



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate:
PACKAGE LIQUOR DEALERS ASSOCIATION

FOOD & BEVERAGE REPORT

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Happy Holidays!



The board of directors and staff of the Associated Food Dealers of Michigan wish all readers of this publication and their families a very happy and safe holiday season.



GROCERS GIVE 2,000 TURKEYS TO NEEDY FAMILIES

It took a lot of work, but this year the AFD, in cooperation with the Chaldean Federation, gave 2,000 turkeys to needy families across Metro Detroit. Pictured here is part of the group of hard-working volunteers (standing) along with 3 turkey recipients (kneeling in front). Good work, guys! More photos on page 17.

Michigan residents rate the service they receive

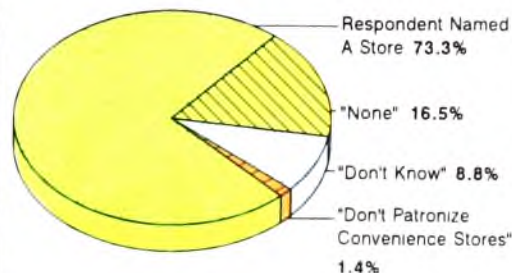
Many convenience stores are rated "excellent"

A majority of Michigan customers say the service they receive is neither getting better nor worse—but is staying about the same. That's the finding of a recent survey conducted by the Corporate Calling Center, which asked 490 Michigan residents to characterize the customer service they usually receive as improving greatly, improving somewhat, staying about the same, getting worse, or getting much worse. While 5.8 percent of respondents indicated that the customer service they receive is improving greatly, and 24.5 percent indicated that it is improving somewhat, a majority—56.6 percent—reported that the quality of customer service they receive is staying about the same. The

remaining responses reflected negative assessments of efforts by Michigan businesses to improve the quality of customer service. Specifically, 11.3 percent of respondents indicated that customer service is getting worse, and 1.9 percent reported that it is getting much worse.

When asked specifically about convenience store service, Michigan residents had favorable comments. Detroit's Corporate Calling center asked the same 490 Michigan residents to name a convenience store "that you believe provides excellent service." Over 73 percent of the respondents

*See Customer Service
Page 20*



"Name a convenience store serving Michigan residents that you believe provides excellent customer service."

Mark your calendar for
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January 21, 1994
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Most of us don't give gifts with tax deductions foremost in mind, even to our customers or clients. But if you give relatively inexpensive items to many individuals on your company list, it pays, literally, to heed the gift-related tax provision.

With respect to your business, keep in mind that you can deduct the cost of gifts to your customers and clients—but there is a \$25 annual limit on the deduction for gifts to any one person. In some cases you have an option. Tickets to a theatrical or sporting event, for instance, can be treated as entertainment and not subject to the individual gift limit. In fact, if you accompany your customer or client to the event, the cost of the tickets for deduction purposes must be construed as an entertainment expense.

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CHAIRMAN'S REPORT

Reflections of my term as your chairman and optimism for the future.

By Frank Arcori, AFD Chairman

These past two years have been full of changes and accomplishments in the food industry. I have enjoyed working with all of you by serving as your chairman. It has not always been easy, but thanks to the AFD's dedicated members, board of directors and staff, your association has made great strides in protecting your business interests in Lansing and offering you improved member benefits and services. As I pass the gavel on to the new chairman, I am sure that 1994 will be another historic year, and one of many challenges and many more victories for our industry. I am confident in the abilities of this association and optimistic about the future of our industry.

I hope you all have a very happy, safe and prosperous holi-



day season. Although this is a very busy time for our industry, it is important to make time to help protect the safety of your customers and the well-being of your business by obeying our laws, particularly those regarding the sale of alcohol to minors.

A story on Page 8 deals specifically with a campaign to fight underage drinking. Please read the article and post the accompanying poster. The holidays are busy times and a particularly tempting time for youngsters who want to share in the revelry. Make

sure your cashiers are particularly diligent about checking IDs. By displaying the poster on Page 8 and by insuring that each purchase of alcohol is by a person 21 or older, we can show unified support to the serious issue of underage drinking.

Once again, I would like to wish all AFD members a safe and happy holiday and good fortune for the new year.

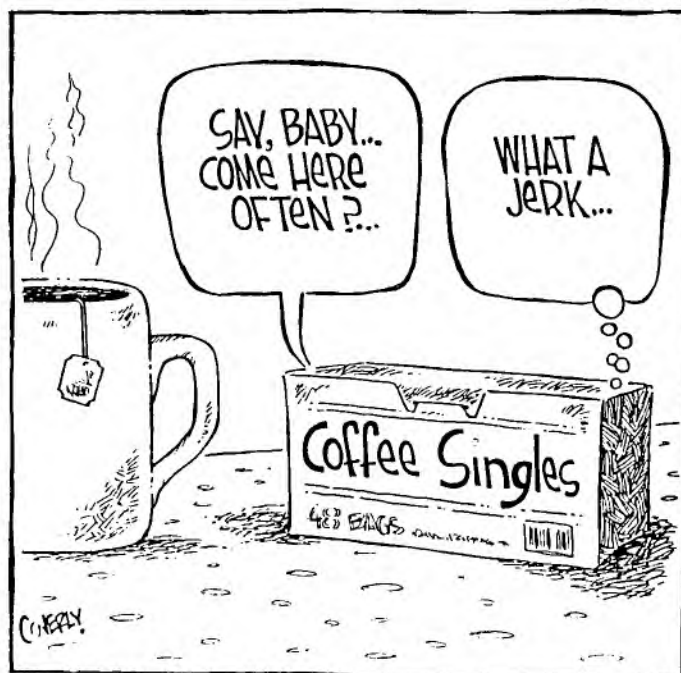
The Annual Meeting of the Associated Food Dealers of Michigan will be held on Tuesday, December 14, 1993 at 6:30 p.m. at the AFD office, 18470 West Ten Mile Road, Southfield, MI 48075. Members are invited. Please R.S.V.P. to Mary at 557-9600.

Calendar

- | | |
|-------------|---|
| Jan. 21 | Annual Trade Dinner, The Cinderella Ball
Penna's of Sterling Heights |
| Jan. 23-25 | Seafood Splash Course for Supermarkets
Boston and Gloucester, Massachusetts.
A practical, hands-on seafood training program |
| Feb. 4-6 | NFDA Mid-Winter Table Top Show
Marriott Marina, Fort Lauderdale, FL |
| April 13-14 | AFD Trade Show
Burton Manor, Livonia |
| July 23-25 | NFDA 67th Annual Convention & Trade Show
Denver, CO |

The Grocery Zone

By David Coverly



Statement of Ownership

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WholesaleProfile

Happy Anniversary Eastown Distributors!

by Cristina Cleveland

You could say that four generations of the Quasaranos have been "in the suds." The family owns and operates one of Detroit's oldest beer distributors. This year, the company celebrates 60 years of service and commitment to the city and the state of Michigan.

When he was eight, Joseph A. Quasarano came to the United States from Palermo, Sicily. Eventually he opened a small grocery store in Detroit which legally sold the supplies to create home-brewed beer during prohibition. Unknowingly, this was the beginning of a successful chain of events for the Quasarano family.

In 1933, with the abolishment of prohibition, Joseph A. obtained the second license issued in the state of Michigan to distribute beer and wine. He bought a 1,000 square-foot warehouse facility on the east side of Detroit and named the company East Town. At that time, there was no need for large facilities because most of the beer sold in Detroit was brewed in or around the city. The first brand East Town sold was Pearl Foam beer. The company then began distributing Ekhardt and Becker beer in 1934 throughout Wayne and Macomb Counties. With six delivery vehicles, East Town transported its beer directly from Detroit's breweries to its customers.

