



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate
PACKAGE LIQUOR DEALERS ASSOCIATION

FOOD & BEVERAGE REPORT

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LATE NEWS

Detroit Store Hold-Up Attempt Fouled

On Tuesday, March 23 at 9:35 a.m., the Five Brothers Market on Conant in Detroit was held up by four men. These men fit the description of the men who are credited with a recent rash of armed robberies. (See story this page.)

Store owner Sam Shayeena was shot in the leg but was treated and released from Detroit Receiving Hospital on the same day. One of the hold-up men was fatally wounded and another was apprehended by police. Two escaped.



An even bigger and better turn out is expected at the 1993 Roundup Trade Show at the Hyatt Regency Dearborn. Shown here, 1992 7-Up exhibit booth. Joe O'Bryan from 7-Up serves as the 1993 committee chairman.

AFD Trade Show '93

Don't miss this Rip-Roarin' Bonanza!

Mark your calendars now! The 1993 "Roundup" Trade Show for the Associated Food Dealers will ride into town Monday, April 12 and stay through Tuesday, April 13. The Trade Show folks will settle in at the Hyatt Regency in Dearborn.

The theme for this hoe-down is "Western" and many of the exhibit booths will display country/western exhibits.

Come on down to this rootin'-tootin' event. There'll be over 120 manufacturers exhibiting their products and services. This is your chance to see and sample new products, plus buy at show discounts. You could even win one of the many raffle prizes that will be given away at the show and get your picture taken with a real cow (Elsie).

One of the special features of the Roundup is a series of talks by Kenneth K. Knox. Providing Exemplary Customer Service; Bonus Profits! Increase Your Average Customer Purchase; and Selecting, Hiring and Training New Employees are the titles for his talks.

There is no fee for admission to the Roundup, but it is open to the trade only. You must also be over 21 to attend. Hours are 6:00 p.m. to 9:00 p.m. on Monday, April 12 and noon to 8:00 p.m. on Tuesday, April 13.

See ya there, pardner!

Knowledge is best weapon in fighting armed robberies

by Michele MacWilliams, editor

On March 9, representatives from the Detroit area's law enforcement community met with AFD retailers and wholesalers to discuss methods for reducing armed robberies in the city. According to the Detroit Police Department and AFD members, there has been a marked increase in armed robberies since November 1992.

Area law-enforcement agencies are very concerned about this issue and were well represented at the meeting. Wayne County Sheriff Robert Ficano; Mayor Young's representative, Abe Cherry; Sergeant Jerry Hayes of the Detroit Police Robbery Unit; Phil Wooldridge representing Gil Hill's office of Detroit's City Council; DPD Lieutenant Michael Hall; DPD inspector David Simmons of the Crime Prevention Division; Detroit Police Inspector Clyde Sherrod; and George Ward, representing Wayne County Prosecutor John O'Hair

were all present.

At the meeting, two different types of robberies were discussed: vendor hold ups and retail store robberies.

Vendor Trucks are Robbery Targets

Representatives from Frito Lay, Coca-Cola and Tom Davis Dairy described their experiences with a recent rash of delivery truck robberies.

Lieutenant Michael Hall of the Detroit Police Department Robbery Unit explained that the same group (or groups) of thieves are hitting delivery trucks over and over again. The vast majority of crimes are committed by a loose-knit gang in the Livernois and Tireman area of Detroit's west side, who are striking about four times a day.

The DPD is working on apprehending these people but Lt. Hall asked for the cooperation of the delivery drivers, the companies they represent and the retail grocers.

See Robberies, page 14



AFD board members at the recent Crystal Ball. More photos on page 28.



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CHAIRMAN'S REPORT

AFD Sponsors \$5,000 Reward Program

By Frank Arcori, AFD Chairman

On Tuesday, March 2, Detroit Mayor Coleman A. Young released new statistics on crime. According to the mayor, major crimes decreased by 7.8 percent in Detroit in 1992, reducing the number of major crimes in the city to the lowest level since 1979.



Tell that to the retail store owners and route delivery drivers that have had a gun stuck to their heads, those who have been assaulted and the families of those who have been killed by armed robbers. They paint a disturbingly different picture.

In 1992, seven store owners and employees were killed while working. All were gunned down by someone who was attempting a robbery.

It isn't just the retailers who feel the impact of major crimes. The AFD and its retail and wholesale members held a meeting on March 9 with representatives of the law enforcement community. At this meeting, both retailers and suppliers spoke of an increase in armed

robberies.

The law enforcement community and our elected officials were all well represented. Wayne County Sheriff Robert Ficano; Abe Cherry, Mayor Young's representative; Sergeant Jerry Hayes of the Detroit Police Robbery Unit; Phil Wooldridge, representing Gil Hill's office at Detroit's City Council; Lieutenant Michael Hall; Inspector David Simmons of the Detroit Police Department Crime Prevention Division; Detroit Police Inspector Clyde Sherrod; and George Ward, representing Wayne County Prosecutor John O'Hair were all in attendance. Their presence at

this meeting underscores the community's concern for this issue. Everyone agreed that since last November there has been a dramatic increase in the number of armed robberies of both retail stores and vendor delivery trucks.

This meeting was our first step at bringing all factions together to combat this problem.

What was the outcome? I encourage all AFD members to read the related story on page one. You should all be aware of the steps the AFD is taking to help.

According to police, one of the most successful projects that the law enforcement community has administered is a reward program for information leading to the arrest and conviction of bank

See Chairman's Report, page 10

Calendar

- | | |
|---------------|--|
| April 4-9 | FMI Professional Management Course, Hillsdale, MI (202) 452-8444 |
| April 12 & 13 | AFD 1993 Trade Show, Hyatt Regency, Dearborn (313) 557-9600 |
| April 18 - 20 | Executive Frozen Food Conference, sponsored by the National Frozen Food Association, Woodlands Conference Center and Resort, Houston, Texas |
| April 18-21 | FMI Advertising/Marketing Conference San Antonio, Texas |
| April 25-29 | NABR Convention Las Vegas Hilton Hotel |
| May 9-12 | 1993 U.S. Food Export Show, sponsored by the National Association of State Departments of Agriculture FMI Supermarket Industry Convention and Educational Exposition, McCormick Place, Chicago, IL |
| Oct. 3-6 | 1993 National Frozen Food Convention Opryland Hotel, Nashville, TN |

Statement of Ownership

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The Grocery Zone

By David Coverly



"NO, NO, NO, I'M FATHER THYME... THE GUY YOU WANT IS OVER THERE TALKING TO FATHER OREGANO"

GROWTH IS GOAL OF FIVE RABBAN BROTHERS

By Ginny Bennett

When Food Value Plus opened in March, Jerry Rabban took a giant step toward reaching the goal he set for himself and his younger brothers. His goal is to own enough stores to support five families. The newly renovated 13,000-square-foot grocery store, like their first store Food Value, has an SDM license and a full line of grocery products, meats and produce, etc. Food Value Plus is located on Fenkell, one block west of Schafer in Detroit.

For the first two weeks in March a brightly lit 30-foot hot-air balloon and prices reminiscent of the 1960s (ie. milk at 99 cents a gallon) attracted shoppers from the surrounding neighborhoods to the grand opening celebration. Many were old customers of the former owners who are pleased that the store has been freshly painted and restocked from front to back. Others are new customers that stopped by for the good prices and hopefully will come back because of the friendly service and variety and quality of products. Shoppers have made the Rabban brothers feel welcome. They continually comment on the improvements that have been made and appreciate that the store is so clean, organized and well-stocked. The

change in appearance is a big improvement to the neighborhood.



The Rabban brothers in front of Food Value Plus during grand opening week festivities.

Opening the new store is not without risk. Competition is keen in the surrounding area. Convenience stores, liquor stores and even other grocery stores proliferate. Still, Jerry feels customers are ready for a change and he's prepared to make it. Besides cutting prices to 1960s levels for the opening, he also reduced everyday prices five to ten percent storewide. He is confident that the neighborhood will respond to fair pricing and the Rabban brothers' style of personal service.

The brothers, Jerry, Bashar, Roy, Jimmy and Randy, rotate their work schedules between Food Value Plus, their new store, and Food Value, their first store at

Six Mile and Davison, which they've owned for thirteen years. Jerry manages Food Value and Randy manages Food Value Plus. Jimmy's expertise is in buying and merchandising. He is the floor manager at Food Value Plus. Bashar is the floor manager at Food Value and is able to rotate wherever needed. Roy manages the scheduling and keeps everyone organized. Yet even during the fast-paced rush involved with opening a new store, a confident Jerry and an eager Randy were already discussing another new store sometime in the near future.

"We are five brothers—we need another store to support all our families," he stated. Jerry feels great responsibility towards all his nine siblings. There are also five sisters including Hanna Abro who



Jimmy and Randy Rabban welcome customers to Food Value Plus.

works in the store with her brothers. Their parents died a few years ago, both within a year of one another. Like a father, Jerry is also proud of the fact that all his brothers graduated from high school. Roy also attended college for two years, on a scholarship. While Jerry has some regrets that he didn't finish high school, he wouldn't change his career path which has provided him with a degree from the "school of hard knocks."

There is little doubt that Jerry has the knowledge to teach a class in business management at any college, since he was a store manager at the young age of

19. Jerry credits his first cousin and brother-in-law, Tom George, for giving him the opportunity to learn. Tom hired Jerry to manage T.J.'s, a Detroit food store located at Davison and 14th Street. Jerry worked closely with Tom George for ten years. The experience he gained was crucial to the success he has sustained in his later business life.

A strong business network which includes Mike and Tom George and suppliers like Value Wholesale and Midwest Wholesale, has helped the Rabban brothers get their stores up and running. "They helped me get a start and we've been growing with them since the beginning."

Jerry is very enthusiastic about Midwest Wholesale's Cost Plus program. Under the program products are sold to independent grocers for the same price that Midwest pays for them. A fee for distribution and delivery is then added on. Although other companies offer similar plans, Jerry feels comfortable with Midwest Wholesale's "good, honest program."

Assuming that all goes well and the store continues with its success, the owners have short-term goals which include adding a scanning system and an inventory-tracking system like Profit Set.

Jerry and Randy talk with great enthusiasm about their family goals and future stores. Food Value Plus has gotten off to a good start with all the excitement of the grand opening. Success like the Rabban brothers have at Food Value will be the goal for the new store. Perhaps someday there will be five stores for five brothers.



Jerry Rabban and Hanna Abro at Food Value.

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If it's Thursday, it must be coffee with Representative Dianne Byrum

by Cristina Cleveland

"If it's Thursday, it must be coffee with Dianne." This is the popular slogan that for over two years has attracted many of Representative Dianne Byrum's constituents to area coffee shops every Thursday morning. Representing Michigan's 68th district, she believes her ritual "coffee shop" hours give her a better grasp with her district. Having one-on-one conversations with Representative Byrum allows her supporters an opportunity to talk openly with their legislator without the protec-



tion of her Lansing office. She encourages these meetings and is willing to answer any questions that she is asked.

Byrum, a Democrat from Ingham County, was elected to the Michigan House of Representatives in 1990 and re-elected in 1992. Her district includes the southwest side of Lansing and Alaledon, Aurelius and Holt-Delhi Townships.

As chairperson of the Liquor Control Committee, two of Representative Byrum's main concerns deal with current liquor issues. She believes the authority of liquor taxation should be vested solely in the legislature. Representative Byrum stresses, "The responsibility should be in the hands of an elected official to determine taxation. It should not

be on an appointed body." Currently, the Liquor Control Commission determines taxation.

