



ASSOCIATED FOOD DEALERS OF MICHIGAN

and its affiliate:  
PACKAGE LIQUOR DEALERS ASSOCIATION

# FOOD & BEVERAGE REPORT

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and its affiliate, Package Liquor Dealers Association

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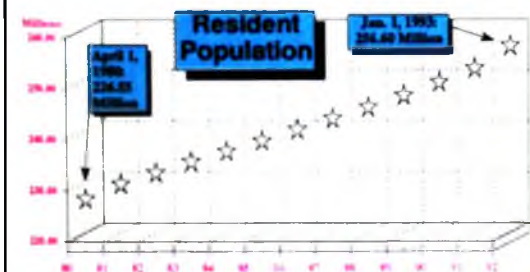
### Meat Cutters' Training Program Begins

Store owners in need of meat cutters will soon get help from an AFD sponsored training program. *Page 25*

### U.S. population passes 256 million as 1993 begins

More mouths to feed... The burgeoning birth rate, higher immigration and increased longevity are all helping to boost population growth.

Originally, demographers had foreseen a slowdown in the growth rate. Things change, and some marketing plans should, too.



Bob Sugarbaker of Canandaigua Wine Co. tests his lasso at the 1993 AFD Round-Up Trade Show. See page 20 for more photos.

Over 2,000 cowpokes stampeded through AFD's Round-Up Trade Show at the Hyatt Regency Corral. Thanks to y'all exhibitors; you hit the bull's-eye with your new products and great service. Now that the dust has settled and the cowboy hats have been put to rest, we can gear up for next year's Trade Show, so mark your calendars for April 24 & 25, 1994.

### Prime Time Live hits grocery business again

On Thursday, April 8, the ABC magazine-format television show "Prime Time Live" featured a story on grocery store scanners. Although the show did not use Michigan stores as examples, you can expect local media to pick up on this national story by testing local supermarket scanners. In fact, Channel 7 (ABC) in Detroit already aired a piece on local grocery stores, which ran on the 11:00 p.m. news immediately following Prime Time Live.

According to Prime Time, many stores overcharge for scanned items by neglecting to change sale prices within the computer scanning system. Customers read sale circulars or

See Prime Time Live, page 4

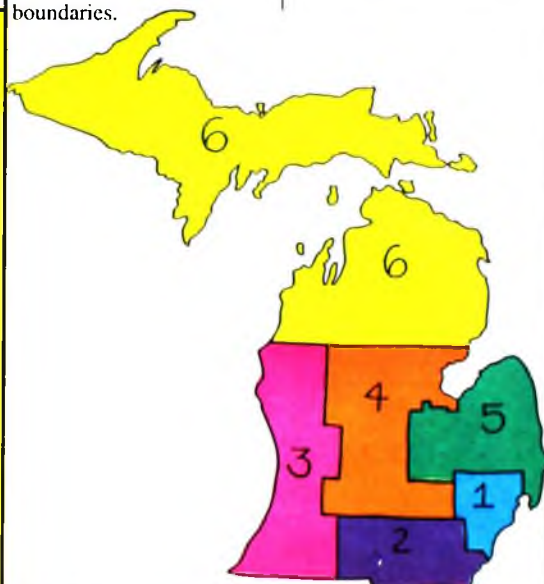
## AFD develops regional board

By an overwhelming vote, the membership of the Associated Food Dealers of Michigan adopted new by-laws late last year which include a provision to have board members representing six specific regions of Michigan. The move was made in order to receive more direct input from members in all areas of our state.

An AFD nominating committee has been formed to look at potential applicants to serve as regional board members. The map below shows the new AFD regional boundaries and lists counties within those boundaries.

If you are interested in representing your region, please call the AFD office (313) 557-9600 for details on how you can submit your name to the nominating committee. To be considered you must be an AFD member in good standing for at least one year and operate a business in the region you wish to represent. In addition, no more than two wholesalers will be chosen for the six regional positions.

We believe that creating these six new board seats will help us address the needs and concerns of AFD members across Michigan.



Region 1: Wayne, Oakland, Macomb

Region 2: Calhoun, Jackson, Washtenaw, Branch, Hillsdale, Lenawee, Monroe

Region 3: Mason, Lake, Oceana, Newaygo, Muskegon, Kent, Ottawa, Allegan, Van Buren, Kalamazoo, Berrien, Cass, St. Joseph

Region 4: Oshtemo, Clare, Gladwin, Arenac, Mecosta, Isabella, Midland, Bay, Montcalm, Gratiot, Ionia, Clinton, Barry, Eaton, Ingham, Livingston

Region 5: Huron, Tuscola, Sanilac, Saginaw, Shiawassee, Genesee, Lapeer, St. Clair

Region 6: Manistee, Wexford, Missaukee, Roscommon, Ogemaw, Isosco, Benzie, Grand Traverse, Kalkaska, Crawford, Oscoda, Alcona, Leelanau, Antrim, Otsego, Montmorency, Alpena, Charlevoix, Emmet, Cheboygan, Presque Isle, and all Upper Peninsula counties



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Food & Beverage Report Editor

## EXECUTIVE DIRECTOR'S REPORT

# Let's keep tempers "Cool" during the long, hot summer

By Joseph D. Sarafa, executive director

The trial of police officers who allegedly beat Malice Green, a black Detroit, will begin June 9. The Los Angeles re-trial of Rodney King's alleged attackers prompted L.A. Governor Tom Bradley to call in the National Guard to protect the city. When the Malice Green trial begins, Detroiters should learn from what has happened in Los Angeles and be prepared.



In Detroit, summer can be hot and tempers can flare. I urge you to avoid conflict by keeping calm and being a good neighbor.

In 1991 *Detroit Monthly Magazine* wrote a two-page spread on Detroit's retail grocery and convenience store business. The title of the article, *The Most Dangerous Job in Detroit*, speaks for itself. In 1992 seven retailers were killed in Detroit grocery and convenience stores and according to the book, *The Worst of Everything* (McGraw-Hill), owning or operating a party store is one of the deadliest professions in America. The murder rate for Detroit store owners and

clerks is listed as more than 25 deaths per thousand.

With the odds already stacked against retailers, summer approaching and a trial scheduled that is likely to fan the fires of racial tension, I urge you to be prepared. Make a special effort to reach out and help those in your community. Establish a good rapport with your local police department. Hire from your neighborhood. Be a good neighbor and you will stand less of a chance of being the target of violence.

Also look out for your employees, customers and delivery drivers. Make your place of business as safe for everyone as possible. Pay for deliveries

with checks or money orders so the drivers don't have to carry cash. Keep your aisles clean and clear so vision is not blocked. Post "No Loitering" signs and work with police to keep your parking lot free of loiterers. Look into security measures like video cameras.

If you attended our trade show in April you probably noticed that many security companies were displaying their wares. I hope you had an opportunity to visit these booths to learn what is new in this field and how these new products can help you protect yourself and your employees.