In the late 1930s, the beer industry took a unique turn that would forever change the wholesale business. Because of the invention of new means of efficiently transporting beer across the United States, national breweries took over the market. So when in 1939 East Town obtained the rights to distribute Pabst Blue Ribbon, the company relocated to a 6,000-square-foot warehouse facility on Manning in Detroit.

In 1941, the second generation of the Quasarano family entered the beer distribution business when Joseph R. became a partner at East Town. During this time the company's name changed from East Town to Eastown Distributors.

The business quickly grew and in 1955, the company once again obtained the rights to sell another national brand, Carling Black Label. Eastown Distributors moved to a 10,000-square-foot warehouse facility on Helen Street near East McNichols and Van Dyke, and put the first palletized truck on the streets of Detroit.

Throughout the 1960s and '70s, Eastown Distributors expanded its



*The Quasarano brothers
(l. to r. James, John & Paul)*

product lines even further and added to its warehouse an additional 20,000 square feet. The new beers included Hamm's, Miller Brewing Company brands and Schlitz brands, which were a strong number two to Anheuser-Busch at the time. When third-generation James Quasarano entered the business in 1971, trailing not far behind him was a new demand for Miller Brewing Company products. Miller High Life and a new idea called Lite began to take off in Detroit. The Quasaranos expanded Eastown Distributors warehouse again by 22,000 square feet and also became one of the first two distributors in Detroit to be fully computerized.

The year of 1977 was a successful one for Eastown Distributors. The company sold 1,000,000 cases of beer for the first time in its history and rolled the first refrigerated draft truck onto the streets of Detroit. That year Joseph R. also designed and developed the Hackney "On Tap" Keg Dispenser. The new invention allowed for Eastown's drivers to "roll" the kegs from the truck with only a one-man delivery system. Joseph R.'s idea was patented in 1981 and Hackney Body still distributes the dispensers nationwide today.

In 1989, the Quasaranos realized the need for a larger distribution facility. The family bought a neighboring distributor at 14400 Oakland Avenue in Highland Park. Here, a new decision was made for Eastown Distributors. The company dropped all domestic competitive brands and achieved record sales by selling 3,000,000 cases of Miller Brewing Company products.

Today, Eastown Distributors rests on seven acres of land at the Highland Park location. The company's main office, warehouse and reclamation center consists of a total of 109,000 square feet. James Quasarano acts as Eastown Distributors' president and general manager. He is co-owner of

See Eastown, Page 25

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Representative Freeman learns from history to help carve out Michigan's future

by Mark Cleveland

The ancient Chinese philosopher Confucius once told his pupils to "Study the past if you would divine the future." State Representative John Freeman might agree.

Freeman reads history books. And he says not enough of our politicians do. "American society in terms of philosophical notions and attitudes really hasn't changed that much," he says. "If we took more time to understand our culture we might be more wise in passing legislation which governs our public policy."

Last year, voters elected the introspective Freeman into the House of Representatives' 34th District in Madison Heights, Hazel Park and South Royal Oak. This is the democrat's first term in office.

Born in Ann Arbor, Freeman decided to study engineering at the University of Michigan. While plugging away at his degree, he traveled to Washington, D.C. to work as an intern. The political scene grabbed hold of Freeman's interest and caused him

to come back to reevaluate his career goals. He graduated from U of M with a bachelor's degree in natural resources and then went on to receive his law degree at the University of Detroit School of Law.

Freeman's political aspirations grew as he worked in Detroit as a lawyer and around the country with the Association of Community Organizations for Reform Now.

Last year, an opportunity came up for a run at the House. Freeman seized the chance and ran a successful campaign.

Freeman, 36, is co-chair of the Corrections Committee, co-vice chair of the Labor Committee and resides on the Taxation, Conservation and Environment and Great Lakes Committees.

The Clear Air Act is Freeman's biggest project right now. Under the seven-bill package, legislators are working on ways to stiffen Michigan's air pollution laws or risk losing \$500 million a year in federal highway aid.

"I've always been interested in environmental issues," Freeman says. "It goes back to my love of camping and backpacking." He believes environmental laws touch every aspect of our society and wants to be on committees that have impact on public environmental policy.

Working on the new taxation bill to raise money for schools is another of the large projects in Freeman's itinerary. He says he's very excited about this particular undertaking, because the republicans and democrats are trying to work together to form a consensus.

In Freeman's district, most people fall into the working, middle-class bracket. He thinks Engler's tax increase plan is a bit extreme for his constituents.

First, the planned 4 percent transfer tax on property will intimidate home buyers, especially first-timers he said. The law would require sellers to pay the tax, which would cause them to raise their selling price and force a larger down payment.



Secondly, none of the taxes on Engler's new proposal are deductible on federal income tax returns. Freeman said the state will lose hundreds of millions of dollars to the federal government in lost deductions.

He thinks the Governor's plan will raise his people's taxes disproportionately to their income. "This country's taxes are based on the notion that a person's ability to pay should be in direct correlation to what you make in

See Freeman, Page 25

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Associated Food Dealers of Michigan and its affiliate Package Liquor Dealers Assoc. are asked to join the fight to “Stop the Cycle of Addiction”

The federal government's Center for Substance Abuse Prevention requested Detroit, MI; Charleston, SC; Albuquerque, NM; Memphis, TN; Minneapolis, MN; Seattle, WA; San Juan, PR; and San Jose, CA to accept the challenge of the “Teen Drinking Prevention Campaign.” The goals of the campaign are to: educate youth and adults that alcohol is illegal for those under 21, change social norms that perceive alcohol as harmless to underage youth, and change an environmental influence that encourages underage youth to drink alcohol. To accomplish this

task, a coalition of community organizations, law enforcement media, health officials, and educators have been formed to take on this issue of underage drinking by Metro Detroit area teens. It is our sincere hope that the alcohol retailers will join us as we fight to **stop underage drinking.**

The Detroit Teen Drinking Prevention program seeks to educate and present positive alternatives to youth that will enable them to maintain a drug-free lifestyle. The benefits of our success will be enjoyed by the community at large as we see a reduction of crime, violence and

property destruction.

With the help of alcohol retailers, we can lower the chances of underage youth gaining access to alcohol and demonstrate a united community effort for this program's goals. We are asking that each alcohol retailer display the “**We Support the Detroit Teen Drinking Prevention Campaign**” sign at the cashier counter or on the coolers where beer and wine are kept. Signs will be printed and distributed to each alcohol retailer participating in the campaign. By insuring that each

purchase of alcohol is by a person 21, or older, we can show unified support to the serious issue of underage drinking. Alcohol retailers that display the campaign's sign have taken a major step to being a part of the solution rather than being a part of the problem. Together we can make Detroit a better place for our area youth. For additional information about the campaign contact: CABAAT, 65 Cadillac Sq., Suite 3200, Detroit MI 48226 (313) 965-8852, Founder: Alberta Tinsley-Williams, Executive director: DeBorah Omokehinde

We Support Detroit's Teen Drinking Prevention Program!

**So, if you are underage and
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Public Relations for the Retailer

Developing your public relations and publicity objectives

By Michele MacWilliams
Editor

Good public relations and effective publicity rarely just happen. Both must be planned and organized. The first step in developing a program, obviously, is to clearly set forth your public relations and publicity goals. This is true whether you operate a convenience store, a wholesale distributorship, a chain of supermarkets, a manufacturing company or any other type of business.

The following outline describes the



basic approach to develop an effective public-relations program.