Byrum's second main concern is minors who consume alcohol. She believes that our current laws fall short in the area of underage drinkers. Directed towards individuals under the age of 21, a bill that Byrum is currently drafting includes strict fines and penalties, community service and drivers license restrictions. Any underage person who is in the possession of, purchases or consumes alcohol, or attempts to do all three is in violation of this proposal and is subject to the consequences. The bill also includes any underage individual who transports unopened alcohol containers.

Representative Byrum also serves in the House as vice chairperson of the Transportation Committee and was appointed to the Education, Local Government and the Conservation, Environment and Great Lakes Committees. As a recognition of her commitment to environmental and conservation issues, in 1991 she received the Distinguished Citizen Award from the Ingham County Soil Conservation District.

In 1983, Representative Byrum and her husband Jim opened the Blackhawk Hardware store in Leslie, Mich. Because of her small-business background, Byrum views herself as a "workaholic." As to what she describes as her "reality check," Byrum works weekends at the store. The two are also co-owners of the Panther Hardware store in Stockbridge, Michigan.

Since the opening of the Blackhawk store, the Byrums have been involved in various restoration projects of both residential and commercial buildings which includes Leslie's historical Union Hall. Located at the four corners of town, the structure was built in 1871 but was boarded up for several years. With the help of friends, the Byrums restored the Union Hall between 1990 and 1991 and it now efficiently accommodates several businesses and other offices.

Representative Byrum grew up in Leslie and now resides in Holt with Jim and their two children, Barbara and James. In addition to serving the area and helping with the operation of the store, she is a member of the Greater Lansing Safety Council, the Ingham County Farm Bureau, South Lansing Business Association, Lansing Regional Chamber of Commerce, Michigan Retail Hardware Association, Women Business Owners, South Lansing/Everett Kiwanis Club, the Michigan and Ingham County Democratic Parties, and is a board member of the Ingham/Delta Branch of the American Cancer Society.

Before her election to the House, Representative Byrum served as a member of the Ingham County Board of Commissioners for eight years, where she served three years as chair of the Law and Courts Committee, two years as chair of the Administrative Services Committee, and was vice chair of the Tri-County Metro Narcotics Governmental Board for two years.

Representative Byrum graduated from Leslie High School and received her Associates Degree from Lansing Community College and B.S. Degree (cum laude) from Michigan State University. In 1993, Dianne received the Distinguished Alumnus Award from Lansing Community College.

If you have any concerns and would like to talk to Representative Byrum, or would just like to have coffee, you can call her office at (517) 373-1770 or write to her at 384 Roosevelt Building, Lansing, MI 48909.

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A Message From the Michigan Liquor Control Commission

The recent notice about the increase in mark-up on liquor has caused some concern and raised some questions among licensees. We hope the following will help clear up some of the confusion.

- ✓ Basically you should treat this the same as any other quarterly price change. The increase is in the markup, not the taxes. No floor stock rebate will be required to be paid to the state.
- ✓ Licensees will be allowed to purchase additional inventory prior to the effective date to take advantage of the increase in prices.

Michigan Department of Commerce
Liquor Control Commission

Nondisclosure List

The following nationally soliciting charities are on the Better Business Bureau's nondisclosure list, which means the organizations failed to respond to at least three requests in the past year to make available information on their fundraising, finances, programs and governance:

Children's Wish Foundation
Eastern Paralyzed Veterans
Famine Relief Fund
International Children's Fund

Because these organizations have failed to provide the requested information, the Better Business Bureau can not determine if they meet the Bureau's standards for ethical fundraising.

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SBA Overhauls Small Business Size Standards

More businesses will become eligible for U.S. Small Business Administration loan and procurement programs under a major overhaul of SBA rules for assistance, Raymond L. Harshman, SBA's Michigan district director, announced.

Besides expanding eligibility and streamlining the process, the changes reduce the number of different standards from 30 to nine, account for eight years of inflation and, for financial assistance, establish a two-tier eligibility test under which a company can qualify as a small business if it meets test conditions. The new rules have been published in the *Federal Register*.

"This is the most far-reaching overhaul of SBA size standards since the agency was founded," Harshman said. "It means that more than 47,000 small businesses nationwide that had been unable to

qualify for SBA credit and contracting programs will become eligible for assistance."

The most significant change—establishing an "alternate standard" for 7(a) loan program eligibility based on net income and net worth—was published as an interim final rule and takes effect immediately. The alternate standard will allow a company to qualify as a small business if its net worth is less than \$6 million and it has had an average annual after-tax net income of less than \$2 million over the past two years.

The vast majority of the small businesses that will become eligible for 7(a) general business loan guarantees as a result of this change are in the retail and service industries. Harshman said that no business that was eligible under the old rules will be made ineligible by the new standards. "This

alternate size standard applies to every firm, regardless of what kind of business it is, and should greatly simplify eligibility determinations for loan applicants," Harshman said.

The second test, published for comment as a proposed rule, indexes the standards for inflation since 1984 and compresses 30 industry-by-industry size standards into nine. It applies to all SBA loan programs except those elements of the disaster loan program that are not subject to size tests, and to the procurement and 8(a) Business Development programs.

Because the original Small Business Act classifies a business as small if it is "independently owned and operated and *not dominant in its field*," SBA is obliged to establish industry-by-industry size standards. Under these industry-by-industry standards, each business is classified according to type under a code listed in the Standard Industrial Classification (SIC) system, and a size standard is assigned to each code.

SBA's proposed rule replaces the current 30 classifications with nine fixed standards, four based on average annual pre-tax gross receipts and five based on number of employees. Each SIC industry is assigned a standard—either receipts-based or employee-based—according to which measure best distinguishes small businesses in that sector from large businesses.

The employee-based standards range from 100 employees for wholesale trade businesses to 1,500 employees for air transportation companies and railroads. Receipts-based standards range from \$5 million for retail bakeries and hardware stores to \$24 million for pipeline companies.

The inflation adjustment was based on U.S. Department of Commerce data that shows 43.1 percent inflation since the last time SBA's size standards were adjusted in 1984. The standards were previously adjusted for inflation in 1975. — *Small Business Administration*

Chairman's Report

From Page 3

robbers. In light of its success, the AFD is offering a \$5,000 reward for information leading to the arrest and conviction of the person or persons involved with the robbery of any of the following stores on the following dates:

- ✓ Regal Food Center, Detroit, November 26, 1992
- ✓ Grand Food Mart, Detroit, December 14, 1992
- ✓ K&G Food Mart, Detroit, January 7, 1993
- ✓ Food-A-Rama S. Market, Detroit, January 7, 1993
- ✓ Alpha Foods, Highland Park, January 17, 1993
- ✓ Big Scott S. Market, Detroit, February 10, 1993
- ✓ Harper Food Center, Detroit, February 17, 1993
- ✓ Lucky Food Store, Detroit, February 17, 1993
- ✓ Value Food Center, Detroit, March 9, 1993

If you have any information that may help the Detroit Police Department please call (313) 596-1951.

The AFD has met with many of these store owners individually and through their cooperation, the Detroit Police came up with a description of the thieves and their method of operation.

- Three or four people work together.
- The robbers come in the early morning, about a half-hour after opening.
- They are not wearing masks.
- They ask meaningless questions.
- They are armed and dangerous.
- They jump over bullet-proof glass or reach over it with a gun.
- Suspect #1 - Black male, 25 - 35 yrs., 6'-6"2", 200-250 lbs., medium to dark complexion.
- Suspect #2 - Black male, 25 - 30 yrs., 6', 160 lbs., medium complexion.
- Suspects #3 & 4 - Black Males, mid 20s, 5'8", 140 lbs., medium complexion.

We are encouraged by the success of previous reward programs and hope that this one will be successful too.

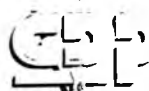
Even though Mayor Young's statistics say that major crimes are down, the law enforcement community realizes that this is still a major problem that won't go away on its own. I think we all agree that even one armed robbery or assault is one too many.



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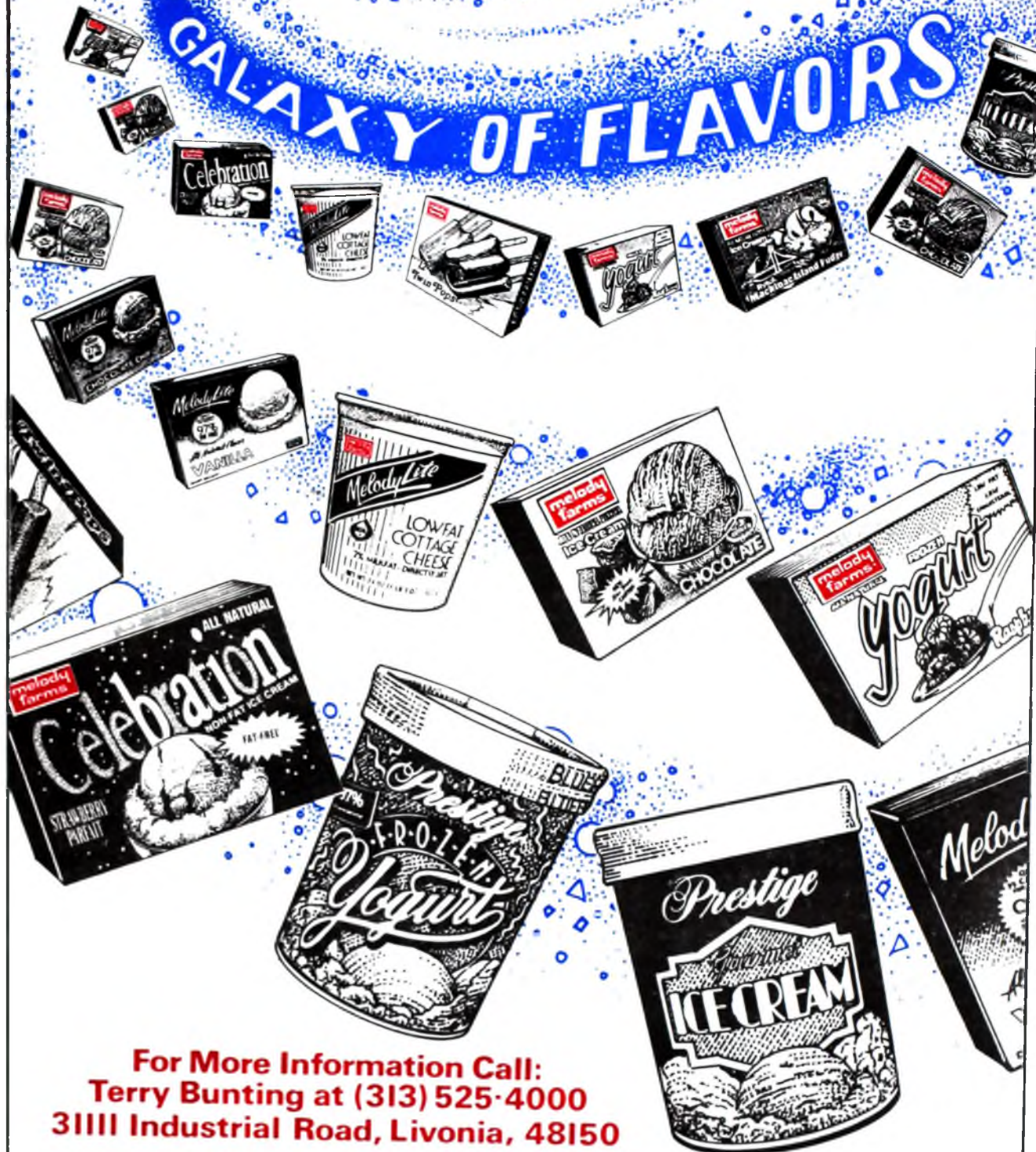
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People

Memorial Total Mounts in Honor of Douglas Mowat

The board of directors of London's Farm Dairy announced a memorial grant of \$50,000 to Mercy Hospital, Port Huron, in honor of its late president, Douglas Mowat, who perished in a private plane crash earlier this year. The grant brings the total to over \$100,000 pledged in Mr. Mowat's honor including gifts by employees, friends and industry associates. Mr. Mowat was a member and past board chairman of the hospital board of directors and served on board committees for eleven years.