Most importantly, remain calm and treat your customers the way you want to be treated. Let's do our part to insure that what happened in L.A. last year is not repeated in Detroit.

## Calendar

- |                                       |   |
|---------------------------------------|---|
| May 9-12                              | 1993 U.S. Food Export Show, sponsored by the National Assoc. of State Departments of Agriculture FMI Supermarket Industry Convention and Educational Exposition, McCormick Place, Chicago, IL |
| July 31 - Aug. 2                      | 66th National Food Distributors Association (NFDA) Annual Convention and Trade Show   |
| May 16-18, Sept. 26-28, or Jan. 23-25 | Seafood Splash Course for Supermarkets Boston and Gloucester, Massachusetts. A practical, hands-on seafood training program   |
| Oct. 3-6                              | 1993 National Frozen Food Convention Opryland Hotel, Nashville, TN  |

## Statement of Ownership

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AFD works closely with the following associations:



## The Grocery Zone

By David Coverly



GREEN BEANS HAVE NEVER AGREED WITH DAVID...

# Grocers grass roots action needed: Stop the Striker Replacement Bill now!

The pro-union striker replacement legislation will be the next labor bill on the Congressional agenda. This bill is organized labor's top priority and grocers must speak out now. Representative Foley (D-WA) has promised a House vote within the next 40 days. President Clinton's Secretary of Labor Robert Reich has said that "the Administration strongly supports the legislation and will do its best to help it through congress." **Contact your representative and senators and urge them to vote "no" on H.R. 5 and S. 55.**

Reasons why your congressman should oppose H.R. 5/S. 55:

- H.R. 5/S. 55 would affect your business by placing a stranglehold on management's ability to effectively negotiate labor settlements. It would force grocers to concede to excessive wage demands, passing costs on to consumers, or to close the store, facing economic losses of business and perishable inventories.
- It would upset over 50 years of effective labor-management relations by removing labor's

incentive to negotiate. Under current labor law, management's ability to hire replacements for striking workers provides a balance to labor's threat to strike. H.R. 5/S. 55 would result in strike now—negotiate later.

- Replacing workers who are on strike is used by management as a last resort for business survival. Temporary employees, if available, or new replacements cannot provide the level of service of trained and experienced personnel and result in long-term loss of business.
- H.R. 5/S. 55 would increase plant closings and business shut downs. The grocery industry is particularly sensitive to consumers' demands and even temporary closings or reduced services will cause customers to shift shopping preferences, often permanently.
- H.R. 5/S. 55 prohibits employers from rewarding dedicated employees who choose to exercise their economic right not to strike by denying them the right to promotions earned during the strike.

- H.R. 5/S. 55 would escalate the number and duration of strikes because labor would have less incentive to negotiate.
- Jobs are lost during a strike but not to replacement workers—they are lost due to closed or economically crippled businesses.
- H.R. 5/S. 55 will undermine the efforts to stimulate the nation's economy by increasing unemployment, promoting economic instability and hindering our ability to compete globally.

Call your congressman through the capitol switchboard: (202) 224-3121 for the Senate; (202) 225-3121 for the House. A list of U.S. House and Senate members is provided in the box below.

Every senator and representative needs his/her constituents to tell how this legislation will affect the business in their congressional districts. Freshmen members of Congress, particularly, need to hear the facts from you.

Senator Dole (R-KS) will attempt to filibuster in the Senate but he needs every vote. Now is the time to become involved in order to influence key public policy decisions which will affect your business for generations to come.

## 103rd Congress U.S. Senate

Senate Office Building, Washington, D.C. 20510  
Michigan Delegation: 2 Democrats

Party	Name/Office#/Hometown	Phone: (202) 224-
D	Levin, Carl, 459 Russell, Southfield	6221
D	Riegle, Donald W., Jr., 105 Dirksen, Flint	4822

## U.S. House of Representatives

House Office Building, Washington, D.C. 20515  
Michigan Delegation: 10 Democrats, 6 Republicans

District/Party	Name/Office #*/Hometown	Phone: (202) 225-
5 D	Barcia, James, 1719 L. Bay City	8171
10 D	Bonior, David, 2207 R, Mt. Clemens	2106
4 R	Camp, David, 137 C, Midland	3561
8 D	Carr, M. Robert, 2347 R, E. Lansing	4872
15 D	Collins, Barbara-Rose, 1108 L, Detroit	2261
14 D	Conyers, John Jr., 2426 R, Detroit	2426
16 D	Dingell, John D., 2328 R, Trenton	4071
13 D	Ford, William D., 2107 R, Ypsilanti	6261
3 R	Henry, Paul B., 1526 L, Grand Rapids	3831
2 R	Hoekstra, Peter, 1319 L, Holland	4401
9 D	Kildee, Dale, 2239 R, Flint	3611
11 R	Knollenberg, Joe, 1218 L, Bloomfield Hills	5802
12 D	Levin, Sander, 106 C, Southfield	4961
7 R	Smith, Nick, 1708 L, Addison	6276
1 D	Stupak, Bart, 317 C, Menominee	4735
6 R	Upton, Fred S., 2439 R, St. Joseph	3761

\*Office designations: C=Cannon Building; L=Longworth Building; R=Rayburn Building



# Elsie's Market

### Snacks



### Grocery



### Ice Cream/Dairy



### Pasta



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**BORDEN  
GROCERY  
(313) 352-0060**

## Prime Time Live

Continued from page 1

shelf tags and put the merchandise in their cart. However, when the item is scanned, an incorrect price is charged. Prime Time urged customers to keep track of their purchase prices and confront the cashier if the incorrect price is wrong up.

Michigan's Item Pricing and Advertising Act (M.C.L.A. 445.351) was enacted in 1976 to protect consumers against incorrectly scanned charges. (See story

on page 9, which explains this law.)

If you use scanners, the AFD urges you to make sure your scanned prices match those on your shelves and price tags and that you have a policy in place to take corrective action when you become aware of an error. Also, make sure your employees know the item pricing law and are informed on how to comply with it. You can expect other media to follow up on the Prime Time story. Be prepared!



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## Spartan Stores, Inc. announces management changes in sales and promotion area

Spartan Stores, Inc. announced two key changes in their sales and promotion area. **Sally Kopp** was promoted to corporate promotions manager and **Ron Koets** was named to the newly necessitated position of retail promotions manager.

Kopp joined Spartan Stores in 1985 and prior to this promotion held the positions of supervisor of sales and promotion and buying positions in the general merchandise and grocery departments of Spartan Stores. As corporate promotions manager, she reports to Lou Hall, director of procurement and is accountable for managing item and price on corporate-generated selling

programs and for maintaining the corporate promotional schedule for Spartan Stores, Inc.

Koets has been with Spartan Stores for 26 years, most recently as manager of sales and promotions. In an effort to take a more aggressive approach to serving Spartan retailers in the area of in-store promotions, he will manage Spartan's recipe program, marketing of the frequent shopper programs, continuities, point-of-sale programs and other in-store sales incentive programs. He, too, will report to Lou Hall.