I. Know your Objective

Public relations is doing the right thing. Publicity is letting the public know you are doing the right thing. Publicity really boils down to planning and analyzing the vast amount of human interest and news material that is around you. Your role is to select a part of it, dress it up properly and present it to the media for use.

The public-relations program depends, in large measure, on acceptance by the community and media. Try to instill in your employees a PR awareness. They have direct daily contact with the public and can do much to help (or harm) your business.

II. Know your community

Develop an organized approach to understanding the community and its characteristics.

Most of all the background information you will need has probably already been gathered by your business for other purposes. Still, to begin a successful PR campaign, the following information is needed: an overall description of the community, its population, streets, shopping centers, transportation facilities, landmarks, local geography, history and business growth; and the major businesses, their locations, their leaders and their products.

Also be aware of the politics and the government of the region, the elected officials, the leaders, the major issues, the attitude of government toward the community and vice versa.

Most importantly, find out about the newspapers, the personnel that run them, the circulation, the deadlines, the editorial positions and the publishers.

III. Organize a PR/publicity program and budget

Map out your company's PR pluses and minuses. Develop two checklists—one covers routine types of news you want to disseminate; the other focuses upon special stories and/or techniques that will help attain the PR exposure you are seeking.

Develop a working schedule of the timing to be followed—who does what and when.

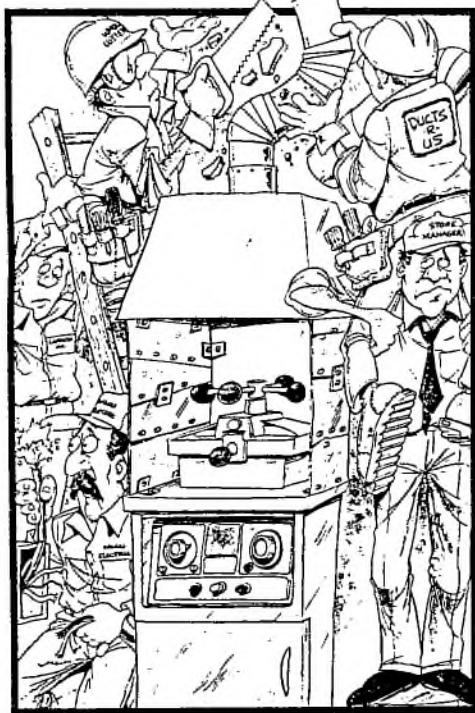
From the information above, plan a PR budget. Some expenses may be attributed to specific promotion events; other (like an open house) may be budgeted separately within the overall budget established for your company.

IV. Participate in community life

Memberships in community service or civic clubs such as the Chamber of Commerce, Rotary, Lions club and Kiwanis are essential for yourself personally or officially for the company.

It is also a good idea to participate in governmental, educational or community groups and charitable activities.

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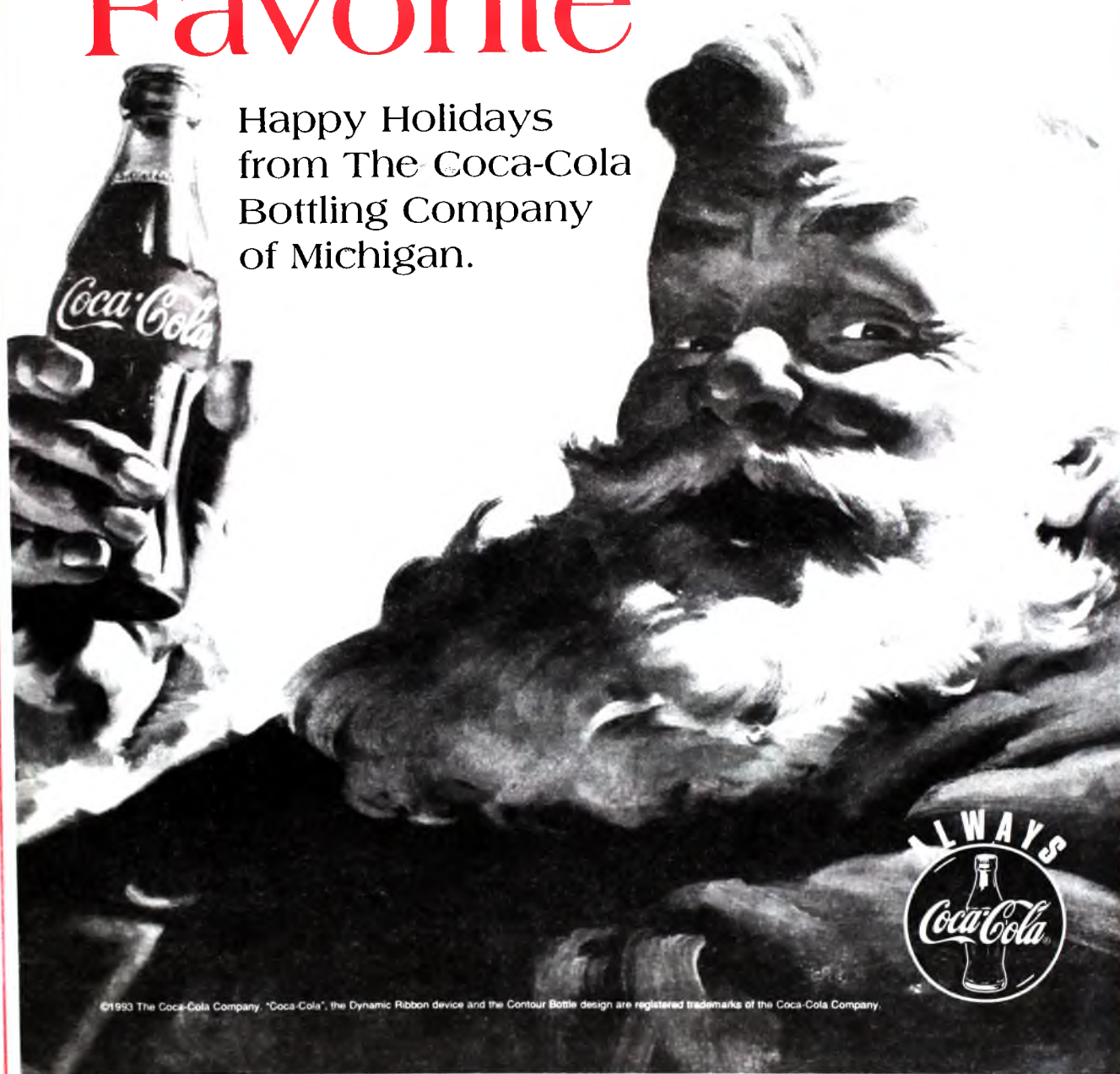
1200 Godfrey S.W. - Grand Rapids, MI 49503



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Always a Holiday Favorite

Happy Holidays
from The Coca-Cola
Bottling Company
of Michigan.



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Letters

Dear AFD

The Michigan Liquor Control Commission will hold a public hearing at 10:00 a.m., Tuesday, December 7, 1993, at the Lansing office of the commission, 7150 Harris Drive, Lansing, Michigan.

Section 7 of the Liquor Control Act (MCL 436.7) requires that this hearing be held for the purpose of hearing the complaints and receiving the views of the public with respect to the administration of this act.

Members of the commission will conduct the meeting which will be open to participation by the audience in a question and answer period.

Members of the Associated Food Dealers in the area are invited to attend. In the event that you are unable to attend the Public Hearing, you may submit written testimony to me at 7150 Harris Drive, P.O. Box 30005, Lansing, Michigan, 48909, prior to the date of the hearing.

