelines provide a series of examples of both acceptable and deceptive claims for eight key concepts: general environmental benefits, degradable/biodegradable/photo-degradable, compostable, recyclable, recycled, recycled content, source reduction, refillable and ozone safe or ozone friendly.

For example, a nationally marketed juice bottle with the unqualified statement that it is recyclable would not be allowed if collection sites for recycling are not generally available. The bottle label would have to say "check to see if recycling facilities exist in your area," in order not to mislead consumers.

Claims of recycled content should only be made for materials that have been recovered or diverted from the solid waste stream, either during the manufacturing process (pre-consumer) or after consumer use (post-consumer). Claims for products only partially made of recycled material should be qualified to indicate the percentage of recycled material.

Green advertising should follow four general rules: 1) qualifications and disclosures should be stated clearly and prominently; 2) environmental claims should make clear whether they apply to the product, the package or both; 3) claims should not be overstated, especially when the benefits are insignificant; 4) a claim that the environmental attributes of one product are superior to another product's should make the basis for the comparison sufficiently clear and should be substantiated.

ENVIRONMENTAL RESOURCES

Following is a sampling of environmental resources and publications that may be useful as you develop and implement your company programs.

• "Why Comprehensive Recycling Is A Solid Winner: Why Forced Deposit Laws Are A Solid Waste" is available from the National Soft Drink Association (NSDA). To order the brochure, contact NSDA at 1101 Sixteenth St., N.W., Washington, D.C. 20036 or call (202) 463-6732.

• "Municipal Solid Waste Composting Report" is available from the New Jersey Advisory Council on Solid Waste Management. For a copy call (609) 530-8593.

• "Securing Our Legacy: An EPA Progress Report 1986-1991" is available from the U.S. Environmental Protection Agency. For a copy write to:


• "Environmental Affairs Update" is available from the Grocery Manufacturers of America, Inc. (GMA). For subscription information write to GMA, 1010 Wisconsin Ave., NW, Suite 800, Washington, D.C. 20007, or call (202) 337-9400.

• "Answers to Often Asked Questions About Printing-Writing Paper and Recycling" is available from American Paper Institute's (API) Printing-Writing Paper Division. Answering a broad range of the most frequently asked questions about printing-writing papers and recycling; it can be a useful tool in addressing these issues. Call Sandra Hathaway at (212) 340-0665 to order copies.

• "Aseptic Packaging Council News: Drink Box Recycling Update" is available from the Aseptic Packaging Council (APC). This publication was established to inform the solid waste management community of APC's efforts and progress in facilitating the recycling of drink boxes, milk cartons and similar materials in the U.S. For more information call APC at (202) 333-5900.

• "Posed for Growth: Perceptions and Challenges in PET Plastic Container Recycling" is available from the National Association for Plastic Container Recovery (NAPCOR). The booklet includes results of an in-person public opinion poll conducted by The Roper Organization for NAPCOR. For more information call NAPCOR at (704) 357-3250.

Q. What are the laws for sales tax on non-alcoholic beer?

A. There seems to be some confusion about how to treat the sale of non-alcoholic malt beverages such as O'Doul's by Anheuser Busch, Miller Sharp's and Coors Cutters. Some stores charge a sales tax, averaging 16 cents per six-pack. Some stores refuse to sell it to people under 21 years of age and others restrict the hours when the beverage can be sold, treating the product like regular beer.

The Michigan Liquor Control Commission regulations regarding non-alcoholic beer are as follows:

• Non-alcoholic beverages are defined as "cereal beverages," and the Michigan Penal Code prohibits them from being sold to anyone under 18 years old.

• There are no restrictions on the hours during which cereal beverages may be sold.

• Since they are not defined as alcoholic beverages, no sales tax should be charged.

IN 1992, THE MARKET FOR MEXICAN SAUCES WILL GROW 14% TO REACH RETAIL SALES OF $730 MILLION, ACCORDING TO A NEW STUDY BY PACKAGED FACTS.

After years of double-digit growth, the market shows no signs of faltering. Packaged Facts is predicting that the market will grow 20% in 1993, and maintain that growth through 1996, when total sales will hit the $1.5 billion mark.

This staggering prospect, (if realized) will mean that the Mexican sauce market (only $332 million in 1987) will have more than quadrupled in a decade.
AFD On The Scene

Fannie Watson stands behind the baskets she makes from her company "Basket Case," which is a new member.

Trustees of AFD Self Insured Workers Comp Program meet to discuss member dividends and other important matters.

AFD member Kramer Food Co. held its annual trade show, "Go for the Gold," at the No. Convention Center.

AFD Golf Committee meets to review 1992 Successful Outing and make plans for 1993.

1992 golf outing chairman, Jim Farber of Stark & Co., passes the gavel to Brian Bushy of Kowalski Sausage Co., who will chair the 1993 golf committee.