These changes will allow Spartan Stores to make more progressive advances in the area of both corporate and retail promotion, as well as enhance the service and opportunities made available to their retail customers.

*More People on page 12*

## AFD working for fair treatment

*Here is a letter that was submitted to Chief Knox. All retailers should take note.*

Dear Chief Knox:

Recently, I have had several meetings with President Frank Arcori, Executive Director Joseph Sarafa and board members of the Associated Food Dealers of Michigan (AFD). Our discussions focused on the necessity of jailing members of their association who voluntarily appear at a precinct station as a preliminary step to arraignment on a misdemeanor warrant for violation of the state's food laws. Although the number of incidents is relatively small, the needless jailing of a fully cooperative member is extremely distressing to the association.

After an investigator of the Michigan Department of Agriculture files a complaint and obtains a warrant, the alleged offender will be requested by a precinct officer to appear voluntarily at the precinct station for arraignment purposes. When the association member appears at the station he is photographed, fingerprinted and processed as required by the 36th District Court. Pending completion of the arraignment process, members are placed in a holding cell, and, at times, with other people who are being held on a variety of criminal charges.

The AFD questions the need and civility of pre-trial detention for members who voluntarily appear and cooperate fully with the police during the arraignment process. Their concern is legitimate.

As a matter of reason, there should not be pre-trial incarceration during the arraignment process of food dealers who voluntarily appear and otherwise fully cooperate in arraignment procedures. Their cooperation ensures that their cases involving violation of the food laws will be handled expeditiously and properly by the criminal justice system.

The AFD has demonstrated leadership, responsibility and a genuine willingness to work with law enforcement and the community. The concern about unnecessary pre-trial jailing during the arraignment process is justified and remedial action is appropriate.

I look forward to hearing from you about this matter soon.

Very truly yours,  
John D. O'Hair, Prosecuting Attorney

Dear AFD:

All of us at Tom Davis & Sons Dairy Company want to commend you on the 1993 Crystal Ball. As always, everything was perfect! The party was thoroughly enjoyed by every member of our company that was in attendance. We are looking forward to next year's ball.

Keep up the good work! Tom Davis & Sons Dairy Company is proud to be associated with such a fine organization.

Sincerely,  
Gary M. Davis, President

Dear AFD:

Thank you so much for volunteering for the first annual Rise and Shine for Heat fund-raiser at Hardee's.

Despite terrible weather (or maybe because of it) the event was a success. The final tally isn't yet available on funds raised, but we gained lots of new friends.

Events such as this are important for gaining public awareness of THAW and the good work we do in the community.

It is heartwarming to find we have so many friends like you who stepped forward, manned a drive-through booth, pushed sausage sandwiches, colored patrons and filled canisters. We hope you also had fun. Thank you for all your time and effort.

Sincerely,  
Kathleen Walgren, Executive Director  
THAW (The Heat and Warmth Fund)



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# Workers' Compensation: In Numbers There is Strength

By James Bellanca Jr.  
Bellanca, Beattie, & DeLisle  
AFD Legal Counsel

The Associated Food Dealers formed its own Self-Insurance Workers' Compensation Fund in 1982. All of the premiums paid by Members of the Fund are utilized to pay claims and administrative costs. Excess premiums and interest earned on investments is returned to the membership. Each year the board of trustees makes application to the state of Michigan for a refund. As a member of AFD, you are automatically eligible to participate in the Fund and receive the benefits of self-insurance. To participate you must submit an application and meet the criteria established by the state of Michigan and our re-insurance carrier, as well as the internal qualifications established for Members of the Fund. Please take a moment to consider the benefits of membership. The following is only a partial summary of those benefits.

The board of trustees recently received authorization from the state of Michigan to deliver and/or use for the benefit of the Members of the Fund, another \$400,000.00 from excess premium and investments. The total amount of distributions authorized by the state of Michigan for the first eight years of the Fund's existence now totals in excess of \$1,347,000.00. In order to be eligible to participate in the dividend program, you must have been a Member of the Fund in the class year in which the dividend is authorized and you must be a Member of the Fund when the authorization is received and distributed by the Fund.

Some members who have been with the Fund since its inception have actually been refunded between 36% and 42% of their total premium for the years in question. Dividend distributions are not the only benefit of your membership in the Associated Food Dealers Self-Insurance Workers' Compensation Fund. This Fund has been developed for members of the food industry, which include mom and pop stores, convenience stores, large supermarkets, restaurants and fast food establishments. The rates that are being developed will be reflective of the Fund's actual experience in the food industry.

The best way to keep insurance costs down is to actively participate in the safety engineering programs developed for the Membership with the Fund. As a member, you are entitled to call upon our risk management organization, Creative Risk Management, a CoreSource Company. Representatives will visit your location, review the types of injuries sustained by your employees and report to you

the means and methods by which you can avoid future claims.

In addition, claims that are filed are closely monitored. Medical bills are reviewed to determine whether they are justified and meet the criteria of the state. This is what self-insurance is about.

The "self" in self-insurance is you. In a sense, you are an active participant in the management of claims and the avoidance of future claims.

During the last 10 years of our Fund's existence, we have discovered

that many of our applicants have had their experience modification inflated by the insurance industry setting outrageous reserves for simple claims. Reserves are often set by some companies and never re-evaluated. One of the benefits of participation in a self-insurance fund, such as AFD's, is your right to review reserves to be assured that they aren't overly generous or that false claims aren't being paid because it is "easier to pay" than to fight for what is right. This will result in a lower experience mod and lower premiums.

When you review your Workers' Compensation Insurance package look at your experience mod. If it is more than 1.00, you should want to

know why. You should have the ability to ask for a review and seek a reduction. This kind of interaction is available to you as a Member of the Associated Food Dealers Self-Insurance Workers' Compensation Fund. In affect, you are in better control of your own destiny as a member of a Self-Insurance Fund. At the same time you benefit from your participation with other Members in the same industry.

Rates are only a small part of the total insurance expense. How is your store classified? How are your em-

*See Workers' Compensation  
Page 26*

## IT'S ALL ABOUT ATTITUDE.

Manufacturers look to us to build their brand franchises and to keep them abreast of retail sales activity; retailers have come to rely on us for merchandising programs that get results.

At McMahon & McDonald Food Brokers, we are communicators who take a *hands-on attitude* toward our partnership with your store. Our sales and merchandising team looks at the big picture. We've worked hard to become category experts, and you're the one who benefits.

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Michael McDonald, President  
James Kikones, Executive Vice President  
General President of Ameri-Con Food Brokers

### Alcohol sting operations unconstitutional in California

On January 27, 1993, California's First Appellate Court ruled sting operations (where youths are used as decoys by police to buy alcohol) unconstitutional. The case was brought by Luck Stores, Inc. and Petrinis, two companies that were charged with the illegal sale of alcohol to minors.