Sincerely

Maxine L. Perry, Chairwoman
Michigan Liquor Control Commission

AFD member gets involved

Receives respect and thanks from his community

This past summer, John Kouza, owner of Grand River Community Party Store on Grand River in Detroit, donated the majority of the food and drink served at the Grandmont neighborhood community annual picnic.

His efforts paid off well. John received a warm-hearted thank you in the *Grandmonitor*, the community's newsletter, and also a great deal of kind words and support from individual residents.

Often store owners are asked to donate food or money to charities and other causes. Determining which group to assist is not always an easy task. In the case of the Grandmont Community, Kouza's assistance helped the community launch their summer picnic—something they plan to do annually.

The AFD encourages its members to become an active member of the community their stores serve. Supporting block club activities, sponsoring a little league team or participating in a neighborhood watch program are a few suggestions. Kouza became involved in his community and his involvement paid off.

Donating inventory to charities

Contributing excess inventory to charitable organizations is an item that comes up annually, but it is worth considering if you can use an enhanced deduction for giving away products.

Under section 170 (e)(3) of the IRC, corporations can earn federal tax deductions by donating inventory to qualified charities. A regular C corporation can deduct the cost of the products donated, plus half the difference between the cost and the fair market value. The total deduction may be up to twice the cost. S corporations, partnerships and sole proprietors can only deduct the cost of the product.

If you can't find a local charity, contact the National Association of Industrial Resources at 1-800-562-0955. The organization places donated inventory at 7,000 qualified schools and charities across the country. It also provides the proper tax documentation and does not charge for its services.

Ring in the season with good taste.



The Oven Fresh Way.

To your customers, the holidays are synonymous with the delicious tastes of fresh breads and bakery goods. So help them ring in the season, and the new decade, with the mouth-watering quality of Oven Fresh.

In addition to their more than 130 different bakery goods, Oven Fresh delivers, to most areas, the complete product line of quality

Entenmann's baked goods, with the finest in cookies, pastries, cakes, and pies for over 90 years.

Nothing says the holidays like the delicious taste of Oven Fresh bakery products. There's nothing else like it in the state. For more product and distribution information, call Duane Ver Hage at (616) 245-9127, or talk to your Oven Fresh driver/salesman today.



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Peet Packing Company has new owners

Major shareholders of Peet Packing company announced they have agreed to and signed a purchase agreement. The buyers are former Detroit Tiger pitcher and current talk show host, Denny McLain, and certified public accountant, Roger Smiegel.

Mr. McLain stated, "It is our intention to operate the company in a manner consistent with the pride and one hundred seven years of heritage Farmer Peet's has enjoyed."

Company operations will remain as usual, before, during and after takeover, as the new owners evaluate, with due diligence, plans for continued growth.

Anheuser-Busch introduces micro marketing program

Anheuser-Busch enhances commitment, partnership with retailers through micro marketing program.

In today's increasingly competitive retail environment, the ability to identify and meet a consumer's specific purchasing needs and preferences has become paramount to a retailer's success in the marketplace.

To meet those needs, Anheuser-Busch, Inc., announces Eagle Eye, its micro marketing system designed to help retailers satisfy customer needs and improve beer category sales and profitability.

Utilizing database information from Market Metrics, and other supporting internal and external information and research capabilities, Anheuser-Busch works with retailers to identify store-level customer demographics, and importantly, determine what products those customers prefer to purchase.

For further information, contact Tracy Nuelle, (314) 982-1700.



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- Shopping sprees, that must be spent on the show floor, will be awarded to attendees.
- AFD will send your top 50 customers a Trade Show invitation with a detailed list of activities.
- Exhibitors automatically receive 1,000 promotional self mailer postcards to send to their customers.
- While you are setting up your booth before the show opens, Detroit Edison will be entertaining your prospects with a seminar about energy conservation. This seminar is in great demand so the room will be jam packed with industry leaders. Remember that the food and beverage industry is the largest consumer of power.
- Before the show opens on the second selling day, large grocers will be cheering in hopes that their bagger will win the Best Bagger Contest. After the contest, the grocers will be anxious to walk through the Trade Show. Qualified Buyers!
- Three mailings will be sent to 11,000 qualified buyers state-wide to promote the show.
- AFD will promote the show to retailers in this magazine the *Food & Beverage Report* for three consecutive months and again the circulation is 11,000 state-wide.
- Our professional public relations agency, Metro Media Associates, will promote your new products and services to the local media.
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Date: April 13, 1994 • Selling Hours: 6-9 p.m.

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CRIME ALERT



Convenience stores post dramatic double digit robbery drop

FBI's 1992 Uniform Crime Reports shows 11% reduction

The convenience store industry's efforts to curb crime are taking hold as the Federal Bureau of Investigation (FBI) reports that store robberies fell 11 percent in 1992. According to the FBI's annual crime index, the Uniform Crime Reports (UCR), convenience stores outpaced all other categories recorded in reducing the incidence of robbery. The figures for 1992 were compiled and released in the last quarter of 1993.

"The FBI's numbers are an important confirmation of the effectiveness of our industry's robbery deterrence program," said Albert C. "Woody" Woodroof, III, chairman of the National Association of Convenience Stores' (NACS) Security Task Force and president of Spectrum Stores, Inc. (West Point, GA). "In fact, they show that the incidence of robbery in convenience stores is now less than it was in 1988—a reversal that no other

category has demonstrated."

In a five-year analysis of robbery, using 1988 as the base year, convenience store robbery was down 2 percent.

Nationally, the 1992 robbery volume dropped 2 percent from the 1991 level. Consistent with the industry's reduction in robbery incidents, convenience store robberies continue to account for fewer and fewer of the nation's overall robbery count.

For example, robberies at convenience stores accounted for 5.3 percent of all robberies in 1992, down from 5.7 percent of all robberies in 1991 and 6.1 percent in 1990. As in all previous years, robberies on highways and streets accounted for more than half of all U.S. robberies at 55.6 percent. Robberies of commercial establishments accounted for 11.9 percent and residences 10.1 percent.

Employees steal from supermarkets as a way to get even

When it comes to employee theft, supermarkets are among the hardest-hit of all businesses. In a recent study supermarket employees admitted to stealing an average of more than \$168 a year. What's more important, respondents estimated that co-workers pilfered an average of \$1,040 a year. Multiply the figures to cover losses for a 100-store company, and the amount totals a whopping \$2.5 million.

The most commonly stolen items? Cigarettes, meat, cheese, and health and beauty items. The problem isn't getting any better. During the past three years, the figures have increased by a staggering 400 percent—from \$44.72 in 1989 to the current \$168.48.

Why do employees, including managers, steal at such levels? The reasons are numerous. Clearly some feel disenfranchised and exploited. Says one employee, "During the last couple of years, the company has kept raising the standards and cutting back on the hours allotted to keeping those

standards up. If you don't work off the clock, the job won't get done. Some people steal as a way to get even."

Equally vexing is the question of why employers don't do more to stop them. Of course, the nature of the work makes it difficult to use surveillance effectively, and it's virtually impossible to position a security guard in every aisle. What's more, employees generally have free access to the warehouse areas in which the supermarket stores its goods. In most cases, thefts occur during the night shift by newer employees who have had three or more employers during the previous year. Employees also help each other steal merchandise by not charging the full price for items they buy at the store.

Human resources departments, increasingly savvy to these facts, are turning to integrity tests. Companies that use such tests are 20 times less likely to experience losses than companies that use no type of screening.



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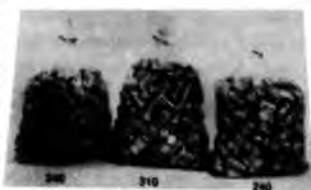
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Turkey Drive A Big Success

The Associated Food Dealers, in conjunction with the Chaldean Federation of America, wishes to thank all the Turkey Drive organizers and volunteers who worked so hard to solicit contributions and deliver 2,000 turkeys to needy families across Metro Detroit. We couldn't have done it without your help!