In announcing the grant, the board cited Mr. Mowat's outstanding qualities as a dear friend to many and as an outstanding leader. "He built a strong management team, created a vision of the future, and left London's on a rock solid foundation. All of us at



London's Farm Dairy are dedicated to continuing his legacy of providing our customers with the highest quality products and services."

Friends and associates who wish to contribute gifts in the memory of Douglas H. Mowat are encouraged to contact Mercy Hospital, director of development (313) 985-1530, or a check payable to Mercy Hospital may be mailed to 2601 Electric, Port Huron, Michigan 48060, designated to the Douglas H. Mowat Memorial Fund.

D.A.G.M.R. Announces 1993 Officers

The Detroit Association of Grocery Manufacturers' Representatives recently announced the officers and directors for 1993.

They are as follows:

OFFICERS

President: *Suzie Player*, Oldies 104.3/WOMC

1st Vice President: *Joe Sciarino*, Benckiser Consumer Products, Inc.

2nd Vice President: *Clare M.*

Bailey, Sunshine Biscuits, Inc.

Secretary Treasurer: *Mike Falle*, Fred Falle & Company

Sergeant-at Arms: *Ted Wieleba*, Monitor Sugar Company

DIRECTORS

Chairman of the Board: *Ed Frost*, Nestle Beverage Corp.

Directors:

Mike Elenbaas, Nestle Food Corp.

Tony Aquilina, General Foods, Maxwell House Coffee

Rich Hylwa, Hunt-Wesson Foods

Charlie Buser, Thomas J. Lipton Co.

Greg Long, Hartz Mountain Co.

The Association was founded in 1912 and exists to promote goodwill between its members, the Greater Detroit food industry and to provide support and assistance to the community. D.A.G.M.R. is the largest single contributor of food and household products to the Salvation Army.

Pfeister Company has New Officers

The Pfeister Company recently announced their newly appointed officers:

Jim Elliott—Vice President

Grand Rapids HBC Business Unit

Tim McDonald—Vice President Toledo Business Unit

Mark O'Keefe—Senior Vice President/Controller

Bob Roberts—Senior Vice President Cincinnati Business Unit

Joe Yurasek, Jr.—Vice President Detroit Perishable Business Unit

Gifford Named New Executive of Michigan Restaurant Association

The Michigan Restaurant Association has named Rob Gifford as its new executive director. Gifford replaces Michael Newman as the executive of the Lansing-based association.

For the past three years, Gifford has served as a senior member of the government affairs staff at the National Restaurant Association. Prior to that, Gifford worked as a senior legislative aide in the United States Senate. Gifford, originally from Dearborn Heights, Michigan, is a graduate of the University of Maryland.

Michigan Restaurant Association Board President Pat Priemer hailed the move, saying "Rob gives us the combination of government affairs and food service industry expertise we need to successfully meet the needs of our members. I am excited about our future."

The Michigan Restaurant Association is a non-profit trade organization dedicated to promoting the welfare of the food service industry. The association represents more than 3,500 member locations throughout the state.

More People, page 18

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Never	Resist
Never	Outwardly panic, scream, gesture or call attention to the situation.
Never	Smart mouth or argue with a robber.
Never	Assume that a gun will not shoot or that a robber will not use it.
Never	Think that a young person will not shoot you.
Never	Go for your own gun.
Never	Make any sudden or unexpected moves.
Never	Follow a robber as he flees.
Always	Let the robber know that you intend to cooperate with him.
Always	Take a deep breath and attempt to stay calm. Try and relax!
Always	Follow orders exactly and promptly as though it were a normal transaction
Always	Tell the robber if you must move or reach for something. Let him know what you intend to do.
Always	Observe every detail of the robber if you can <i>face, clothes, weapon, voice</i> Compare height with height markers.
Always	Notice his means and direction of escape if you can safely do so.

Trigger the alarm system only if it is safe to do so. Robbers rarely hurt those that cooperate. A robbery is usually over in a few minutes.

Robberies

From page 1

Police would like the drivers to take the time to come down to the station when asked to identify suspects. Convicting these criminals is a lengthy process and usually requires at least three or four visits to the police department and possible court time. Many drivers are paid on a commission basis and it is difficult for them to leave their route. Lt. Hall asked that vendor companies provide some type of compensation to the drivers so they can take the time to assist police.

He also asked retailers to make an effort to have an employee watch as delivery drivers unload their trucks. Robbers are less apt to strike when there are witnesses. Finally, he suggested that drivers stop carrying cash. If the incentive is removed, the thieves will look

(See related story on page 3 for a description of the suspects, robbery patterns and the AFD reward program designed to help the Detroit Police apprehend these criminals.)

Sergeant Jerry Hayes said that the Detroit Police Department believes there are two groups targeting stores. Police have identified these groups and made two arrests. However, in order to rid the streets of these groups of armed robbers, police also need the cooperation of the area's retailers. As with vendor hold ups, police are asking all retailers that have been robbed to cooperate when asked to identify suspects. This may require a few trips to the police station and a substantial amount of time.

They also asked that all retailers post "No Loitering" signs. When signs are visible, police can legally issue tickets to loiterers: it



Armed Robbery meeting in AFD conference room



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elsewhere.

Both retailers and wholesalers explained that it was not always possible to deal in checks, but all groups agreed that the safest alternative is for drivers to immediately buy money orders with the cash they collect whenever possible.

Retail Robberies Increase

Next it was the retailers' turn to tell their story.

Representatives from Farmer Jack/A&P, K&G Food Mart, Royal Food Center, Lucky Food, Grand Food Mart and others described similar hold-up routines. Since Thanksgiving there have been 14 robberies at Farmer Jack and A&P stores in Wayne County. In most of the hold ups at both chain stores and independents, the pattern and frequency is similar.

is more difficult without the signs. This is a simple request that could potentially make a big difference.

Finally, police said that in order to perform their duties, they must be able to talk to the people who live in the neighborhoods surrounding the stores that have been robbed. Many retailers ask that police keep the investigation quiet, fearing that the news will scare away customers.

The meeting ended with everyone agreeing to work together to help apprehend these groups of armed robbers. This can only be accomplished by opening up communications, cooperating with our police department and taking precautionary steps to guard against these attacks.



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Faygo Promotes Two Contests

AFD Retailers Win Trip to Las Vegas

Faygo Beverages recently ran a contest for retailers and awarded 12 trips to Las Vegas. Stores that purchased 300 cases of 12 oz. cans and 250 cases of two-liter bottles between July 4 and February 27 were eligible for a drawing which was held at the AFD offices. Congratulations to the following winning stores:

Uncle Joe's Market
Food Giant
Metro Foodland
Ferndale Foodland
All Grocery
Red Apple Market
Food Farm Market
Neumaier's IGA
Big Giant Market
Parkway Market
Food Value
Red Apple Market

5750 Merriman
14040 Greenfield
18651 Grand River
600 W. Nine Mile
285 Piquette
52 Bartlett
11550 Dexter
3800 Baldwin
8000 Schaefer
12815 E. Jefferson
4829 E. McNichols
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Detroit
Lk Orion
Detroit
Detroit
Detroit
Warren



Joe Sarafa draws Faygo contest winners

Michigan Chronicle/Faygo Fresh Funnies Contest will Award Artistic Ability of Local Students

The Michigan Chronicle and Faygo Beverages are teaming up to encourage creativity in the Detroit Public Schools and Pontiac School District by sponsoring a comic drawing contest.

Students who are currently enrolled in Detroit Public Schools or the Pontiac School District can win special prizes in the MC Timz/Faygo Fresh Funnies Contest by creating an original comic strip character. Winning students also will see their work in print, in the Chronicle's MC Timz section, written by and for high school students.

A panel of local professionals and celebrity judges will judge each submission on: clear message, originality of concept, and creativity of execution.

The winning entry, to be announced at the contest's conclusion, will receive a grand prize of \$1,000. First place will receive a color television—second place, a portable stereo—third place will win a Sega Genesis Video Game System. The winning character will appear as a special feature of the MC Timz.

If you fail to pass a drug screening test, it may mean that you had a poppy seed muffin for breakfast. The poppy plant has the ability to induce a drugged state. Juice extracted from it contains opium. Poppy seeds used in baked goods aren't powerful enough to drug someone but they can skew tests.

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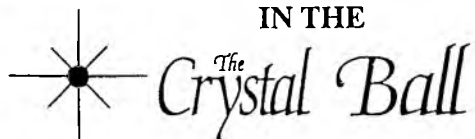
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The Staff and Board of Directors of Associated Food Dealers and the Food & Beverage Report extend a special thanks to this month's advertisers. These companies continue to support AFD and use its publication to display their products and services to the Retail Food Trade in Michigan.

PEOPLE

Vicky Opie Leaves AFD



Special events director, Vicky Opie left AFD in March after three-and-a-half years in the position. Vicky was responsible for AFD's annual events including the Trade Dinner, Trade Show and Scholarship/Golf Outing.

She now works as the community development specialist for the Hemophilia Foundation of Michigan in Ann Arbor, MI.

Good Luck, Vicky!

Welcome Danielle



The Associated Food Dealers is pleased to introduce our new special events director, Danielle MacDonald.

Danielle has taken over Vicky Opie's responsibilities and has her hands full with last-minute trade show preparations. Danielle is originally from Calgary, British Columbia and has experience in public relations, marketing and event planning.



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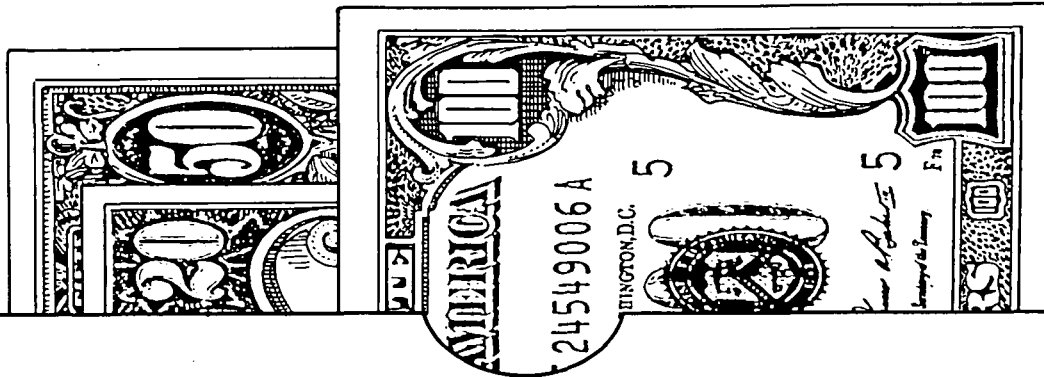
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PRODUCTS

Hiram Walker & Sons and Danish Distillers Enter the Ice Age *New Imported Vodka*

America's first super premium imported vodka specially formulated to taste better as it gets colder—at 90 proof—was introduced in 1992. FRIS VODKA SKANDIA is a joint venture of Hiram Walker & Sons, Inc. of Farmington Hills, MI, and Danish Distillers of Copenhagen, Denmark. Since the introduction of imported

premium vodka in 1972, the category has experienced incredible consumer popularity. Imported vodka now accounts for over 12% of total vodka sales.