The basis of the court's decision was its interpretation that the state's constitution is unambiguous in its restriction that "no person under the age of 21 years shall purchase any alcoholic beverage." The state's alcohol control department had, up until the court's ruling, interpreted that provision as excluding persons engaged in decoy programs that it or other law enforcement agencies supervised.

The court went on to say that "we read 'no person' to mean exactly that. Anyone under the age of 21 is forbidden to buy alcoholic beverages ... if the constitutional restriction is to be changed, it is for the electorate, not for the Alcoholic Beverage Commissions to change it."—NACS

### National Bottle Bill

The nation's solid waste problem and the need to protect the environment require that businesses and the public change habits in order to reduce, reuse and recycle. Bottle bills are ineffective because used beverage containers make up only three percent of the solid waste stream. Comprehensive collection programs, such as curbside, that target all recyclables are rapidly expanding and proving to be popular, convenient and effective. In 1988, there were 1,050 curbside programs and in 1991 there were 3,955. Bottle bills are incompatible with curbside collection programs. The state auditor of Massachusetts, a bottle bill state, confirms that bottle bills rob curbside programs of revenue generated by the high-scrap value of beverage containers. The inefficiencies of bottle bills are costly and burdensome for retailers and add to the costs of all retail food items. A national bottle bill is expected to be introduced soon in this session of Congress, similar to legislation introduced in the last Congress. That legislation proposed a national mandatory deposit system for beverage containers with a 10-cent deposit per container. For the reasons given above, this proposal is strongly opposed.

### Environmental Labeling Legislation introduced in Michigan

Legislation has been introduced in Michigan that would make it illegal for a product to be labeled as "recycled" or as "containing recycled content" unless it is composed of pre-consumer or post-consumer waste. According to H.B. 4115, if a product is to be labeled as "recycled" or as "containing recycled content," the label must include the following information: (1) the percentage of the product made from post-consumer waste; (2) the percentage of the product made from pre-consumer waste; and (3) the percentage of the product made from virgin stock. If a person is in violation of the proposed law, they will first be notified; after that, a fine of \$1,000 per day will be incurred. The attorney general would have authority to prevent the distribution of a product that is in violation. During a Feb. 9 hearing, the bill was delayed, pending further revision. Another piece of legislation, S.B. 25, used the Federal Trade Commission's voluntary guidelines on the use of the terms "recycled," "recyclable," "degradable" or of certain "recycled content" in order to address invalid environmental labeling.

### Food safety inspection system subject of GAO Report

Fundamental changes in the government's current food safety inspection system—including a single food safety agency—was suggested in a report by the General Accounting Office (GAO) to the Senate Majority Leader and Speaker of the House. The GAO suggested that the new Congress take a close look at "the structure of the federal regulatory system for food which has evolved over the past century ..." It pointed out that 12 federal agencies now spend \$1 billion annually to administer some 35 laws governing food safety and quality—with the Food and Drug Administration and U.S. Department of Agriculture bearing the greatest responsibilities. "Because these two agencies operate under different mandates," observed the GAO, "food products that pose similar health risks may undergo different levels of scrutiny." Recommended, among other things, was that congress hold hearings to "evaluate options for revamping the federal food safety and quality system including the single food safety agency, creating a uniform set of food safety laws administered by the current federal food safety agencies, or establishing a blue-ribbon panel to develop a model for inspection and food safety enforcement based on the public health risks posed by the products and processes. GAO acknowledged obstacles stand in the way of such a major structural change, and suggested the creation of a blue-ribbon panel as a mechanism for developing a broad-based agreement on organizational and legislative change for modernizing the food-safety system.

### FDA stresses cooking ground beef at 155 degrees

In a hearing before the Senate Agriculture Committee, the U.S. Food and Drug Administration (FDA) told the Congressional panel that food service operators should cook ground beef at 155 degrees Fahrenheit. FDA's previous guidance that ground beef be cooked to a temperature of 140 degrees is no longer sufficient in light of the January outbreak of illnesses in several western states caused by *Escherichia coli* (E. coli).

FDA noted that the 140 degree temperature was usually adequate to kill microorganisms, but the batch of meat patties thought to be linked to the outbreak must have contained higher levels of E. coli than usual ... therefore normal cooking procedures were rendered ineffective. FDA is now telling state and local food inspectors to make sure they routinely verify that potentially hazardous foods are being adequately cooked.—NACS

### Regulation E proposed rule may affect food retailers

On February 17, the Federal Reserve Board issued a proposed rule to extend most of the provisions of Regulation E to electronic-benefit transfer (EBT) programs. Comments are due on May 21. The regulation may affect development of EBT projects dealing with food stamps and other benefits in the states. It is too early to tell what costs might be incurred by the states. Regulation E regulates transfers initiated through an automated teller machine (ATM), Point-of-sale (POS) terminal, automated clearing-house (ACH), etc. The food industry will review the impact on retailers and the new responsibilities states may have in this area.—FMI



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# Michigan's Item Pricing and Advertising Act (M.C.L.A. 445.351)

## Know the law!

Information from the city of Detroit  
Consumer Affairs Department

(See related story "Prime Time Live hits grocery business again, page 1.)

Michigan's Item Pricing and Advertising Act (M.C.L.A. 445.351) has been in effect since 1976. It has survived the lobbying efforts of business interests and legal challenges to its constitutionality. It has been amended on several occasions but still stands as a consumer law unique to Michigan.

Although there are many important consumer protections in the law, it can be broken down into two major categories:

The first deals with rain checks. This is in response to what was a very common problem—bait and switch. This involves a merchant who advertises an item at a very good price: the "bait" used to lure customers. Often the merchant has very few (or none) of the items in stock and the customer is steered toward the purchase of a much more expensive item: the "switch."

The second deals with problems linked to electronic price scanners used in supermarkets and department stores.

The law was intended to require continuation of the individual price marking of merchandise despite the widespread use of scanners that electronically read prices from bar codes.

The law also contains specific penalties in case the computer registers a price higher than marked on the product.

## Michigan's Item Pricing Act: How it works for consumers

Michigan's laws regulating automatic checkout systems have been changed as of April 1, 1985.

When an overcharge occurs and all three of the following conditions have been met:

1. the sale is recorded on an automatic checkout system, and
2. there is a price stamped on or affixed to the item, and
3. a receipt is given which describes the item, then...

The customer must notify the seller within 30 days of the overcharge and show evidence of the overcharge (the receipt and the package with the price attached). After notification, the seller MAY choose, within two (2) days, to give the buyer an amount equal to the overcharge plus 10 times the overcharge. There is a \$1 minimum and a \$5 maximum.