Also a big thanks to the following companies for their generous donations:

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Pacific Drugs



Turkey Drive A Big Success



AFD Board Retreat

Each year your AFD board of directors gathers together for a series of intensive meetings to map out AFD's future direction. This year the group met for three sessions within a 24-hour period. Below are photos from the meetings.



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Products

Nabisco launches new SnackWell's Fat Free Double Fudge Cookies—slowly

The last time Nabisco introduced a fat-free, double-chocolate cookie, the result was a total sell out and near panic among tens of thousands of consumers eager to get their hands on SnackWell's Devil's Food.

Nabisco is taking steps to ensure

that won't happen with the introduction of its new SnackWell's Fat Free Double Fudge Cookie Cakes.

The new cookies were on grocers' shelves by October 1 just in the Northeast, including New York, New Jersey, Connecticut, Massachusetts, Vermont, Rhode Island, New Hampshire, Maine and Pennsylvania. The remainder of the country will receive the product in the near future. The product comes in 6.25-ounce boxes



with a suggested retail price of \$1.99.

By limiting distribution to about 20 percent of the country, Nabisco is confident it won't have a repeat of the nationwide Devil's Food shortages, says Jean Thomas, business director for Nabisco.

Like the Devil's Food, SnackWell's Double Fudge are based on a moist, chocolately fat-free cookie. Where Devil's Food are "enrobed" in marshmallow and then chocolate, Double Fudge cookies get a generous dollop of rich, yet fat-free fudge on top.

During 13 months on the market, the SnackWell's line of no-fat and reduced-fat cookies and crackers have generated more than \$150 million in

retail sales. The line now includes a range of products including sandwich and chocolate chip cookies, snack crackers and entertainment crackers.

Nabisco Biscuit Company, an operating unit of the Nabisco Foods Group, is the country's leading marketer of cookies and crackers. Among its brands are Oreo, Chips Ahoy!, and Fig Newtons cookies, Stella D'oro baked goods and Ritz, Premium and Wheat Thins crackers.

Pierre Honey Mustard Chicken Breast Sandwich offers a delicious tangy taste right from the microwave



Pierre Frozen Foods offers a new product, their microwaveable Honey Mustard Chicken Breast Sandwich. Pierre uses hand-trimmed chicken breast that's flame-broiled to provide just-off-the-grill flavor and appearance. Pierre then adds a tangy dijon and honey mustard sauce.

It features a full 14-day refrigerated shelf life and attractive 4/color packaging. For more information, please contact Pierre Frozen Foods, 9990 Princeton Road, Cincinnati, OH 45246. Telephone: 513-874-8741 or toll free 800-543-1604.

Pierre Frozen Foods produces a full line of microwaveable wrapped sandwich for food service, vending, convenience stores and other retail markets.

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Michigan based North Star introduces great tasting, gourmet meat snacks

The new line includes Mini Salami and Sliced Steak, both available in hot and mild flavors. North Star Mini Salami is a deli-style salami stick made from USDA inspected pork and beef. North Star jerky-style Sliced Steak is made from oven-dried, USDA inspected top round.

All North Star meat snacks are made in Michigan with 100% U.S. meats.

North Star Mini Salami retails at \$.59 or 2/\$1.00 and North Star Sliced Steak retails at \$1.89. North Star meat snacks can be found in convenience, specialty foods, and sporting goods stores.

Call Topline Foods at (313) 843-9001 for FREE product samples and more information.

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Faygo introduces 3-liter container

Faygo Beverages will introduce a unique, new package to the Michigan marketplace—a 3-liter container. "Ongoing research with our customers indicates a strong desire for a large, economical, party-size package," says Stan Sheridan, Faygo president. "It's priced right, offering the consumer a great value, which follows the Faygo tradition of a high-quality product at an attractive price."

Faygo test marketed the 3-liter package in selected retail outlets and "the results were absolutely terrific," according to Sheridan. "We and our retailers have a real winner."

Faygo sales personnel are now presenting samples to area retailers. The 3-liter plastic bottle comes in five flavors: Red Pop, Root Beer, Orange, Cola, and Pineapple Orange.



Public Relations

From page 10

V. Let the community know who you are and what you are doing

Take every opportunity to speak at civic clubs, neighborhood clubs and banquets of any kind. Actively investigate opportunities to speak and tell the community about your business.

The organized media (television, radio stations, newspapers) are the primary sources of getting the information out to the community.

VI. Get the word out

You can make news, provide information and create special events; or you can wait on the media to make the first move. The key is to be pre-

pared and be professional in your presentation of information to the media.

Have available packets of information: news copy, photographs, schedules of events if it is a special activity, and advance copies of any speeches or reports.

Understand the media you are trying to reach and develop your efforts, by the individual release or a general press conference, to meet the media's needs.

Michele MacWilliams is editor of this publication and president and founder of Metro Media Associates, Inc., a public relations and advertising agency located in Clarkston. She can be reached at (313) 625-0070.

Customer Service

From Page 1

were able to name a convenience store they felt worthy of the description.

Of the 89 convenience stores cited, 7-Eleven earned top ranking. The home of the Big Gulp was named by over 12 percent of respondents. Shell stores, cited by nearly 11 percent of respondents as a provider of excellent customer service, finished a close second. Rounding out the top five, Mobil, Total and Speedway stores were named as excellent customer service providers by 6.4, 3.9, and 3.7 percent of respondents, respectively.

While the majority of

surveyed Michigan residents responded by naming a favorite convenience store, close to 27 percent declined. Specifically, 16.5 percent indicated "none" or that "no convenience store provides excellent service to Michigan customers," 8.8 percent registered "don't know" responses, and 1.4 percent said they don't patronize convenience stores.

Top Five

1. 7-Eleven (12.6%)
2. Shell (10.9%)
3. Mobil (6.4%)
4. Total (3.9%)
5. Speedway (3.7%)

Five convenience stores were cited as excellent customer service providers by more than 3 percent of survey respondents.

Take advantage of Michigan's liquid assets.



Stock the unique Faygo flavors your customers are sold on.

What a great state to be in...carrying the one-of-a-kind Faygo flavors your customers keep coming back for. With liquid assets like these, you can smile all the way to the bank: Moon Mist, Cherry Festival, Rock & Rye, Raspberry Creme,

Cherry Berry, Orange, Peach and the original Red Pop. Plus an entire sparkling water line with a touch of Orange, Raspberry, Grapefruit, Lemon, Lime or Regular. (coming soon, Cherry.)

FAYGO



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At Stroh, our success has been built on a tradition of quality. For over 200 years, the Stroh family has brewed the finest beers available. This tradition continues today with a lineup of brands enjoyed around the world.

Innovation must be blended with tradition to successfully serve today's customers. The Stroh Brewery Company meets that challenge, from our newest beverages to our most time honored beers, Stroh provides the high quality products you're looking for.

Blue Care Network— *a viable option for health care services*

Deciding which health care plan best suits your business' needs can be difficult. Nobody likes to make hard decisions, but the final choice can be made easier when you have all the facts.

In the last five years, Blue Care Network's statewide membership has grown to over one-half million people. Why are so many employers and their employees choosing Blue Care Network? The reasons are simple.