Consumers are demanding more from their vodka than an import label. Vodka today must be crystalline in its purity, offer a crisp, refreshing taste that stands alone in addition to mixing well with other drinks," says John Recca, category development manager, White Spirits for Hiram Walker. Most impressive is the rising demand for a vodka that can be served straight out of the freezer, icy cold and still smooth.

Attuned to shifts in consumers'

needs and consumption patterns, Danish Distillers and Hiram Walker created FRIS to satisfy the most discriminating consumer palate. Made from 100% select grain and pure artesian well water, FRIS contains the highest quality ingredients.

The water used to formulate FRIS is softened gently, imparting superior smoothness and raising its conductivity. This special relationship between the product's texture and temperature is what gives FRIS a rich and silky taste. The 90 proof formula enables FRIS to retain its distinctive flavor when icy cold or mixed in cocktails.

Gourmet Coffees of America, Inc.

The largest purveyor of gourmet coffee to grocery stores

Brothers Gourmet Coffees of Denver, and Specialty Coffee Holdings, Inc., (SCH) of Concord, New Hampshire, recently merged to form Gourmet Coffees of America, Inc. Gourmet Coffees of America is now the largest purveyor of gourmet coffee to grocery stores in the U.S.

Dennis Boyer, president of Brothers, has assumed the role of president and J. Michael Chu, president of SCH, has assumed the role of chairman. Together they will direct the combined operations which include manufacturing and distribution facilities in Denver, Concord and Pittsburgh.

Gourmet Coffees of America, the new, privately held company will be divided into four sales territories with 13 regional sales offices. The company will cover accounts throughout the United States selling through its sales offices, specialty food distributors and some brokers. Both companies have experienced rapid growth by selling flavored and non-flavored fresh roasted gourmet coffees in grocery stores. Brothers produces the only brand of flavored ground gourmet coffee in cans. The combined companies will have distribution in over 6,200 grocery stores under the Brothers, Cafe du Jour, Nicholas labels and over 3,000 gourmet stores under the Fairwinds label.

Representing American Home Food Products

Paul Inman Associates, a Detroit-based food-brokerage company, has been appointed to represent American Home Food Products, Inc. in the state of Michigan as well as the Toledo, Ft. Wayne and Indianapolis marketing areas.

American Home Food Products comprises Chef Boyardee brand canned pastas, Microwavable meals, Main Meals, Crunch N' Munch, Gulden's Mustard, Chef Boyardee prepared Box Dinners and Pizza Mix, and Jiffy Pop Popcorn.

Paul Inman Associates has been in the Food Brokerage industry since 1954 and at the present time employs over 300 people.



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Monitor Sugar provides a taste of the sweet life

Employees, growers and customers all benefit.

by Michele MacWilliams, editor

As far as sugar companies go, Monitor Sugar is not particularly large; there are many companies throughout the U.S. that are bigger. However, it would be difficult to find one that was more environmentally conscious or more responsive to the needs of its employees, suppliers and customers.

The company, located in Bay City, began in 1901 as the German-American Farmers Cooperative Beet Sugar Company. At that time most of the growers in the area were of German

origin. Because the soil in Mid Michigan is rich and fertile — conducive to growing sugar beets — these farmers pooled their resources and created a sugar beet processing plant.

Over the years the company's name and ownership has changed a few



Ed Zebrowski

times and new technology has created different processing methods. But the primary product remains the same — granulated sugar.

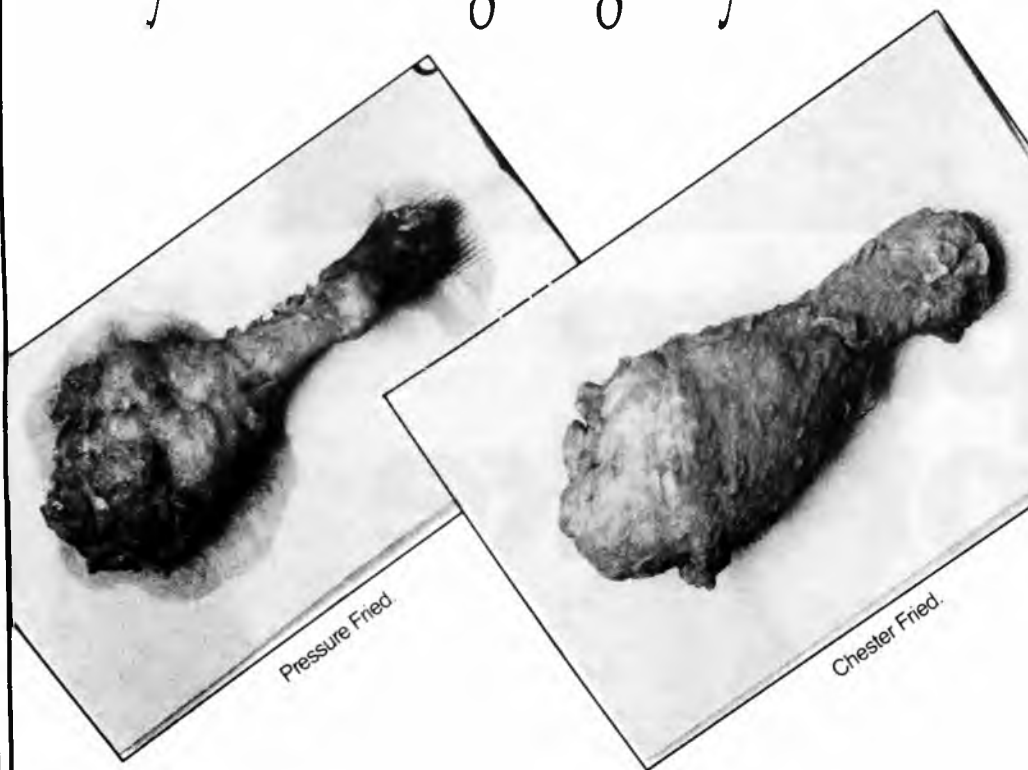
Today Monitor Sugar is a privately owned corporation that sells under the Big Chief label, as well as under the private labels of most of Michigan's major grocery chains.

The company has three sales divisions: Industrial, which sells to processors like Kellogg's, Awrey's and Chelsea Milling; Food Service, which provides sugar to hospitals and institutions; and Consumer, which sells to retailers. The Consumer division is

the company's largest and Monitor Sugar is the number one seller in grocery stores throughout Michigan. They are also the largest packer of private-label sugars. Meijer, Spartan, Super Foods, IGA, ScotLad, Super-Valu and Capistar all use Monitor Sugar for their own brands.

According to Ed Zebrowski, consumer products sales manager, Monitor Sugar's foundation product is granulated sugar, although they also do a healthy business in powdered and brown sugars. As with granulated, these products are sold as Big Chief Sugar and also under private labels. Today the company is the largest packer of powdered and brown sugar in the Midwest.

Are you still selling the greasy kids stuff?



Go ahead. Try a piece of Chester Fried chicken. It's the non-greasy chicken that's crisp on the outside, moist and tender on the inside — and it stays that way for over four hours in your display case. Put your money where your mouth is, because the profit picture behind Chester Fried is just as appetizing as the chicken.



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From 1983 to 1986 Monitor Sugar undertook an extensive \$43 million modernization project and since that time they have continued to upgrade equipment as needed. This project made the company more cost efficient and also more environmentally friendly. Monitor switched boiler fuel from coal to natural gas, eliminating a large source of air pollution and also saving on energy consumption. They also changed their processing method in a way that enables the company to pre-treat waste water and discharge it directly into the municipal water treatment plant.

In 1992 Monitor Sugar received an environmental quality award for water quality improvements from the Michigan Chamber of Commerce.

Since 1986 Zebrowski says the company has spent more than \$16 million on environmental improvements. These changes have pushed Monitor Sugar into the environmental forefront in both their community and their industry.

Employee relations are also a primary concern for the management team at Monitor. The company maintains a healthy relationship with its union and they provide an extensive benefit program, including

See Sugar, page 30

H&O

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LETTERS

Editor's Note

On January 5, 1993, AFD Executive Director Joe Sarafa wrote to Pontiac Councilman Michael Willis, to express the AFD's views regarding a proposed fee increase to transfer liquor licenses in Pontiac. Below is Mr. Sarafa's letter and a response from Councilman Willis.

Dear Councilman Willis:

On behalf of the Associated Food Dealers of Michigan and particularly our Pontiac area members, I must take exception to a comment you made in the Oakland Press on December 9. The story, "Fees for liquor licenses leap up," dealt with the processing fee for liquor license transfers. The council voted to hike the fees from \$25 to \$1,000. Your comment was: "I don't see any reason to set the fees below the cost to the city. We've got to be realistic—where, beer, wine and liquor are sold, \$1,000 is a drop in the bucket."

We object to the raise in liquor license transfer processing fees and also feel your comment shows that we must provide you with more information about the retail food and beverage industry.

The increase from \$25 to \$1,000 for liquor license transfers that the city of Pontiac charges is yet another tax that the retailer must shoulder. The State of Michigan already charges a fee for license transfers and renewals, which is shared with the city. The fee that Pontiac is charging is a second assessment for the same service.

Most of the stores that sell liquor in Pontiac are independently owned markets that operate on very low profit margins. These are not high-volume operations either. I would be happy to give you a behind-the-scenes glimpse into a store owner's work day. Most begin very early in the morning and don't end until the store closes after midnight.

When you consider all the taxes that retailers must collect—including sales, liquor and lottery—then add the other taxes and fees associated with running the business such as real property, personal, small business and payroll taxes; liability and health insurance; and security services to name a few, you can see that the cost of doing business can be very steep.

Don't forget that small businesses, such as the independent markets I am referring to, are also an excellent source of employment for the community.

Please call me if you would like more information, or a personal tour through a few of our Pontiac-member operations. We feel that the more you know about us, the better equipped you will be to represent our Pontiac members and all Pontiac residents as their councilman.

Sincerely,
Joseph D. Sarafa, Executive Director

Dear Mr. Sarafa:

It was good talking with you, and I appreciate the opportunity to clarify my comments. As you are well aware, the news media has a way of reconstructing public statements, especially by elected officials, which creates utter havoc from time to time.

Thank you for sharing the information pertaining to state reimbursements to municipalities for the various processing fees associated with liquor licenses. I will definitely follow up on this.

Again, thank you, and if I may be of any future assistance, please feel free to contact me.

Sincerely
Michael E. Willis

Dear AFD:

Starting in May of 1992, the AFD, the Chaldean Federation of America and the Ravendale Community began to develop a relationship, one that will help change the city of Detroit. Led by the Wayne County office and Rev. Eddie K. Edwards, executive director of Joy of Jesus, Inc., a decision was made to work together and bring about change in the community. Meetings began as I began working with Joe Sarafa, director of the Associated Food Dealers, and others began to develop a bonding relationship that would bring together a community and Chaldean owned businesses in Ravendale.

What a joy to see residents, store owners and businesses sharing meals prepared by each other. Out of the events and meetings came expressions of love, understanding and bonding relationships. Everyone involved was truly blessed as they shared their cultural differences with each other.