### Examples

1. Price marked:	\$ .80
Price charged:	.95
Amount overcharged:	.15
Difference:	.15
10 times the difference:	1.50
Total:	1.65
Customer receives:	1.65
2. Price marked:	\$ .50
Price charged:	.55
Amount overcharged:	.05
Difference:	.05
10 times the difference (\$ .50)	1.00
or \$1 minimum	1.00
Customer receives:	1.05

3. Price marked:	\$ .27
Price charged:	.97
Amount overcharged:	.70
Difference:	.70
10 times the difference (\$7)	5.00
or \$5 maximum:	5.00
Customer receives:	\$5.70

4. Price marked:	\$ 1.50
Price charged:	11.50
Amount overcharged:	10.00
Difference:	10.00
10 times the difference (\$100)	10.00
or \$5 maximum:	5.00
Customer receives:	\$15.00

5. Customer buys six (6) identical items at the same time. Each item is marked \$ .80 and for each item the customer is charged \$.95. The refund is calculated as follows:	
\$ .15 difference on each of six items	\$ .90
10 times the difference	

on one item:	1.50
Total:	2.40
Customer receives:	\$2.40
The same \$1 minimum and \$5 maximum for the "bonus" holds true here as in examples two, three and four.	

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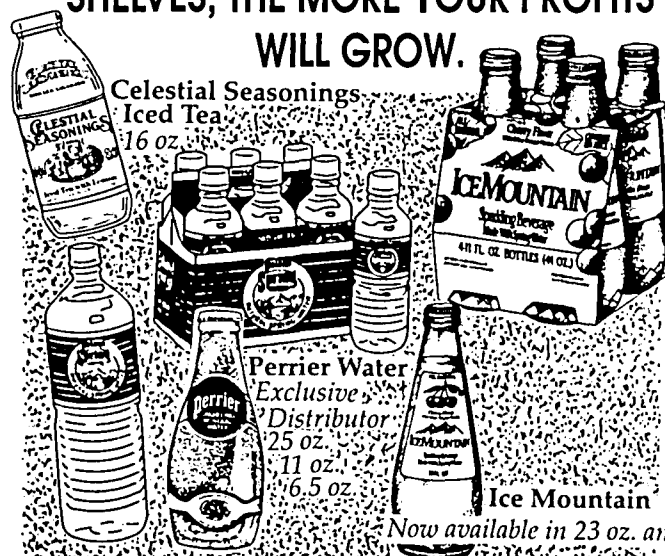
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## Products

### Guiltless Gourmet introduces new white corn tortilla chip

Guiltless Gourmet, Inc., the Austin-based producer of baked tortilla chips and no-fat dips, is introducing a new white-corn, "restaurant-style" tortilla chip. The chip is made from whole grain white corn, not processed corn flour, for a fresh, clean taste. The new white corn chips should be widely available in April.

"The enemies of freshness are heat, light and oxygen," explains Guiltless Gourmet president and founder Doug Foreman. "Corn flour has had more exposure to all three and, therefore, simply isn't as fresh as whole corn. That's why we insist on using only whole corn for our chips."

The new chip is called "restaurant style" because it is made of white

corn and is slightly rounded on the long side of the triangular chip. Restaurants in the South and Southwest use white corn when making round tortillas. They cut the round tortilla into four pieces and then cook the pieces. (Guiltless Gourmet, of course,

bakes the chips instead of frying them as restaurants traditionally do.) The result is a lighter, sweeter-flavored, slightly thinner chip with one slightly rounded edge.

Guiltless Gourmet white corn chips will be available in only one variety—lightly salted. (Guiltless

Gourmet yellow corn tortilla chips are available in salted and unsalted varieties.) The fat, calorie and cholesterol content is identical to the yellow corn chip. Only the vitamin content and dietary fiber vary slightly.

Guiltless Gourmet white corn tortilla chips will be sold in 7-ounce and 1-ounce brightly colored purple, green, yellow, clear and white bags and should be easy to spot on the supermarket shelf next to the familiar red, yellow and green bag of yellow corn chips.



### Strohs develops new product

Strohs Brewery is currently launching a new product intended to appeal to today's young adult drinkers.

Strohs Draft Light provides the taste of draft beer with less calories—just 103 per 12-ounce bottle.

The company is providing considerable sales support, including easel cards, danglers, banners, price circles, metal signs and other promotional pieces.

Strohs Draft Light will be available in 1/2 barrels, six packs of 12-ounce clear glass NR bottles, six packs of 16-ounce cans and 12-ounce cans in 30-, 15- and six-packs.

### New spring water flows in from Canada

The Canadian Arctic Beverage Corporation (CABC) is a privately held business, founded in 1990, to specialize in the production of spring water beverages for domestic and international markets.

Since its inception, CABC has achieved spectacular success with "Arctic Twist," a sparkling spring water beverage with a twist of natural fruit flavor. Beginning with natural mountain spring water, drawn from the source, this light and distinctive refresher uses a hint of natural grape juice for sweetness. While the spring water flows with a natural effervescence, carbonation is added to create a more exciting taste profile. "Arctic twist is sold in five fruit flavors, each with no added sucrose, no caffeine, no coloring, and very low sodium.

To date, CABC has attained distribution of Arctic Twist through 47 U.S. states and most of Canada. With strong sales and promotional support, the brand is positioned for sustainable growth in the burgeoning "New Age" beverage category.

To further establish its position as a legitimate global competitor in the bottled water business, CABC recently launched a non-carbonated, natural spring water called "Aurora." The brand name is derived from the natural phenomenon known as the aurora borealis, a rare spectacle of northern lights sometimes seen across the evening skies of Canada.

Purified through natural limestone formations deep within the spring, the water is naturally filtered over a 25-year cycle before flowing freely to the surface. It is sodium-free, potassium-free, mineral-balanced, and considered one of the purest natural spring waters in the world.

For more information call (416) 676-0201.

### A new Cracker Jack tradition

An exciting new taste was recently introduced by Borden, Inc. with its new Butter Toffee

flavored Cracker Jack.

Competitively priced per ounce, the Butter Toffee taste is available in the popular single serve triple packages as well as the snack size. Also offered is a new 8-ounce value pack which is priced the same as the 5.5-ounce snack size. Each box is filled with delicious butter toffee coated popcorn, peanuts and a prize.

A flavor for today's adults and teens, 96 percent of all users surveyed gave this product a positive overall flavor rating.

For more information contact Dave Ellis at Borden, Inc. (313) 352-0060.



### Tony's takes a slice out of pizzeria pizza sales



Tony's new Pizza D'Primo frozen pizzas were created to deliver the authentic taste of a pizzeria pizza at an affordable price, from the supermarket freezer.

The pizzas are ready to serve in around 15 minutes—about half the time it takes to get a home-delivered pizza.

Tony's Pizza D'Primo features six premium varieties, all intended to retail for a suggested price of \$3.29. Varieties are: Supreme, Sausage, Meat Trio, Four Cheese, Sausage & Pepperoni and Super Pepperoni.

### HOW DO YOU FEEL ABOUT RETURNABLE CANS OR PLASTIC BOTTLES?



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## Health Alliance Plan provides leadership, value & choice

by Mark Cleveland

Health Alliance Plan (HAP) is on the move, and they are moving in as a choice in health care options for members of the Associated Food Dealers of Michigan. With expertise in leadership, value and choice, HAP provides members with all their health care needs.