Affiliation with a leader

Blue Care Network is the only group of health maintenance organizations (HMOs) affiliated with Blue Cross and Blue Shield of Michigan. Blue Care Network has four statewide locations. The locations include: Blue Care Network of southeast Michigan (serving members in Wayne, Oakland, Macomb, Washtenaw and Monroe counties), Blue Care Network-Health Central (Lansing), Blue Care Network of East Michigan (Flint and Saginaw) and Blue Care Network, Great Lakes (servicing northern, western and southwestern Michigan).

The Blue advantage

With Blue Care Network, your employees will be carrying America's health security card that bears the Blue Cross and Blue Shield symbols of efficiency and quality. With this kind of security, your employees will have access to urgent care across the state through the four Blue Care Network HMOs' Across Michigan Care Program and nationwide access through our HMO-USA Program. These programs are especially helpful for your employee who have college students living away from home, split families and those person who are frequent travelers.

How the Blue Care Network program works

If you want to offer your employees an HMO option that you can trust and one that is easy to administer, take a closer look at Blue Care Network. Today, nearly one in every four HMO members in Michigan belongs to a Blue Care Network HMO. Blue Care Network provides the same health care coverage as a traditional health care plan, but also emphasizes preventive services and early detection of disease. The AFD's Blue Care HMO plan combines comprehensive health benefits and high quality care

with illness prevention and health education programs.

Blue Care Network covers nearly 100 percent of most health care services including office visits, physicals, lab tests, injections, x-rays, well baby care and emergency care. What's more, most of their services are provided with very little or no out-of-pocket costs. Member co-payments for many routine services are generally only \$5 or \$10. And another good feature is that members don't have to complete claims forms for services.

A network of quality providers

Blue Care Network has affiliated primary care physicians who practice out of their own private offices or medical centers. In addition, their provider network includes contracted specialists, as well as an extensive network of affiliated hospitals. Under their managed care system, primary care physicians are directly responsible for managing all health care services for the member. Their primary care physician will either provide the care directly or authorize care through our network of affiliated specialists, other health care professionals or health facilities.

Measuring member satisfaction

The 90s is the decade of service and because the health care industry is essentially a service industry, member satisfaction is very important. Each year, the Blue Cross Network sends surveys to their members to help determine level of satisfaction with their HMO. Past survey results indicate that members are increasingly satisfied with the care and convenience of their Blue Care Network coverage.

Let's Talk Soon!

To say the least, there has never been a better time than now to be affiliated with a managed care program like Blue Care Network. We would welcome the opportunity to meet with you to discuss a diverse range of product offerings and design a benefit plan that will support your company's financial and health management goals. For more information, please contact Judy Monsur at the Associated Food Dealers at (313) 557-9600.

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**References
Available**

Ernest Flegenheimer retirement announced



Michigan Sugar Company announced that Ernest Flegenheimer, president and chief executive officer of the company, will retire at the end of this year. He will continue in his position as a director of Michigan Sugar Company and its parent company, Savannah Food & Industries, Inc., Savannah, Georgia.

Flegenheimer was elected president on August 1, 1963 and CEO in 1970, and has served as the company's president for the past 30 years.

Under his leadership, Michigan Sugar Company sales and production have increased dramatically. In his first year, the company produced 160 million pounds of sugar from approximately 50,000 acres of sugarbeets. Sales were \$21 million. This year the company is expected to produce nearly 500 million pounds of sugar from 111,000 acres of sugarbeets, with sales exceeding \$175 million. In 1985 the company purchased Great Lakes Sugar Company, Fremont, Ohio, which produced an additional 100 million pounds of sugar last year. Flegenheimer serves as president and CEO of that company as well.

Flegenheimer currently is a trustee of the U.S. Beet Sugar Association, Washington, D.C. and a director of The Sugar Association, also of Washington, D.C. He was president of the Farmers and Manufacturers Beet Sugar Association, Saginaw, Michigan from 1965 to 1973.

He is a director of Second National Bank of Saginaw and is its senior director in years of service, having first been elected in 1964. Flegenheimer also served on the boards of American Mutual Insurance Companies, Wakefield, Massachusetts; Saginaw General Hospital; United Way of Saginaw; the Saginaw Symphony; and Junior Achievement.

Michigan Sugar Company's board of directors is expected to elect a new president at its December board meeting.

Sandra Batie, top agricultural economist, named to endowed chair at MSU

Sandra S. Batie, a leading agricultural economist, has been selected as the first person to hold the Elton R. Smith Endowed Chair in Food and Agricultural Policy at Michigan State University.

Batie, who was selected as a result

of an international search, was professor of agricultural economics at Virginia Polytechnic Institute and State University prior to joining the MSU faculty.

An economic analyst who specializes in natural resources and rural development policy issues, she was president of the American Agricultural Economics Association (1989-90) and served as a director of the association from 1984-87. Currently, she is a director of the International Rice Research Institute and a trustee of Winrock International.

At MSU, Batie will conduct re-

search on food and agricultural policies and provide policy education leadership for undergraduate and extension programs. She will also conduct policy research and education efforts across the department and the university, as well as with farmers, agricultural organizations, governmental units, consumer groups, and organization in the private and public sectors.

Batie received a bachelor's degree in economics from the University of Washington and master's and doctoral degrees in agricultural economics at Oregon State University.

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What's Happening AtTheMichiganLottery?

By Michigan Lottery Commissioner Jerry R. Crandall

Michigan Lotto

The Michigan Lottery kicks off the holiday season by ringing in a new lotto game this month. The new "Michigan Lotto" game, which goes on sale Sunday, December 5, offers players the chance to win millions of dollars twice a week at \$1 per play, and cash prizes for matching four and five numbers.

In the Michigan Lotto game, players win the jackpot by matching six of 49 numbers drawn by the Lottery. The jackpot will start at \$2 million. If there are no jackpot winners, the new jackpot will roll over and the amount will be determined by ticket sales. The greater the sales, the bigger the jackpot. Players will win \$2,500 cash for matching five numbers and \$100 cash for matching four numbers.

Michigan Lotto tickets will go on sale Sunday, December 5, 1993, the day after the final bonus Lotto drawing. The first "Michigan Lotto" drawing will be held on Wednesday, December 8, 1993. After that, Michigan Lotto will be drawn every Saturday and Wednesday.

Holiday Gift Promotion

The Lottery is also celebrating the holiday season with a special Holiday Gift Promotion. Individual and multiple ticket purchases (5, 10, 15, 20, etc.) are the focus of this year's holiday promotion. Specially designed free Lottery gift cards/ticket holders provide customers with a unique way to package instant tickets as gifts. Support for the holiday promotion includes a special "Holiday Cash" instant game, television and radio advertising, announcements on the Megabucks Giveaway TV show, and a full array of point-of-sale materials to remind customers what easy, convenient and affordable gifts instant tickets make. Advertising support for the promotion began November 29 and will run through December 17.

"Wild Time"

The Michigan Lottery gave its retailers the opportunity to increase overall sales and commissions with a new Lottery product line this fall—and it's been wildly successful! The Lottery unveiled a new kind of instant game in October—"Wild Time"—that is completely different from any other scratch-of ticket offered in Michigan before.

Michigan Lottery players have truly had a "wild time" with the new "Wild Time" instant game. In just over three weeks, the Lottery sold nearly **10 million tickets**—thanks to you! The Bureau ordered a second printing due to the popular demand of this new instant game.

"Wild Time" offers players a whole new playing experience—play-

ers actually get 10 ways to win on a single ticket! In fact, players can win up to \$20,000 in the "Wild Time" game. And it's a \$2 ticket, which means bigger commissions for Michigan Lottery retailers.

December's Instant Games

In December, the Lottery will introduce two new instant games, "7-11-21" and "Jokers Wild." Players can win up to \$1,500 in "7-11-21," which goes on sale December 6. There are three games on each ticket—three chances to win! If players add exactly to 7, 11 or 21 in any game, they win the prize for that game.