Yes, we of Ravendale and our friends of the Associated Food Dealers are proving that working together is a blessing from God!

Toni McIlwain
President, Ravendale Community

Together with our subsidiaries, Spartan Stores offers more than just a grocery warehouse.

Member Spartan retailers benefit from the services and purchasing power of the 8th largest grocery wholesaler in the country, plus the services and products offered by Spartan's subsidiary companies. Together, we combine efforts, stand united and build on each others strengths to support and enhance the growth of Spartan retailers. For example, they can obtain insurance programs from Shield Insurance Services at savings and buy specialty foods through Capistar, Inc. There are several ways we help retailers prosper through the power of working together. To find future success with Spartan Stores, visit our booth #62 at the Associated Food Dealers of Michigan Trade Show.



Spartan Stores, Inc.

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Borden Snacks	Miller Brewing Company
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Central Alarm Signal	News Printing
Central Foods	Nikhlas Distributing
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Coca-Cola	Pabst Brewing Co.
Coors Brewing Co.	Pepsi-Cola
CoreSource	Pfesiter Co.
DCI Food Equipment	Pointe Dairy Services
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Faygo Beverages	Roundy's/Scot Lad
Frito-Lay, Inc.	Royal Crown Cola
Garden Foods	S. Abraham & sons
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General Wine Co.	Seven-Up of Detroit
Golden Cental Plans	Spartan Stores, Inc.
Golden Valley Dairy	Stark & Company
H & O Distributing	SunLike Juice
Health Alliance Plan	Sunshine/Salerno
Hiram Walker & Sons	T.J. Graphics
Hobart Corporate	TeleCheck Michigan
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Kar Nut Products	Traveler's Express
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The AFD Trade Show will showcase over 120 exhibit booths at the Hyatt Regency. Several thousand retailers will attend and see, taste and learn about new products and services.

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Ford Road Exit

Managing a TV or Radio Interview

As cable stations proliferate and as Americans increasingly are pressed for time, television and radio have become primary sources for news and information. Because TV and radio news broadcasts are limited by the amount of time they



can spend on a subject, what we see on TV and hear on the radio is often a quick synopsis of a story. Details that newspapers and magazines can include are often passed by in a radio or television broadcast due to lack of time.

It is important to keep this in mind if you are asked to be interviewed for the broadcast media.

This is the era of the sound bite. According to a Harvard study, the average television sound bite, or amount of time allowed for a single interview on a news broadcast, is about 10 seconds long.

Maximizing your 10-second "opportunity" in a radio or television interview is critical when you need to get your message out. Here are a few tips to help you make the most of your time in the spotlight:

What You Say

1. *Start with your conclusion*, then offer supporting evidence and, finally, tell what it means to the viewer or listener. An example: "We believe our product is very safe. Four independent laboratories have tested it and given it a clean bill of health. Consumers can use it with full confidence."
2. *Be conversational*. Speak slowly, avoiding jargon, acronyms, large words and complex sentences. Talk to the reporter, not the camera. Speak to express, not to impress.
3. *Colorful, descriptive words emphasize your key points*. Blistering heat, the system is a farce, it is a patchwork quilt of rules, people are fed up, etc.
4. *Avoid complex numerical or statistical data*. Use relative or prepositional numbers. For example, rather than 15 million, say "half the people in California." Instead of one-part-per-billion, try "one step on a ladder to the moon."
5. *Think before you speak*. Careless comments have had disastrous career consequences. When you've decided what you are going to say, rehearse, rehearse, rehearse. Prepare for tough questions.
6. *Brief the reporter prior to the*

interview. Give an overview of the situation, and be certain the reporter understands key elements. Remember, you are the guest, the authority, the expert. That is why you are being interviewed.

How you say something often is more important than what you

say. Words alone are responsible for only four percent of the person-to-person communication we receive. According to a University of California study, the speaker's tone of voice accounts for 38 percent, and his or her gestures and facial expressions produce 55 percent of the total impression. With that in mind, here are some tips on body language.

- ✓ *The eyes have it*. Maintain steady eye contact with the interviewee, regarding the camera as you would a casual bystander. Glancing away or frequent blinking betray nervousness and often raise questions of credibility in the viewer's mind.
- ✓ *Smile*. A smile does more to build credibility and believability than any other expression or gesture.
- ✓ *Sit on the front half of the chair*, leaning slightly forward into the camera. This posture enhances your energy and involvement.
- ✓ *Stand straight*. Avoid rocking or swaying back and forth. Hands can be at your side or in your pockets. Arms folded across the chest send an unmistakable, negative message.
- ✓ *Finally, remember that you do have some rights*. First and foremost, you have the right to decline to be interviewed or to answer a reporter's question. (Of course, you should offer a plausible reason for that.) If you agree to an interview, you have the right to be treated courteously, to be quoted accurately, to get some of your own points across and to be allowed to answer without interruption.

Broadcast interviews involve both giving information and an element of performance and acting. They can be very stressful experiences. If you are frequently in the public eye or you deal with critical or controversial issues, consider professional interview training. Just as it would not be fair to expect Bill Bonds or Peter Jennings to run a grocery store without some training, it is hardly appropriate to expect to be a media star without proper preparation.

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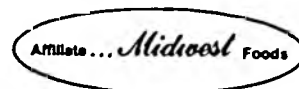
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The AFD Crystal Ball was a sparkling success!



Alan Stotsky, Crystal Ball Chairman

A sincere thank you to the members of the 1993 Trade Dinner Committee for their time and dedication:

Alan Stotsky	Chairman, Concord Drugs
Frank & Lamia Arcori	Vegas Markets
Sally Smogor	Harbortown Market
Tom George	Harbortown Market
Rosemary Paradoski	Perfect Ten
Art Robbie	Riccobono Productions
Costas Sambanis	Variety Foods
Steve Engle	Taystee Baking
Cal Stein	Pfeister Company
Greg Bartolone	Hubert Distributing



Congratulations Izzy and Fran Malin, who celebrated 55 years of marriage at AFD's Crystal Ball



Dancine the night away to the musical renditions of Steve King and Dittilies are board member Mel Larsen and his wife Liz.



A profile to be proud of was captured for Mr. and Mrs. Kewson by the evening's caricaturist.



AFD members joined Mr. and Mrs. Al-Naimi and danced the night away.

We thank the generous 1993 sponsors for making this evening possible.

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Lays

This year's gala commemorated the 77th anniversary with record-breaking attendance, sponsorship and support, (not to mention the dance floor was never empty)! The annual ball gave over 800 guests an opportunity to have a grand time at the black-tie dinner dance.



The ambiance of the 77th anniversary dinner was set by the elegant Crystal Ball theme and the gourmet meal served at Penna's Hall.



Board member, Tom Simaan toasted the evening with friends.



Dinner guests sure enjoyed the gourmet dinner and camaraderie at the Crystal Ball.



Mr. and Mrs. Nabby Yono were all smiles as they took part in the evening's festivities.

Thank you!

To the generous companies who donated wonderful prizes for the drawing and raffle give-aways:

Paul Inman Associates
Vegas Markets
Prince Pasta
RJ Reynolds
Coca-Cola Company
Detroit Edison
Pepsi-Cola Company
CoreSource
Seven-Up of Detroit
Taystee Baking
The Pfeister Company

SelectCare

A Growing Force in the Health Care Industry

By Mark Cleveland

Very soon AFD members will acquire some new choices when it comes to their health care options. Starting May 1, SelectCare Health Maintenance Organization (HMO) becomes one of those options.

Sponsored by five area hospitals, SelectCare HMO has been one of the fastest growing forces in the health care industry since 1977. According to Soheil Djariri, SelectCare account

executive, they have had three years of solid profitability and indications show their profits will continue to rise.

In an HMO, patients select participating doctors from a list. You can select a physician to meet the needs of your entire family—or select separate physicians for each family member. The designated physician(s) will handle all your health care needs, including referrals to specialists.

Djariri says the rising cost of health care is probably the largest concern in his industry right now. Until President Clinton reveals the health care plan being studied by his wife Hillary, no one is sure what is going to happen to health care costs. So far, Clinton is releasing little information on what changes he plans to make.

"We think (Clinton's plan) is going to be real positive for us, because we are a managed health care organization," Djariri said. He believes the managed groups are the companies who will come out ahead, because Clinton seems to be leaning towards

managed-competition concepts.

SelectCare, sponsored by Beaumont, Macomb, Oakwood, Providence and St. John hospitals, offers participants a choice of eleven hospitals and twenty-seven medical centers in the Detroit area, providing over 1,000 physicians to choose from.

One advantage of SelectCare HMO is the fact that an employer with as few as two people on the payroll can use the plan. This means even a small convenience store will have the same rates as a large supermarket chain. Another advantage SelectCare offers is emergency care coverage anywhere in the world.

From their facilities in Troy, SelectCare employs about 400 people and provides coverage for approximately 85,000 members in southeast Michigan.

For a complete explanation of SelectCare HMO and all your health care choices contact Judy Mansur at the Associated Food Dealers of Michigan at (313) 557-9600. These new service options are just one of the many benefits AFD entitles you to by being a member.

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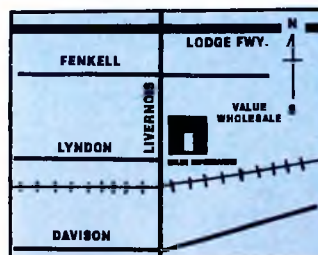
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Sugar

From page 22

educational reimbursement.

Zebrowski says that sugar consumption in America is growing. The average person in the U.S. consumes 66 pounds of sugar a year. Zebrowski credits the rise in sugar's popularity to the fact that sugar is a natural product. One teaspoon is just 16 calories. While many Americans are looking for products that come naturally from the earth and don't contain additives and preservatives, sugar is a basic that fits into their lifestyle.

Monitor Sugar leads the way in consumer product marketing. It is the only sugar company in Michigan with a direct sales force, trained in merchandising sugar. They can give retailers assistance in tapping the consumer's increasing desire for the product—through displays, signage, promotions and other merchandising methods—thereby increasing sugar sales.

With the company's expansion in the 1980s, Monitor Sugar was prepared to meet the needs of the increase in sugar consumption. Since that time the company has tripled in size. Last year Monitor Sugar's sales were in excess of \$90,000,000 and that spells sweet success — for the company, its employees, area beet farmers and its customers.

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1488-7	Crown Royal	750ML	15.50	18.95	20.72	25%
1488-3	Crown Royal	375ML	8.15	9.96	10.95	26%
1490-8	V.O.	1.75L	19.61	23.97	27.77	29%
1490-7	V.O.	750ML	9.40	11.49	12.49	25%
1490-3	V.O.	375 ML	4.88	5.97	6.92	29%
0692-0	7 Crown	1.75L	13.89	16.98	18.95	27%
0692-1	7 Crown	1.0L	9.69	11.78	12.97	26%
0692-7	7 Crown	750ML	7.35	8.99	9.96	26%
2984-8	Seagram Gin	1.75L	14.57	17.82	18.95	23%
2984-1	Seagram Gin	1.0L	8.15	9.96	11.25	28%
2984-7	Seagram Gin	750ML	6.53	7.99	8.88	26%
4130-7	Captain Morgan	1.75L	16.31	19.94	22.98	29%
4130-8	Captain Morgan	1.0L	10.26	12.54	13.97	27%
4130-1	Captain Morgan	750ML	8.15	9.96	10.95	26%
4000-7	Myer's Rum	750ML	10.94	13.97	14.99	27%
4000-3	Myer's Rum	375ML	6.53	7.99	8.99	27%
1647-8	Chivas Regal	1.75L	47.42	57.97	61.97	23%
1646-7	Chivas Regal	750ML	20.42	24.97	26.98	24%
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What's Happening At The Michigan Lottery?