With three decades of experience, HAP has become a leading Michigan health care provider.

HAP provides health care for more than 400,000 participants and members receive complete medical coverage for a wide variety of services with minimal out-of-pocket expense. Services range from routine physicals and prescription eye exams, to well-baby care and health education classes.

The Associated Food Dealers and HAP offer AFD members a choice of two HAP benefit plans. Both plans offer complete hospitalization and emergency coverage worldwide.

Selecting the right physician is an important first step when joining any health care plan. With over 2,600 physicians, HAP gives members a wide array of choices for primary and specialty care.

HAP is a nonprofit health maintenance organization affiliated with the Henry Ford Medical Group, Metro Medical Group and the DMC Health Care Centers, as well as the following hospitals and physician groups: Bon Secours Internal Medicine Center, Cottage Hospital, Crittenton Hospital, Downriver Physician Group, Farmington Family Physicians of Monroe, River District Hospital, St. Joseph's Mercy of Macomb, Western Wayne Physician Group, Wyandotte Family Health Care, and Wyandotte Hospital and Medical Center.

To learn more about Health Alliance Plan and all your health care options call Judy Mansur, AFD services manager, at (313) 557-9600 or 1-800-66-66-AFD.

## Products

### Faygo & Nintendo target kids with new soda

Faygo Beverages are introducing a new carbonated beverage, called



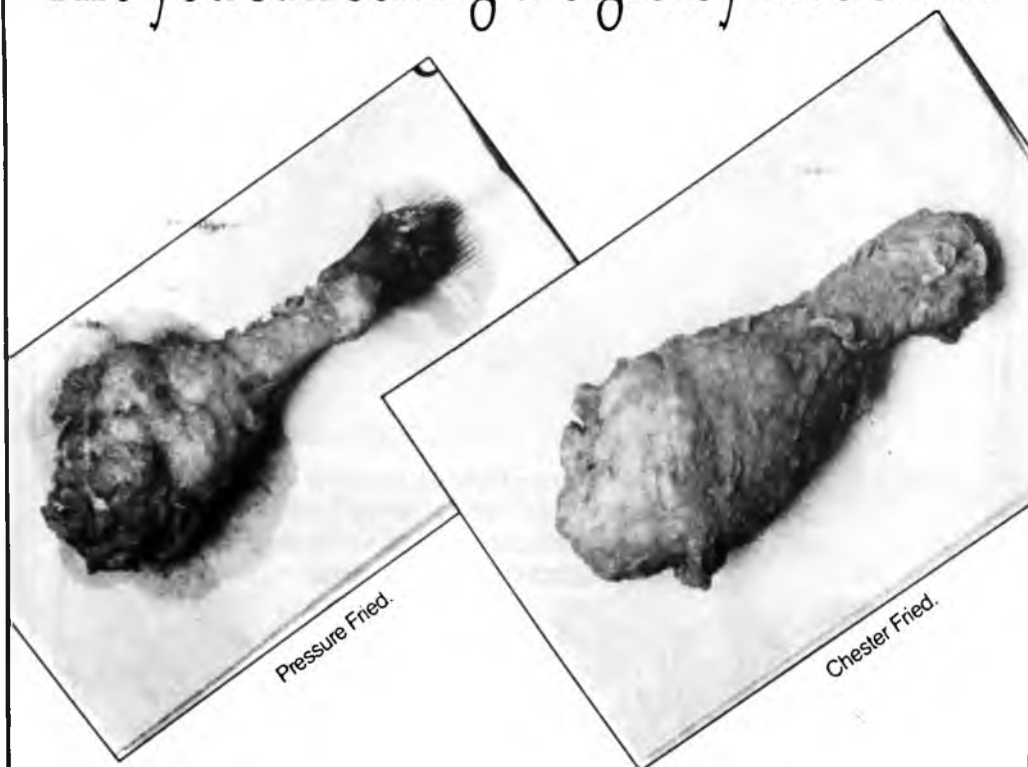
Mario Faygo Soda. The soda is targeted to today's youth. It comes in four-packs of 8-ounce cans, which are small enough for lunch boxes. The soda is also fortified with vitamin C.

Flavors are Yoshi Apple, Luigi Berry, Princess Toadstool Cherry, and Mario Punch.

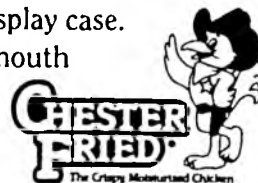
Faygo says the 8-ounce cans are intended to deliver higher profit margins, and build store

traffic. Introduction of this new product will receive extensive television, radio, FIS, and point of sale support. In addition, Faygo is running a promotional sweepstakes and a "Super Mario Brothers" movie will be released to coordinate with the beverage introduction. For more information, call Faygo Beverages (313) 925-1600.

## 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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## People

### R.M. Gilligan, Inc. announces two new partners

Robert M. Gilligan, president of R.M. Gilligan, Inc. announced that effective March 1, 1993, Jay C. Donaldson and



Jay C. Donaldson

Tammy D. Olexa have joined R.M. Gilligan, Inc. as partners.

Jay Donaldson joined R. M. Gilligan, Inc. on February 1, 1984 as a sales representative. He has served as metro sales manager, state manager and was promoted to his current position of vice president of sales on June 1, 1992.

Tammy Olexa started with R. M. Gilligan, Inc. on July 1, 1986, and has served as key account manager, metro sales manager, and was promoted to her current position of state manager effective June 1, 1992.

R.M. Gilligan, Inc. represents Heublein, Inc. and Hiram Walker &



Tammy D. Olexa

many internationally known brands such as Smirnoff Vodka, Canadian Club, Jose Cuervo Tequila, Kahlua, Christian Brothers Brandy, Wild Turkey Bourbon and Courvoisier Cognacs.

Sons, Inc., as a Liquor Broker, in the state of Michigan. Heublein, Inc. and Hiram Walker & Sons, Inc. market

### Foodland Distributors names new buyer

David Baren's, vice president of Procurement and Advertising of Foodland Distributors, recently announced that **Jeffrey T. Hanlin** has been named deli/bakery buyer for the Livonia-based voluntary wholesaler.



In this position, Jeff Hanlin is responsible for buying deli/bakery products, sales plans and other programs designed to assist customers of Foodland Distributors.

Jeff joins Foodland Distributors after several years with Acme Food Brokerage and other foodservice organizations. A Detroit resident, Jeff is a graduate of the Food Systems Management and Economics program at Michigan State University.

### Coors names new president/CEO

**W. Leo Kiely III**, a former division president of the Frito-Lay subsidiary of PepsiCo, has been named to the newly created post of president and chief operating officer of Coors Brewing Company.

The appointment, part of a long-planned management restructuring, marks the first time in the brewer's 120-year history that an executive outside the Coors family will serve as president.