Players can win up to \$1,000 in "Joker's wild," which goes on sale December 20. Players win a prize if they match three of a kind or match two of a kind plus the "joker" symbol.

"Cash 5"

More good news on the "Cash 5" game—more than **one million** Lottery players have "cashed in" big as winners in the popular "Cash 5" game since its inception in March 1992. More than **1,000,000** "Cash 5" winners have won approximately \$50 million in prizes in the game. In addition, the "Cash 5" game has produced more than 200 winners (expected at the time of printing this article) who have each won the game's \$100,000 top prize, including two players who have each won the top prize twice.

The "Cash 5" game has become so popular that the Lottery added a fourth drawing to the game's weekly schedule (effective November 1, 1993). The "Cash 5" game drawings are now held every Monday, Tuesday, Thursday and Friday. It's no wonder we have had such an overwhelming response to the "Cash 5" game. The odds of winning cash prizes are great! Everyone wins with the "Cash 5" game—retailers, players and the Lottery.

Lottery players now have the chance to win thousands of dollars four times a week playing the Lottery's "little lotto" game, "Cash 5," and the Keno game, and starting December 5, players will get the chance to win millions of dollars twice a week playing the new Michigan Lotto game. On top of all that, Lottery players can win everyday playing the Daily 3 and Daily 4 games, and they can win "instantly" playing the Lottery's exciting new instant games introduced every month!

I'm pleased to share so much exciting news with you. I wish all of the members of the Associated Food Dealers of Michigan, and the AFD staff, a happy holiday season and a sales successful New Year!

Eastown

From page 4

the company along with his brother Paul, the company's marketing director, and his father Joseph R., majority stockholder and chief executive officer. A third brother, John, is Eastown Distributors' on premise manager.

With each generation that commits to Eastown Distributors, James feels this only strengthens the company's operating abilities. "Each family member contributes in different areas to the success of the company," he says. "With each generation comes a new energy, flavor and direction without losing the traditional values." James and John's sons also work part time for Eastown Distributors.

With a sales force of 18, Eastown Distributors operates a hybrid delivery system. This system allows for the company to distribute 30 percent of its product by driver-sell routes and the remaining 70 percent with a pre-sell method. The wholesale company services various restaurants, bars and retailers throughout the east side of Detroit and central Wayne County. The territory is bordered by Wyoming Avenue, 8 Mile Road and the Detroit River. The Quasaranos still maintain some of Joseph A.'s original clients when he first founded East Town.

Ninety-five percent of the products Eastown Distributors carries are Miller Brewing Company beers. Another 3 percent are Molson brands. The remaining 2 percent include various import beers, I.B.C. Root Beer, Canadian Spring Water, Canadian Wild and Jamaican Tea. Eastown Distributors sells approximately 10,000 cases of beer per day. The company receives the majority of its products from Fulton, New York and Trenton, Ohio, 70 percent of which are delivered by rail each morning.

Celebrating an anniversary this year James stresses, "We've operated on the east side for 60 years and are committed to Detroit." Throughout the years and today, the Quasaranos and Eastown Distributors sponsor various local events to show their appreciation to the city. The company donates turkeys to needy families during the holidays and is involved with several other organizations and events which include the Grosse Pointe Crisis Club, Meals on Wheels, and the Waiters' race for Leukemia. Each Christmas, Eastown Distributors donates a percentage of its sales to the United Cerebral Palsy and the Sarah Fisher Home. They also recently assisted in raising the anchor of the Edmund Fitzgerald in the Detroit River.

One might say that the beer business is something that has always been in the Quasaranos family's blood. With 60 years of experience, the Quasaranos look forward to continued service and commitment to Detroit.



East Town's 1933 original delivery truck

Freeman

From page 6

income, Freeman said.

Freeman is excited about working in his new position. He said the biggest reward of his new job is getting to meet and discuss issues with people. If you would like to write or talk to Representative Freeman, contact his district office at 1026 E. 11 Mile Road, Suite 9, Royal Oak, MI 48067, (313) 544-4414, or at the State Capitol, Room 418, Roosevelt Bldg., P.O. Box 30014, Lansing, MI 48909, (517) 373-3818.

J. Lewis Cooper Co.

WINES & SPIRITS



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- ♦ E&J Gallo
- ♦ Banfi Vintners

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Detroit, MI 48227-2791
(313) 835-6400

SPIRITS BROKERAGE DIVISION
790 Industrial Ct.
Bloomfield Hills, MI 48302-0380
(313) 858-2700

SUPPORT THESE AFD SUPPLIER MEMBERS

BAKERIES

Ackroyd's Scotch Bakery & Sausage	532-1181
Archway Cookies	(616) 962-6205
Awrey Bakeries, Inc.	522-1100
Continental Baking	868-5600
Koeplinger Bakeries, Inc.	967-2020
S & M Biscuit Distributing	893-4747
Sunshine/Salerno	352-4343
Tasty Bakeries	476-0201

BANKS:

Comerica Bank	370-5204
First Federal of Michigan	965-5257
First of America—S.E.M.	399-5501
Greenfield Mortgage Co.	274-8555
Madison National Bank	548-2900
Michigan National Bank	489-9100
N.B.D., N.A.	225-1581
Standard Federal Bank	637-2543

BEVERAGES:

Absopure Water Co.	1-800-334-1064
Action Distributing	591-3232
American Brokers Association	544-1550
Anheuser-Busch Co.	354-1860
Bacardi Imports, Inc.	489-1300
Bellino Quality Beverages, Inc.	946-6300
Brooks Beverage Mgt., Inc.	(616) 393-5800
Cadillac Coffee	369-9020
Canadian Arctic Beverage	(416) 676-0201
Canandaigua Wine Co.	379-3644
Central Distributors	946-6250
Coca-Cola Bottlers of Mich.	478-2212
Consolidated Wine & Spirits	772-9479
Coors Brewing Co.	451-1499
Don Lee Distributing, Inc.	584-7100
E & J Gallo Winery	643-0611
Eastown Distributors	867-6900
Everfresh Beverages	755-9500
F & M Coffee	851-5774
Faygo Beverages, Inc.	925-1600
Frankenmuth Brewery	(517) 652-6183
General Liquor	868-5100
General Wine	867-0521
Great Lakes Beverage	865-3900
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
Mohawk Distilled Products	1-800-247-2982
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
Petitpre, Inc.	468-1402
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
Sunlike Juice Ltd.	(416) 297-1140
Tetley Tea Co.	(216) 331-4062
Thompson Beverage Co.	439-2404
Universal Marketing Co.	553-2866
Vintage Wine Co.	294-9390
Viviano Wine Importers, Inc.	883-1600
Woplin Company	933-7150

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
The Hutteman Co.	296-3000
J.B. Novak & Associates	752-6543
James K. Tamakian Company	424-8500
Marks & Goergens	354-1600
C. Mascari & Associates	7-09-950
McMahon & McDonald, Inc.	7-7182
Northland Marketing	353-0222
Paul Inman Associates	626-8300
Plester Company	591-1900
Stark & Company	851-5700
VIP Food Brokers International	885-2335

CANDY & TOBACCO:

M & M Mars	363-9231
Sherni'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 Association	(517) 349-8923
Bermea Food Service	1-800-688-9478
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
Pointe Dairy	589-7700
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
Vitale Terminal Sales	843-4120

ICE PRODUCTS:

America's Ice, Inc.	491-9540
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	1-800-486-2365
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
Mitzel Agency	773-8600
Monroe-George Agency	489-9480
Murray, Benson, Recchia	831-6562
North Pointe Insurance	358-1171
Rocky Husaynu & Associates	557-6259
Security First Insurance	1-800-530-9225
SelectCare	637-5391
Simmerer & Company	776-4036
Joel Weingarden	453-3636

MANUFACTURERS:

Amato Foods	584-3800
Bil Mar Foods	1-800-654-3650
Brown & Williamson	350-3391
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 General 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
R.J. Reynolds	398-6390

MEAT PRODUCERS/PACKERS:

General Provision, Inc.	393-1900
E.W. Grobbel Sons, Inc.	567-8000
Hartig Meats	832-2080
Hillshire Farms & Kahn's	778-3276
Hygrade Food Products	464-2400
Kowalski Sausage Company	873-2000
LKL 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.	777-9800
Wolverine Packing Company	568-1900

MEDIA:

Arab & Chaldean TV-62 Show	352-1343
C&G Publishing, Inc.	756-8800
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/WJOI-FM	222-2636
WWWW-AM/FM	259-4323

NON-FOOD DISTRIBUTORS:

Albion Vending	(517) 629-3204
Erika's Import Haus	(616) 942-1450
Gibraltar National Corporation	491-3500
Items Galore, Inc.	774-4800
Ludington News Company, Inc.	925-7600

POTATO CHIPS/NUTS/SNACKS:

Frito-Lay, Inc.	1-800-24FRITO
Goin' Nuts	437-9831
Harbour Foods, Ltd.	333-3014
Kar Nut Products Company	541-7870
Niklas Distributors (Cabana)	571-2447
Variety Foods, Inc.	268-4900
Vitner Snacks	368-2447

PROMOTION/ADVERTISING:

Advo System	425-8190
Insigina Systems	(612) 553-3200
Intro-Marketing	540-5000
J.R. Marketing-Promotions	296-2246
News Printing	349-6130
PJM Graphics	535-6400
Point of Sale Demo Service	887-2510
Safeguard Business Systems	548-0260
Stanley's Advertising & Dist.	961-7177
Stephen's Nu-Ad, Inc.	777-6823
T.J. Graphics	547-7474

SERVICES:

Akram Namou, C.P.A.	557-9030
American Express	312-587-0701
American Mailers	842-4000
Bellanca, Beattie, DeLisle	964-4200
Central Alarm Signal	864-8900
Checkpoint Systems	1-800-257-5540
Christy Glass Co.	544-8200
CIGNA Individual Financial Services	827-4400
Closed Circuit Communications	478-3336
Detroit Edison Company	237-9225
Edward A. Shuttie, P.C.	288-2080
Follmer, Rudzewicz & Co., CPA	355-1040
Food Industry Financial Network	1-800-554-3675
Garmo & Co., CPA	557-0144
Goh's Inventory Service	353-5033
Great Lakes Data Systems	356-4100
Independence One	
Investment Group	1-800-622-6864
Karoub Associates	(517) 482-5000
Michael McKernan CPA	459-1323
Menczer & Urcheck P.C., CPA	356-1620
Metro Media Associates	625-0070
Michigan Bell	221-7310
National Exposition Service	865-1000
Nona & Company P.C., CPA	351-1760
Pappas Cutlery Grinding	965-3872

Paul Meyer Real Estate One	341-4522
PDK Labs, Inc.	(516) 273-2630
Rod Carpet Keim	645-5800
Sarafa Realty	851-5704
SDIS Inventory	526-4200
Southfield Funeral Home	569-8080
Telecheck Michigan, Inc.	354-5000
Travelers Express Co.	1-800-328-5678
Vend-A-Matic	585-7700
Whitey's Concessions	278-5207

STORE SUPPLIES/EQUIPMENT:

Ameri-Copy	1-800-888-1683
Belmont Paper & Bag Supply	491-6550
Bollin Label Systems	1-800-882-5104
Brehm 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:

All-Star Foods	669-0240
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.	1-800-532-9276
Eppo Foods, Inc.	857-4040
Family Packing Distributors	644-5353
Foodland Distributors	523-2100
Garden Foods	584-2800
Gourmet International, Inc.	1-800-875-5557
Great Lakes Home Food Service	(517) 835-6785
H & O Distributors	493-0011
I & K Distributing	491-5930
J.E. Walker	(517) 787-9880
Jerusalem Foods	538-1511
Kehe Food Distributors	1-800-888-4681
Kramer Food Company	585-8141
Lipari Foods	469-0131
Maxwell Foods, Inc.	923-9000
McInerney-Miller Bros.	833-8660
Midwest Wholesale Foods	744-2200
Miesle/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
S. Abrahma & Sons	754-0220
Sackett Ranch	(517) 762-5049
Scot Lad Foods, Inc.	(419) 228-3141
Sherwood Foods Distributors	366-3100
State Fair Wholesale	893-4629
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	1-800-247-1533
Value Wholesale	862-6900
Weeks Food Corp.	727-3535
Ypsilanti Food Co-op	483-1520

ASSOCIATES:

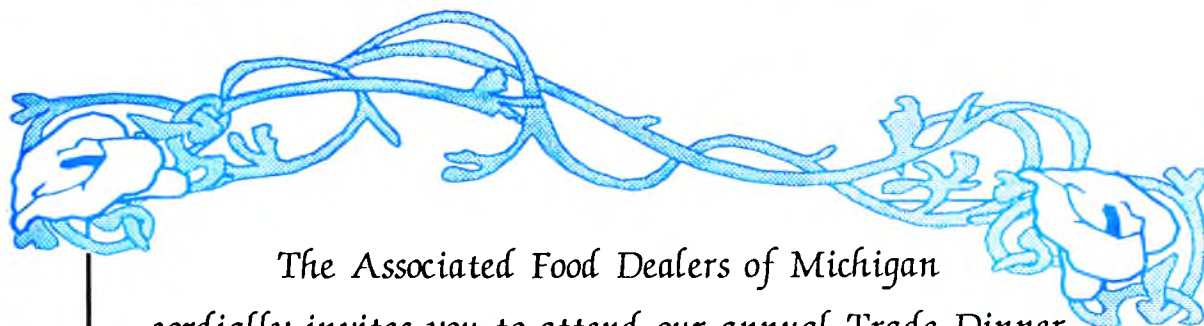
American Synergistics	427-4444
Basket Case	831-4438
Business Dining Services	489-1900
Club Cars	459-8390
Herman Rubin Sales Co.	354-6433
Livemore-Davison Florist	352-0081
Minnich's Boats & Motors	748-3400
Power House Gym	865-0111
Wilden & Assoc.	588-2358

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.

The Associated Food Dealers of Michigan Presents...

The Cinderella Ball



The Associated Food Dealers of Michigan
cordially invites you to attend our annual Trade Dinner
January 21, 1994 at Penna's of Sterling Heights

May

Join over 1,000 people for an enchanted evening:

We

cocktails & hors d'œuvres

alluring harpist

Have

sumptuous five course gourmet meal

a 50's Band - Steve King & the Dittilies

free caricatures and free photographs

free valet parking (optional)

formal attire preferred

This

Dance



Tickets are \$650 per table of ten or \$150 per couple;
please call Danielle MacDonald, AFD Special Events Director at (313) 557-9600.



SEASONS GREETINGS

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(Our 75th Year)*

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Season and a Prosperous
and Healthy New Year*

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LIVONIA MI 48150
(313) 591-1900

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SAGINAW MI 48603
(517) 793-8100

GRAND RAPIDS
4771 50th STREET S.E.
KENTWOOD MI 49512
(616) 554-5300

CINCINNATI
3660 HAUCK RD
CINCINNATI OH 45251
(573) 563-4444

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