By Michigan Lottery Commissioner Jerry R. Crandall

Michigan Lottery Introduces New Lotto Game—"Bonus Lotto"— With bigger jackpots

It's new. It's fun. It's exciting. It's like nothing you've ever seen before. It's the all new "Bonus Lotto" game.

Bonus Lotto brings more fun and excitement to the Michigan Lottery game lineup by offering our players bigger jackpots and more ways to win more cash prizes.

In Bonus Lotto, the jackpot is guaranteed to start at \$4 million and will increase by at least \$4 million each time there is no top prize winner and the jackpot rolls over. In addition to bigger jackpots, players can now win cash prizes from \$4 to \$50,000 in the new game.

The Bonus Lotto game was



designed in response to players' requests for a Lotto game with bigger jackpots and more cash prizes. Bonus Lotto offers something for everyone.

The overall odds of winning a cash prize in Bonus Lotto are 1-in-65 versus the overall odds of 1-in-856 in Lotto 47.

Players win the grand prize jackpot of at least \$4 million by matching 6 of 47 numbers drawn by the Lottery, just like the Lotto 47 game—the odds of winning a bigger jackpot are still the same. But unlike the Lotto 47 game, Bonus Lotto provides players with more cash prizes through the "bonus ball" feature.

After the first six numbers are drawn, the Lottery will draw a seventh number from the remaining 41 balls. This is the "bonus ball." The bonus ball is what

gives the players more chances to win cash prizes.

The chart below outlines the prize structure for Bonus Lotto:

Players matching these numbers win these amounts:

6 of 6 (no bonus ball)	Bonus Lotto Jackpot (at least \$4 million)
5 of 6 & bonus ball	\$50,000
4 of 6 & bonus ball	\$1,000
3 of 6 & bonus ball	\$100
2 of 6 & bonus ball	\$4

To win the grand prize jackpot, the player(s) must match all six of the first six numbers drawn by the Lottery, not including the bonus ball. If no match occurs, the jackpot will continue to grow in increments of at least \$4 million.

The new Bonus Lotto game went on sale Sunday, March 14, 1993, and the first drawing was conducted on Saturday, March 20. Bonus Lotto is drawn once a week during the "Megabucks Give-away" TV game show, which airs at 7:30 p.m. every Saturday night, on a network of ten stations including:

WBKB-TV 11	Alpena
WLAJ-TV 53	Lansing
WDIV-TV 4	Detroit
W4OAK-TV 40	Grand Rapids/ Muskegon
WJMN-TV 3	Escanaba/ Marquette
WGTQ-TV 8	Sault Ste. Marie
WEYI-TV 25	Flint
WGTU-TV 29	Traverse City
WOTV-TV 41	Grand Rapids/ Battle Creek
WSBT-TV 22	South Bend, Indiana

Each Bonus Lotto play will cost \$2—which means double the commission for retailers. The new game replaces Lotto 47.

Our aim is to keep our regular players interested in the Lottery and generate a greater interest in the occasional player. This is an exciting change for the Michigan Lottery. Initially, it will require extra effort on the part of our Lottery retailers because everyone will need to take time to educate customers about the new game. But if you take advantage of all the in-store promotional items, host in-store promotions and continue to ask for the sale, you will find new excitement among our players.

This new game should be a "bonus" to your bottom lines and to K-12 education, if we work together and sell, sell.

Michigan Lottery Introduces Two New Instant Games To Lineup

The Michigan Lottery will jump into spring with the introduction of two new instant games, "Catch Cash!" and "Zodiac Doubler." The games are on

sale at nearly 9,000 Michigan Lottery retailers statewide.

Players will get a chance to "reel in" great cash prizes—up to \$500—with the new instant game "Catch Cash!," which goes on sale April 12. When players scratch off the latex covering of the instant ticket, nine play symbols will be revealed. If one or more of those play symbols is a fish, they win a cash prize. If players "catch" one fish, they win \$2; two fish win \$4; three fish win \$25; four fish win \$50; five fish win \$100; and six fish win \$500. The "Catch Cash!" ticket is sky blue with a brightly colored picture of Michigan's state fish, the trout, on the cover. Lottery players won't want to let this fish get away.

Winning is "in the stars" for players who want to try the "Zodiac Doubler" instant game. This stellar game, which goes on sale April 26, offers players the chance at a \$5,000 top prize—that's enough to put any player "in orbit." If players match three like amounts, they win that amount, or if players match two like amounts and have the doubler "\$\$" sign, they win double the amount. "Zodiac Doubler" is sure to catch players' eyes with its mystical appearance—a deep purple background with miniature stars, moons and planets on the ticket face.

The overall odds of winning a prize in either game are 1-in-6.



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Central List: What and Why

The Central List is an information collecting and disseminating service for coupon processors—manufacturers, agents, clearinghouses and state associations. Store level information is gathered through retailer applications and physical store audits. A universal numbering system (the CRN) identifies coupon-submitting locations with a common numbering identifier. The AFD utilizes the services of Central List.

The idea for the Central List developed during the 1982 Arthur Andersen Coupon Cost Handling Study. While searching for handling efficiencies, the industry realized its verification processes were duplicative and wasteful. Retailers received multiple questionnaire forms and were subjected to multiple store audits by coupon processors.

Discussion focused on ways to increase processing efficiencies by reducing these duplicate retailer verification practices. The Central List took shape over the next 10 years with the guidance of the Joint Industry Coupon Committee and all the major allied trade associations.

How it Works

Throughout the development process the Central List's mission has been to create an efficient method to collect information and to increase coupon processing efficiency.

The Coupon Redemption Number (CRN) represents a productivity enhancing tool for the entire coupon processing industry. CRNs themselves identify distribution channels that submit coupons for redemption. They range from the traditional supermarket to the convenience, drug, liquor and department store. Even gas stations and kiosks in shopping malls are included. The CRN system will allow all coupon processors to identify any coupon-submitting location with a common number.

The Central List program is managed by the Grocery Manufacturers of America. Marketing Force, Inc., a Rochester, MI based marketing services organization, is the GMA-appointed agent to manage the Central List database.

Marketing Force collects information pertinent to all coupon-submitting locations from two primary sources: 1) the "Application for Coupon Redemption Number," the equivalent of the standard industry questionnaire, and 2) physical store audits. The application and audit verify a store's existence and identify the operating characteristics of the store(s), as well as other information relevant to the product flow into and out of the store.

The subscribers, those in-house coupon processing manufacturers or manufacturer agents who use the Central List, electronically link into the Central List database. By electronically uploading "ownership" of a certain retail store (or centralized submitting location), the subscribers receive that unique CRN and the available application information. They can then receive audit information on that store through a second upload process. In this manner each subscriber maintains a proprietary list of its CRNs through the one centralized database.

More accurate information is now available sooner and more reliably than ever before through this centralized data collection and management process.

What the Central List Offers the Industry

- The ability to reduce chargebacks related to retailer verification. Marketing Force coordinates sending out CRN applications and updates all concerned subscribers immediately. Subscribers receive audit information overnight if the store has been previously audited. Other wise, the average audit turnaround time is 10 days.
- Cross file maintenance for all coupon processors' retailer identification numbers is not required. Communication between processors is more efficient throughout the redemption process.
- The Central List gives flexibility to subscribers to audit individual stores within a chain, a feature that was not available to all subscribers previously.

The Central List is moving into a steady-state operational phase. As the program matures and new coupon processing methods emerge, the Central List will continue to offer value as state associations, clearinghouses, processors, agents, and manufacturers continue to manage against an increasingly constrained resource: time.

Central List Statistics Data Base Size

As of December 31, 1992, the Central List had over 232,000 CRN assignments on file. (Please note, the Central List database includes diverse outlets such as gas stations,

shopping mall kiosks, and business complex snack shops in its CRN composition.)

Applications

As of December 31, 1992, the Central List has received over 36,000 applications, the majority of these respondents being from the traditional food outlets.

Audits

As of December 31, 1992, 54,000+ audits have been performed. Again, the majority have been in the food distribution channels.

Central List Subscriber Group

<u>Company</u>	<u>Customer Service Numbers</u>
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NCH PROMOTIONAL SERVICES	1-800-833-7096
LEE'S MARKETING	1-800-752-4478
B & M PROCESSING	1-800-231-2274
GENERAL FOODS	(815) 937-7049
GENERAL MILLS	(612) 540-7241
PROCTER & GAMBLE	1-800-543-8443
COLGATE-PALMOLIVE	(812) 284-8518
PILLSBURY	1-800-767-4499
QUAKER OATS	1-800-677-6281
LEVER BROTHERS	1-800-775-3018
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RALSTON-PURINA	1-800-522-1987



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Food Stamp Update

Access to hundreds of the nation's convenience stores may soon be denied to food stamp recipients as nearly 500 stores face disqualification from the food stamp program. The disqualifications are occurring as a result of the government's efforts to reauthorize program participants. With more than 80 percent of all convenience stores accepting food stamps, removal of these stores is expected to cause a hardship for food stamp recipients in many urban and rural communities.

This year, the Food and Nutrition Service (FNS), which administers the

program, has been in the process of obtaining reauthorization applications from the nation's 213,000 food stamp retailers. This is the first time in nearly a decade that such a comprehensive reauthorization effort has been undertaken. Over the same period, changes have occurred within the retail food industry which are now affecting the ability of certain stores to remain authorized as food stamp retailers.

"The important thing to recognize is that these stores did not do anything wrong," said Teri Richman, NACS Senior vice president for public af-

fairs. "Rather, the problem lies with the law governing the food stamp program, which was written over 20 years ago, and at that time did not envision the role that the convenience store industry would play today in the food stamp program." Specifically, the law requires that 50 percent of all food stamp eligible sales be in "staple foods."

Importantly, convenience stores are selling the same if not more staple food items as they were ten years ago. However, the amount of total food-stamp-eligible sales has grown dramatically during that time. This growth is at the root of the industry's disqualification problems because it

makes it difficult for these stores to arithmetically meet the 50 percent "staple" test.

The inequity of the situation is made clear when you consider that the current law allows a liquor store that sells milk to qualify as a food stamp retailer, while a convenience store that offers everything from milk to baby food can't meet the 50 percent test. "We believe that the government shares our view that now is the time for congress to revisit the definition of what qualifies a retailer for participation in the program," commented Richman. —NACS

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Hazardous Floor Surfaces Lead To Back Injuries

The major causes of back injuries are often said to be lifting improperly, lifting heavy objects and repetitive lifting. But, in a recent survey, researchers found that slips and falls on floors were the leading cause of back injuries among workers. Strained backs accounted for 37 percent of all workers compensation claims, while working surfaces caused about 12 percent of all claims.

An unsafe working surface, particularly in combination with footwear unsuitable for the work environment, can indeed lead to employee injuries. Any material including water, oil, sand, ice, fruit and vegetable debris and even a piece of paper can prevent a worker's shoe sole and heel to achieve the friction needed to keep the worker in an upright position. Excessive friction caused by improper application of floor wax can also cause employees to fall.

In any warehouse environment, keeping floors, stairs and ramps free of slip and fall hazards is a never-ending task. All employees should be instructed to pick up all foreign materials they see on floors. Employees should also be responsible to immediately clean any spill they cause.