Kiely, 46, will direct all operations for Coors Brewing Company, the principal subsidiary of Adolph Coors Company (ACCOB), with a major focus on sales and marketing. He also is expected to be a highly visible spokesman for the company. Kiely assumes duties formerly held by Peter Coors, now chief executive officer of Coors Brewing Company.

Peter Coors specifically cited Kiely's command of consumer product marketing and long experience in field sales administration as major assets for the Coors company.

Kiely will be responsible for the company's sales and marketing, operations, administration, engineering and corporate affairs.

William K. Coors remains as chairman of Coors Brewing Company.

Coors Brewing Company, a wholly owned subsidiary of Adolph Coors Company, and the nation's third-largest brewer, last year reported record sales volume of 19.569 million barrels. Fourth quarter sales volume was up 2.8 percent over 1991.

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You have the drive so get out your woods and let's beat last year's distance. This year's golf outing will be the biggest and best ever. A record breaking 24 scholarships will be awarded during the reception to deserving youth. Here's the score: the golf and dinner package includes a continental breakfast, outdoor barbeque lunch, snacks and beverages provided all day on the course, gourmet dinner, premium open bar, green fees and golf cart. Every golfer receives a loaded goodie bag. Plus you are eligible to win tons of exciting prizes. Whether you are an eagle soaring across the sky or a double bogey hiding behind the trees on the 8th hole, a better time you will not find. Wind Up! Help Support AFD's Scholarship Program!



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# CRIME ALERT

## Vendor Robberies

### Crime Prevention for Driver Salesmen



by the Crime Prevention Section  
Detroit Police Department

#### Introduction

Robbery is a crime of violence. It is not only the loss of money and goods, but it also places the driver/salesman in a precarious situation. No employer wants an employee exposed or subjected to any crime of violence.

The key word to the crime of robbery is prevention; a proactive robbery prevention program can reduce the opportunity that a street criminal needs to operate.

When you are confronted by a robber:

- Remain calm
- Follow directions
- Do not resist
- Give up the property requested (Not your life)

When on the street, practice the three A's of crime prevention:

**ALERTNESS** - Stay alert and pay attention to your surroundings and the environment.

**AWARENESS** - Scan the area you are

entering, leaving or stopping for suspicious activity.

**AVOIDANCE** - Don't stop if you see a potentially dangerous situation at a particular store. Return later.

If you do become a victim of a crime, call the police immediately and follow their instructions. We have included a list of the precincts located in the city of Detroit. The precincts are open 24 hours.

#### What is a Robbery?

Robbery is the taking of money or property from someone through physical force or the threat of violence. A weapon may be involved. Always assume that a robber is armed with a weapon, even if you cannot see one.

#### Profile of a Robber

The robber is likely to be nervous. There is no distinctive clothing.

Robbers have been known to be dressed in all types of clothing from three-piece suits to jogging outfits.

Consider anyone who approaches you and demands money or products dangerous.

#### Profile of a Robbery

There were 310 vendor robberies in 1992.

- 84 percent occurred during daylight hours.
- 80 percent involved the use of a firearm.
- 31 percent occurred as the driver was going to and from his truck.
- 28 percent of the drivers were approached from behind and surprised.
- 18 percent were a result of the robber entering an unlocked vehicle.
- 11 percent occurred as the driver sat behind the wheel doing paperwork.
- 49 percent resulted in a loss of \$100 or more.
- 50 percent resulted in personal loss to drivers such as cash, wallet, watches and jewelry.

#### How to Avoid a Robbery

##### A. Before leaving the warehouse

- Secure the passenger door on the truck cab.
- Secure all bay doors on the trailer.
- Examine and know how much product you have on the trailer.
- Adjust the outside mirrors to obtain maximum visibility on the sides of the truck.
- Make sure your truck is in good mechanical condition.
- Know where you are going. Plan your stops.
- Leave all your personal valuables and property at work. Don't take them on the street. Only carry what you can afford to lose.
- Leave your personal keys at work.
- Place an extra set of truck keys in a hidden spot on the cab. If the robber takes your truck keys, you will have another set.

##### B. At a Store

- Check the area for suspicious activity. Look at dumpsters, stock or other items which could conceal a person.
- Check your mirrors for people behind you or approaching your truck.
- Do not turn off the ignition and exit the vehicle until you feel it is

safe. You control the situation while you are in the vehicle.

- Look for other drivers/salesmen. Form a "buddy" system.
- Keep an eye out for fellow drivers.
- Complete all paperwork inside the store rather than in the truck.
- Look under the vehicle for persons hiding themselves.
- Look in the cab before entering.
- Use the drop safe if you have one.
- Talk with the merchant about problems in the area. The more information you have about a store—the better off you will be.
- Discuss problem locations with your supervisor. Make them aware of potential problem areas.
- Don't park in isolated areas for lunch. You will be providing the opportunity for a robbery.

#### What To Do When

##### Confronted By A Robber

- Remain calm.
- Take a deep breath and listen to what the person is saying.
- Don't resist.
- Don't make any sudden moves.
- Observe the person and obtain a good physical description. Do not talk with anyone until you have written the description down.
- Look out for accomplices—many robbers have partners.

#### After the Robbery

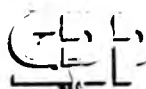
- Call the police and wait for them to arrive.
- When the police arrive, provide them with the following information:
  1. A good physical description.
  2. The type of gun or weapon.
  3. The method of escape.
  4. The direction of escape.
  5. The license plate number and description of vehicle.
- Protect the scene for evidence.
- Request that all witnesses stay at the scene or get their names and phone numbers for the police.
- Call for medical assistance if needed.
- Remain calm. The 911 emergency operator needs certain information.
- Appear in court when needed.
- Know where the location of the police precincts are so you can proceed directly to one if you are being followed.



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Fight back against today's high cost of dental care and insurance. For as low as \$7.00 per month the Advantage Plus plan will provide you with better dental coverage, including orthodontics, while drastically reducing cost.



**GOLDEN DENTAL PLANS**

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

#### Precinct Addresses and Phone Numbers

1	500 Clinton	596-5100	596-5140 (IOS)
2	13530 Lesure	596-5200	596-5240 (IOS)
3	2801 W. Vernor	596-5300	596-5340 (IOS)
4	7140 W. Fort	596-5400	596-5440 (IOS)
5	11411 W. Jefferson	596-5500	596-5540 (IOS)
6	11450 Warwick	596-5621	596-5640 (IOS)
7	3300 Mack	596-5700	596-5740 (IOS)
8	21400 Grand River	596-5800	596-5840 (IOS)
9	11187 Gratiot	596-5900	596-5940 (IOS)
10	12000 Livernois	596-1000	596-1040 (IOS)
11	5100 E. Nevada	596-1100	596-1140 (IOS)
12	1441 W. Seven Mile Rd.	596-1200	596-1240 (IOS)
13	4747 Woodward	596-1300	596-1340 (IOS)
Armed Robbery - 596-2619		Crime Prevention Section - 596-2520	



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\*\*\*Pricing as of May 2, 1993\*\*\*

**For Information on Money Saving Prices...**

**Contact:**

**The House of Seagram**

26955 Northwestern Hwy.

Suite 145

Southfield, MI - (313) 262-1375

## AFD On The Scene



AFD members support charities.  
Don Sheradon of Faygo and Larry Lemieur of Pfeister  
attend Catholic Central High School fundraiser



AFD member Larry Stamos of Karr Nuts exhibits at the Michigan  
Petroleum Trade Show in Grand Rapids

## Produce reference manual now available

Product knowledge is an important part of successful business in the food service industry. The Produce Marketing Association Fresh Produce Reference Manual is an easy-to-use, full-color resource that focuses on key sales and purchasing concepts for food-service professionals.