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LIQUOR LIABILITY INSURANCE.

- The Projected #1 Writer of Liquor Liability in the State of Michigan for the 5th year in a row.
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- Available through the Independent Agent network with over 700 Agencies to serve you.

The Formula of AFD plus North Pointe Insurance Equals Savings, Service, and Coverage

North Pointe Insurance Co.

Or call AFD: 313-557-9600 or 1-800-66-66-AFD

FOOD & BEVERAGE REPORT, OCTOBER 1992...21
PUBLIC RELATIONS
FOR THE FOOD RETAILER

By Michele MacWilliams

Just what exactly is Public Relations? To answer that some definitions of basic terms are in order:

PUBLICITY is the technique of telling the story of a business, organization, person or cause. It is the umbrella term covering all the techniques of disseminating information to the public.

PUBLIC RELATIONS is a broader based term than publicity. It covers all the dealings of an enterprise or individual with the public in every manner and form.

NEWS is something new and something of interest. The more striking the news, the more widespread the interest.

Under these definitions, all publicity can be considered public relations, but not all good public relations necessarily results in publicity. The grocer who convinces a newspaper not to use a story possibly detrimental to his business is practicing the art of public relations, as is the business owner who makes certain the press is aware of his contribution to the community.

It has been estimated that over 50 percent of the news that we read in our newspapers, hear on radio and see on TV was “placed,” meaning the basic information or idea was provided to the press in one form or another by someone serving in the role of publicist.

The reason is simple economics. No medium can afford extensive staff and facilities that would enable it to keep the public informed of all the news. Therefore, the prime function of the publicist is to service the media with news that it might not normally get. While the press depends upon assistance, it also establishes guidelines and criteria for the publicist.

An effective public relations program is important for all businesses. Properly conceived and implemented, publicity can develop good will, create a positive image, secure editorial coverage and attention and stimulate interest.

In addition, although publicity does not usually sell products directly, it can help create an atmosphere conducive to making sales. It supplements the business' advertising and sales program by generating traffic and interest. Properly directed publicity can add depth to a promotion, particularly where there is only a low budget available for that program.

Simply put, positive public relations creates a climate of public opinion that makes people more receptive to your business.

Achieving this end product varies from company to company and from situation to situation. Effective public relations is achieved only by consistently applying creativity, ingenuity and awareness.

The cornerstone for all publicity is news. News can be a spot occurrence, an event or a crisis. A story’s potential news value usually is the deciding factor in the media’s decision to devote valuable print space or air time to its coverage. More than any other factor, the success of a publicity program depends upon the degree to which the publicist can develop newsworthy information or events.

How do you determine if a topic or event is newsworthy? Assuming you desire to publicize a particular event or promotion involving your store, ask yourself the following questions:

• Did it just happen, or will it happen soon?
• Is it unusual and different?
• Does it concern important names in the community?
• Can it directly affect the reader or the community?
• Does it have human interest?
• Will it do your company good to have the news spread?

If the answer to the last question and at least two others is yes, the likelihood is that this is a story of interest to the news media and should be pursued further.

Michele MacWilliams is president of Metro Media Associates, Inc., the public relations agency of the AFD.

Foodland Distributors Team With Schools in Aggressive Private Label Brand Promotion

Livonia, MI, - Foodland Distributors recently unveiled an aggressive private label promotion designed to fortify sales of the distributor’s Nature’s Best, Homebest, Topmost and Bi-Rite brand products.

“CASH FOR THE CLASS” is a redemption program that allows students to redeem Universal Product Code (UPC) symbols from any product bearing one of these private labels. For each symbol redeemed, the school or school organization receives five cents. Classes in grades K through 12 at public, private or parochial schools may participate in the program. The school or school organization that redeems the greatest number of labels throughout the promotion will receive a bonus award of $2,500. The funds may be used for books, computer software, athletic equipment, field trips and other items. The money received may not be used for administrative purposes.

The program started September 1 and continues through June 30, 1993. Extensive support for the program is planned, including in-store signage and point of sale reminders. Foodland will also run print ads and radio spots highlighting “CASH FOR THE CLASS.” The 48 participating Foodland affiliated supermarkets will contact local schools, providing informational brochures for both school administrators and for parents.

Ken Jacobs, director of grocery procurement for Foodland Distributors, says, “More and more, distributors want to find new ways to emphasize private label products to our customers. “CASH FOR THE CLASS” lets us do that, and, at the same time, show our commitment to supporting education in our community.”

Foodland Distributors, a full-service grocery wholesaler, is headquartered in Livonia and services 165 independent and chain supermarkets in Michigan.
OUR 3rd ANNUAL PROGRAM HAS SUCCESSFULLY RAISED OVER $80,000.00 FOR MUSCULAR DYSTROPHY THROUGH THE COMBINED EFFORTS OF ALL PARTICIPATING RETAILERS & MANUFACTURERS.