Employees who operate lift trucks and powered pallet trucks should be instructed to report any oil leak they discover in the equipment they use. Hydraulic oil is particularly hazardous on a smooth concrete floor.

Management should insist that warehouse workers wear leather shoes with slip resistant soles and heels.



FOOD & BEVERAGE REPORT

FOOD FOR LIFE

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AT THE CLUB. THREE MILES
BEFORE BREAKFAST. HANDBALL
AFTER WORK.

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"KIDS COUNT" — Or Do They?

Gleaners Community Food Bank annually sponsors "Kids Helping Kids" campaign, a tri-county program conducted in the schools to address the problem of hunger and poor nutrition among our young people. In this and other programs Gleaners is conveying the vital message that children are our most important national resource and that we must feed, nurture, and support them within their families and in the larger community.

The recently released 1992 study "Kids Count in Michigan," funded by the Skillman Foundation locally and the Annie E. Casey Foundation, clearly demonstrates that children are most definitely not cherished. Instead, childhood in the early 1990s has become a perilous time for many kids in Michigan and in Wayne County in particular. Instead of innocence, learning and fun, these children's lives are marked with poverty, fractured families, poor nutrition, poor health, non-existent medical care, substandard housing and violence.

"Kids Count," a collaborative project of the Michigan League for Human Services and Michigan State University, found that more than one in five Michigan children lived in poverty in 1990, up 38 percent from U.S. Census data in 1980. More and more families are struggling to survive, placing children in jeopardy.

Some disturbing findings about Wayne County's children are.

- In 1990, 169,215 Wayne County children lived in poverty, representing 30.3 percent of all county children and placing Wayne as fourth in the state in terms of children's poverty rates.
- From 1980 to 1990, the increased numbers of Wayne County's children in poverty made them 47.7 percent worse off than they were a decade ago.
- The status of Wayne County children deteriorated on 11 of the 13 indicators that measured the change in the well-being of children, including child deaths, children in out-of-home care, low birth weight babies, child

abuse and neglect, teen mothers, high school dropouts, and violent teen deaths.

- 35 percent of Wayne County children live in single parent families, which almost always mean poverty. Single parent families in Wayne have an average income of \$15,772. (County married couple income, on the other hand, averages

\$51,123.)

It is clear that we must, as a society, begin to develop comprehensive policies and strategies within our families, schools and institutions to address family instability and children's needs, especially those at-risk. Beverly L. McDonald, executive director of the Michigan League for

Human Services sums it up succinctly: "The state's and the nation's economic future hangs in the balance. Children raised in poverty—in substandard housing with poor schools and inadequate health care—will be ill prepared to compete in the world's economy. The price of inaction is extreme."



"Working for You!"

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NFFA Announces Availability of 1993 Membership Directory

The National Frozen Food Association Inc. (NFFA) has announced the publication and availability of its 1993 NFFA Membership Directory.

An annual publication, the 1993 NFFA Membership Directory includes information on the more than 1,000 member companies of NFFA contained in its more than 200 pages. The information is arranged in a "user-friendly" format, with tabbed sections for

each membership category of NFFA including: Brokers, Manufacturers, Distributors/Warehouses, Retailers/Food service Operators, Suppliers, and Associations/International. Additionally, most categories list companies alphabetically by state to help members of the frozen food industry find contacts within specific geographical boundaries.

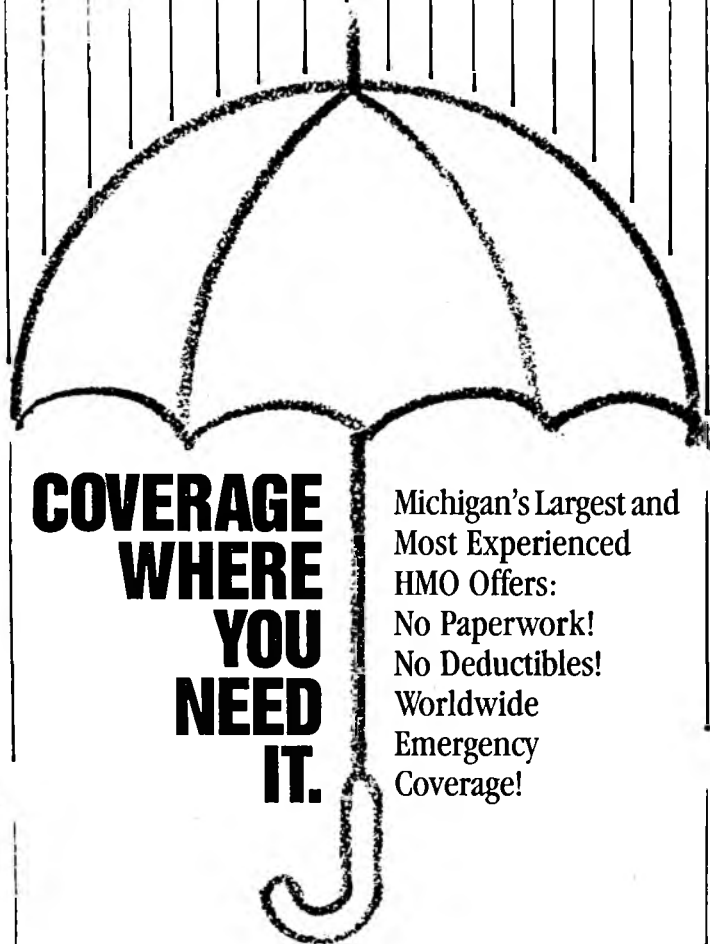
The Supplier section of the 1993 Directory lists companies

according to the services they supply, with an alphabetical index immediately following for those interested in a specific company. The Manufacturer section lists companies alphabetically, but includes a convenient "index of Manufacturers by Product" section to help interested parties locate companies that manufacture specific products.

The 1993 NFFA Membership Directory also includes: informa-

tion about NFFA; a message from current chairman, Tim Haas; lists of NFFA directors; advisory directors and past chairmen; a list of educational affiliates; a directory of related food-industry associations; and a "Yellow Pages" section listing all companies alphabetically and giving the section in which they can be found.

The 1993 NFFA Membership Directory is available to non-members at a cost of \$50 plus shipping. Members of the National Frozen Food Association receive two directories as a benefit of membership and may receive additional copies at a cost of \$10 plus shipping. For more information, or to order a 1993 Directory, contact NFFA, 4755 Linglestown Rd., Suite 300, Harrisburg, PA 17112; (717) 657-8601; FAX (717) 657-9862.



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Health Alliance Plan, call AFD at 557-9600 for details.



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Costs For Employee Turnover

"An honest day's pay for an honest day's work" is the model adage for initiating concrete salary and job structures. The absence of formal job descriptions, salary ranges and salary administration policies and/or a method of determining job value, pay levels and pay increases can only result in employee dissatisfaction and accusations of unfair and arbitrary treatment. These feelings of perceived inequities may cause employees to leave the company thereby costing employers thousands of dollars. According to a recent nationwide survey conducted by the Employment Management Association, in 1989 the average employer spent \$7,488 to hire an exempt employee and \$1,529 to hire a non-exempt employee and \$672 to hire an hourly-wage employee. Note, however that the costs for training a new employee and lost production are not included in the above figures.

SUPPORT THESE AFD SUPPLIER MEMBERS

BAKERIES:

Ackroyd's Scotch Bakery & Sausage	532-1181
Archway Cookies	(616) 962-6205
Awrey Bakeries, Inc.	522-1100
Kuepflinger Bakeries, Inc.	967-2020
S & M Biscuit Distributing	893-4747
Sunshine/Salerno	352-4343
Tastee Bakeries	476-0201

BANKS:

Greenfield Mortgage Co.	274-8555
Madison National Bank	548-2900
Michigan National Bank	489-9100

BEVERAGES:

Absopure Water Company	358-1460
American Brokers Association	544-1550
Anheuser-Busch, Inc.	354-1860
Bacardi Imports, Inc.	489-1300
Bellino Quality Beverages, Inc.	946-6300
Brooks Beverage Mgt., Inc.	(616) 393-5800
Cadillac Coffee	369-9020
Canandaigua Wine Co.	379-3644
Central Distributors	946-6250
Coca-Cola Bottlers of Mich	478-2212
Coors Brewing Company	451-1499
Don Lee Distributing, Inc.	584-7100
E & J Gallo Winery	643-0611
Easiown Distributors	867-6900
F & M Coffee	851-5774
Faygo Beverages, Inc.	925-1600
Frankenmuth Brewery	(517) 652-6183
General Liquor	868-5100
General Wine	867-0521
Hiram Walker & Sons, Inc.	626-0575
House of Seagram	262-1375
Hubert Distributors, Inc.	858-2340
J. Lewis Cooper Co.	835-6400
Miller Brewing Company	(414) 259-9444
Mr. Pure Juices	(312) 379-3000
Nestle Beverages	380-3640
Oak Distributing Company	674-3171
Pabst Brewing Co.	887-2087
Paddington Corp.	345-5250
Pepsi-Cola Bottling Group	641-7888
Powers Dist.	682-2010
R.M. Gilligan, Inc.	553-9440
Royal Crown Cola	(616) 392-2468
Serv-U-Matic Corporation	528-0694
Seven-Up of Detroit	937-3500
Spirits of Michigan	521-8847
Stroh Brewery Company	446-2000
Telley Tea Co.	(216) 331-4062
Thompson Beverage Co.	439-2404
Viviano Wine Importers, Inc.	883-1600

BROKERS/REPRESENTATIVES:

Acme Food Brokerage	968-0300
Ameri-Con, Inc.	478-8840
Bob Arnold & Associates	646-0578
Denha General Brokers	776-1610
ELC Associates	624-5133
Hanson Faso Assoc.	354-5339
J.B. Novak & Associates	752-6453
James K. Tamakian Company	424-8500
John Huettnerman Co.	296-3000
Marks & Goergans	354-1600
McMahon & McDonald, Inc.	477-7182
Northland Marketing	353-0222
Paul Inman Associates	626-8300
Pfeister Company	591-1900
Stark & Company	851-5700
VIP Food Brokers International	885-2335

CANDY & TOBACCO:

M & M Mars	363-9231
Shemi's Candies	(517) 756-3691
Wolverine Cigar Company	554-2033

CATERING/HALLS:

Country House Catering	(517) 627-2244
Emerald Food Service	546-2700
Gourmet House, Inc.	771-0300
Karen's Cafe at North Valley	855-8777
Nutrition Services	(517) 782-7244
Penna's of Sterling	978-3880
Southfield Manor	352-9020
St. George Cultural Center	335-8869
Taste Buds	(517) 546-8522

Tina's Catering	949-2280
Vassel's Banquet Hall & Catering	354-0121

DAIRY PRODUCTS:

American Dairy Assoc.	(517) 349-8923
Bernie Food Service	(800) 688-9478
Borden Ice Cream	871-1900
Dairy Products of Michigan	552-9666
McDonald Dairy Co.	(517) 652-9347
Melody Farms Dairy Company	525-4000
Milk-O-Mat	864-0550
Stroh's Ice Cream	568-5106
Tom Davis & Sons Dairy	399-6300

EGGS & POULTRY:

Linwood Egg Company	524-9550
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FISH & SEAFOOD:

Tallman Fisheries	(906) 341-5887
Waterfront Seafood Company	(616) 962-7622

FRESH PRODUCE:

Aunt Mid Produce Co.	843-0840
Detroit Produce Terminal	841-8700
Vital Terminal Sales	843-4120

ICE PRODUCTS:

Great Lakes Ice	774-9200
Midwest Ice	868-8800
Union Ice	537-0600

INSECT CONTROL:

Pest Elimination Products	296-2427
Rose Extermination (Bio-Serv)	588-1005

INSURANCE:

America One	(517) 349-1988
Blue Cross/Blue Shield	(800) 486-2365
Capital Insurance Group	354-6110
Cranbrook Group, Inc.	362-4640
Creative Risk Management Corp.	792-6355
Gadaleto, Ramsby & Assoc.	(517) 351-7375
Golden Dental	573-8118
Health Alliance Plan	552-6000
Jardine Insurance Agency	641-0900
K.A. Tappan & Assoc. Ltd.	473-0011
Macatawa Ent.	(616) 335-9551
Marketplace Insurance	553-2280
Frank McBride Jr., Inc.	445-2300
Miko & Assoc.	776-0851
Mitxel Agency	773-8600
Monroe-George Agency	489-9480
Murray, Benson, Recchia	831-6562
North Pointe Insurance	358-1171
Rocky Husaynu & Associates	557-6259
Traverse Bay Insurance	(616) 347-6695
Joel Weingarden	453-3636

MANUFACTURERS:

Anato Foods	584-3800
Bil Mar Foods	800-654-3650
Eden Foods	(517) 456-7424
Groeb Farms	(517) 467-7609
Home Style Foods, Inc.	874-3250
Jaeggi Hillsdale Country Cheese	(517) 368-5990
Kalil Enterprises, Inc.	527-7240
Kraft Foods	261-2800
Michigan (Pioneer) Sugar	(517) 799-7300
Monitor (Big Chief) Sugar	(517) 686-0161
Nabisco, Inc.	478-1400
Nestle Food Company	380-3670
Philip Morris U.S.A.	489-9494
Prince Macaroni of Michigan	772-0900
Red Pelican Food Products	921-2500
Roll Rite Corp.	(517) 345-3434
Singer Extract Laboratory	345-5880
Tony's Pizza Service	634-0606

MEAT PRODUCES/PACKERS:

E.W. Goebbel Sons, Inc.	567-8000
Hartig Meats	832-2080
Hillshire Farm & Kahn's	778-3276
Hygrade Food Products	464-2400
Kowalski Sausage Company	873-8200
L.K.L. Packing, Inc.	833-1590
Metro Packing	894-4369

Oscar Mayer & Company	488-3000
Pelkie Meat Processing	(906) 353-7479
Smith Meat Packing, Inc.	458-9530
Swift-Eckrich	458-9530
Thorn Apple Valley	552-0700
Winter Sausage Mfg., Inc.	777-9080
Wolverine Packing Company	568-1900

MEDIA:

Arab & Chaldean TV-62 Show	352-1343
C & G Publishing, Inc.	756-8800
Chaldean Detroit Times	552-1989
Daily Tribune	541-3000
Detroit Free Press	222-6400
Detroit News	222-2000
Detroit Newspaper Agency	222-2512
Gannett National Newspapers	357-7910
Macomb Daily	296-0800
Michigan Chronicle	963-5522
The Beverage Journal	454-4540
WDIV-TV4	222-0643
WJBK-TV2	557-9000
WLTI-Lite-FM	354-9300
WWJ-AM/WJOL-FM	222-2636

NON-FOOD DISTRIBUTORS:

Albion Vending	(517) 629-3204
Erika's Import Haus	(616) 942-1450
Gibraltar National Corporation	491-3500
Ludington News Company, Inc.	925-7600

POTATO CHIPS/NUTS/SNACKS:

Frito-Lay, Inc.	287-9477
Goin' Nuts	437-9831
Harbour Foods, Ltd.	333-3014
Kar-Nut Products Company	541-7870
Nikhlas Distributors (Cabana)	571-2447
Pioneer Snacks	525-4000
Variety Foods, Inc.	268-4900
Vitner Snacks	368-2447

PROMOTION/ADVERTISING:

Advo-System	425-8190
Insignia Systems	(612) 553-3200
Intro-Marketing	540-5000
J.R. Marketing-Promotions	296-7246
News Printing	349-6130
PJM Graphics	535-6400
Point of Sale Demo Service	887-2510
Safeguard Business Systems	548-0260
Stanleys Advtg. & Dist.	961-7177
Stephen's NU-AD, Inc.	777-6823
T.J. Graphics	547-7474

SERVICES:

Akram Naniou CPA	557-9030
American Mailers	842-4000
Bellanca, Beatlie, DeLisle	964-4200
Central Alarm Signal, Inc.	864-8900
Checkpoint Systems	(800) 257-5540
Christy Glass Co.	544-8200
Closed Circuit Communications	478-3336
Detroit Edison Company	237-9225
Edward A. Shuttie, P.C.	288-2080
Follmer, Rudzewicz & Co., CPA	355-1040
Garmo & Co., CPA	557-0144
Goh's Inventory Service	353-5033
Great Lakes Data Systems	356-4100
Karoub Associates	(517) 482-5000
Menczer & Urcheck P.C., CPA	356-1620
Merrill Lynch	656-4320
Metro Media Associates	625-0070
Michigan Bell	221-7310
National Exposition Service	865-1000
Nona & Company P.C. CPA	351-1760
Oakland Realty	557-3332
Pappas Cutlery Grinding	965-3872
Paul Meyer Real Estate One	341-4522
PK Labs Inc.	(516) 273-2630
Rossman Martin & Assoc.	(517) 487-9320
Sarafa Realty	851-5704
Southfield Funeral Home	569-8080
Supermarket Development	
Inventory Services	573-8280
Telecheck Michigan, Inc.	354-5000
Travelers Express Co.	(800) 328-5678
Vend-A-Matic	585-7700
Whitey's Concessions	278-5207

SPICES & EXTRACTS:

Rafal Spice Company	259-6373
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STORE SUPPLIES/EQUIPMENT:

Belmont Paper & Bag Company	491-6550
Bollin Label Systems	(800) 882-5104
Brhm Broaster Sales	(517) 427-5858
DCI Food Equipment	369-1666
Hobart Corporation	697-7060
MMI Distributing	582-4400
Market Mechanical Services	680-0580
Michigan Bale Tie Company	925-1196
Midwest Butcher & Deli Supply	689-2255
Refrigeration Engineering, Inc.	(616) 453-2441
Statewide Food Equipment Dist.	393-8144
TRM Copy Centers	(503) 231-0230

WHOLESALE/FOOD

DISTRIBUTORS:

Bremer Sugar	(616) 772-9100
Cabana Foods	834-0800
Capistar, Inc.	(517) 699-3605
Capital Distributors	369-2137
Central Foods	933-2600
Detroit Warehouse Co.	491-1500
EBY-Brown Co.	(800) 532-9276
Epcor Foods, Inc.	857-4040
Family Packing Distributors	644-5353
Foodland Distributors	523-2100
Garden Foods	584-2800
Gourmet International, Inc.	(800) 875-5557
Great Lakes Home Food Service	(517) 835-6785
H & O Distributors	493-0011
I & K Distributing	491-5930
J & J Wholesale Dist.	795-4770
J.F. Walker	(517) 787-9880
Jerusalem Foods	538-1511
Kehe Food Distributors	(800) 888-4681
Kramer Food Company	585-8141
Lipari Foods	469-0131
Maxwell Foods, Inc.	923-9000
McInerney-Miller Bros.	833-8660
Metropolitan Grocery	871-4000
Midwest Wholesale Foods	744-2200
Miesel/Sysco Food Service	397-7990
Mucky Duck Mustard Co.	683-5750
Norquick Distributing Co.	522-1000
Northwest Food Co. of Michigan	368-2500
Rich Plan of Michigan	293-0900
Sackett Ranch	(517) 762-5049
Scot Lad Foods, Inc.	(419) 228-3141
Sherwood Food Distributors	366-3100
State Wholesale Grocers	567-7654
Stephenson & Stephenson	(906) 293-3851
Spartan Stores, Inc.	455-1400
Super Food Services	(517) 777-1891
Superior Fast Foods, Inc.	296-7118
Tony's Pizza Service	(800) 247-1533
Value Wholesale	862-6900
Weeks Food Corp.	727-3535
Ypsilanti Food Co-op	483-1520

ASSOCIATES:

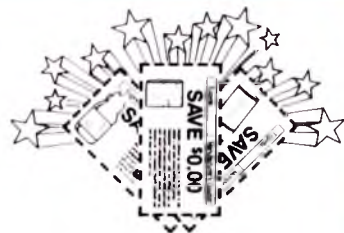
American Synergistics	427-4444
Basket Case	831-4438
Bureau of State Lottery	(517) 335-5600
Business Dining Serv.	489-1900
Club Cars	459-8390
Herman Rubin Sales Co.	354-6433
Livermoir-Davison Florist	352-0081
Minnich's Boats & Motors	748-3400
Power House Gym	865-0111
Wilden & Assoc.	588-2358

The area code is 313 for above listings unless otherwise indicated.

If you are not listed or need to change your listing, contact Mary Cooper at AFD at 557-9600.



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✓ HANDI WIPES/HEAVY WIPES	\$.25 ON 1 (ANY)
✓ SOAP SOAP LIQUID SOAPS & REFILLS	\$.40 ON 1 (ANY)
✓ IRISH SPRING BAR SOAPS	\$.55 ON 1 (ANY)
✓ DOLE 100% JUICES-GLASS/FROZEN/CHILLED	\$.55 ON 1 (ANY)
✓ GLAD-LOCK STORAGE/FREEZER BAGS	\$.75 ON 1 (25 CT OR LESS)
✓ TABASCO PEPPER SAUCES	\$.25 ON 1 (ANY)
✓ RAGU' SPAGHETTI SAUCES	\$.25 ON 1 (ANY SIZE/FLAVOR)
✓ RAGU' CHICKEN/BEEF TONIGHT	\$.25 ON 1 (ANY)
✓ STAR-KIST TUNA	\$.20 ON 1 (9 OZ OR LARGER)
✓ WELCH'S SPREADS	\$.20 ON 1 (22 OZ OR LESS)

PERISHABLE:

✓ MRS. T'S PIEROGIES	\$.55 ON 2 - (ANY)
✓ HOT POCKETS	\$.40 ON 2 - (ANY)
✓ LEAN POCKETS	\$.40 ON 2 - (ANY)
✓ EGGO WAFFLES	\$.25 ON 1 (ANY)
✓ DRUMSTICK CONES	\$.55 ON 2 - 4 PKS OR 1 - 8 PK
✓ COFFEEMATE REFRIG. FLAVORED COFFEE CREAMERS	\$.30 ON 1 (ANY FLAVORED)
✓ TYSON BONELESS BREADED CHICKEN	\$1.00 ON 2 (ANY)
✓ WELCH'S FROZEN CRANBERRY JUICE/BLENDS	\$.30 ON 1 (ANY)
✓ WIN SCHULER'S BAR SCHEEZES/BAR SCHIPS	\$.15 ON 1 (ANY)
✓ TURKEY STORE BONELESS TURKEY PRODUCTS	\$.55 ON 1 (ANY)

HBC/GM/CANDY:

✓ MENNEN BABY MAGIC PRODUCTS	\$.25 ON 1 (ANY)
✓ NO NONSENSE PANTYHOSE/KNEEHIGHS	\$.25 ON 1 (ANY)
✓ CHUBS BABY TOWELETES	\$.35 ON 1 (ANY)
✓ LAMFAA LAMFONS	\$.25 ON 1 (20 CT OR MORE)
✓ BRACH'S SUMMER CARNIVAL CANDY	AD NO COUPON

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