The manual features data on more than 75 produce items. It includes particulars such as grade, size, yield, packaging, purchasing, storing, handling, nutrition, and seasonality information. A new section on value-added produce has just been completed. The Fresh Produce Reference Manual also includes a seasonal chart and a ripening chart.

Some of the direct benefits of the manual include having a cost-effective produce specification program, making the most of dis-

tributor/operator relationships, standardizing storing/handling procedures to reduce shrink, and providing customers with nutrition information.

PMA members can order the manual for \$134. Nonmember price is \$198. Quantity discounts are available to members. To order, call Hannah Gardner at PMA (302) 738-7100.

The PMA Fresh Produce Reference Manual for Foodservice is available on disk. Foodservice distributors are able to access complete fresh produce information while on sales calls or in their offices. Eventually even the graphics, such as the manual's sizing and ripening charts, will be available on disk. To order the reference manual on disk, call Vicki Almond at Sales Partner Systems, (904) 672-8434.

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.**

**Capistar, Inc.**

**L&L/Jiroch Distributing Co.**

**United Wholesale Grocery Co.**

**Market Development Corp.**

**Shield Insurance Services, Inc.**

Spartan Stores, Inc. is a retailer-owned grocery wholesaler serving 500 retail customers. If you're interested in learning more, call Business Development at 616-530-4517.

# AFD TRADE



*Spartan Stores' western-themed booth was a big show hit. Pictured here ( L to R) Tom Beckett, Mark Darrow, Fran Lindgren and Norm Pokora*



*Continental Baking Company's Gay Eaton (L) and Bill Brandreth*



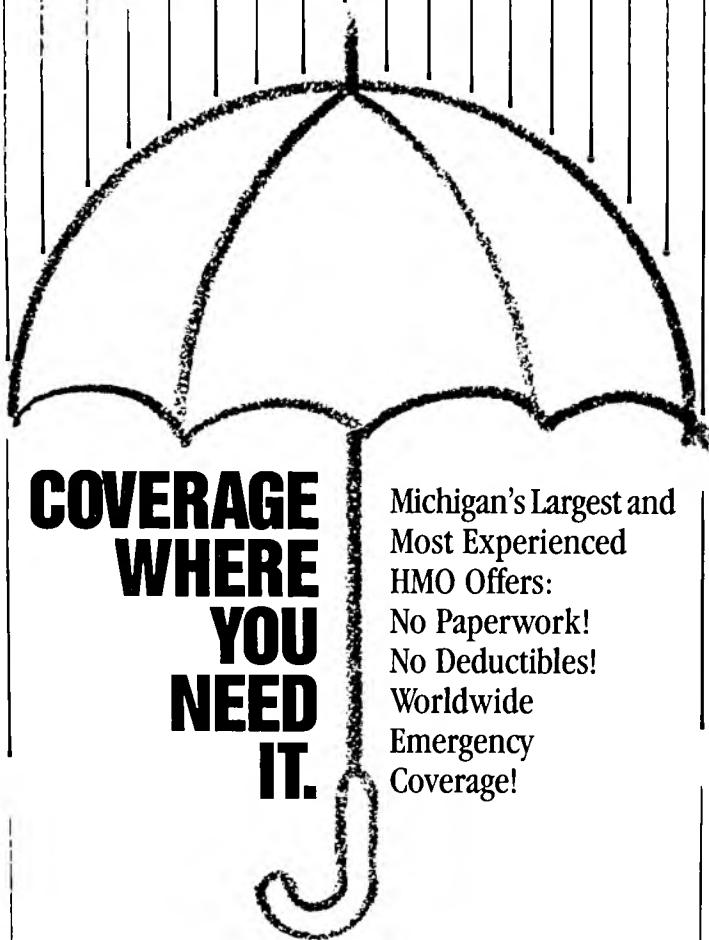
*Bill Marietti and Lana Kanaya of Ludington News*



*Keith Tipper (L) and Jim Szabo in the bright Tony's Pizza booth*



*Paul Wood (L) and Joe Amato served pizza to hungry attendees*



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Effective May 1, 1993 - May 1, 1994 AFD Members can sign up for Health Alliance Plan, call AFD at 557-9600 for details.



**Your health deserves the best.**



# SHOW SHOTS



*Bob Grayson (L) and Jim Brownstein of Golden Valley Dairy got into the western theme.*

Let's hear a big western WHOOPEE for Joe O'Bryan, Trade Show chairman and his committee of cowboys and cowgirls:

Remo Antonioli  
DCI Food Equipment

Keith Hakim  
Central Alarm Signal

Bob Sugarbaker  
Canandaigua Wine Co.

Mark Sarafa  
Frito-Lay

Keith Tipper  
Tony's Pizza

Romy David  
Kramer Foods

Dan Moskal  
Melody Farms

Mike Lafollette  
Pfeister Company

Cindy Moriconi  
Kehe Foods

Matt Chisholm  
Start & Company

Gary Davis  
Tom Davis & Sons Dairy



*Metz Baking's Barbara House handed out the new D'Italiano pizza shells*



*Kenneth Knox spoke on customer service; increasing profits; and selecting, hiring and training employees.*



*Laura Scaccia from DCI served chicken and pizza to hungry attendees.*



AND

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358-1171  
1-800-229-NPIC

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

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Institutional Foods, Including Deli & Fast Foods?		Yes
Grocery, HBA, and Non-Foods Eaches?		Yes
Lesser-Cost, Full-Case Alternatives to Grocery Eaches?		Yes
Full selection of Candy, Snack, and Tobacco products?		Yes
Item Popularity Ranking Reports by Product Category?		Yes
Departmental Planograms?		Yes
Computer printed Order Guides?		Yes
Invoice Cost & Retail Summary by Product Category?		Yes
<b>PRICE</b>		
Cartage or Delivery Charge?		No
Service or Administration Charge?		No
New Allowances Every Week?		Yes
Quarterly Super Savers Sales Booklet?		Yes
Annual Buying/Merchandising Exhibit?		Yes
<b>PLACE</b>		
In-Store Delivery of Order?		Yes
Next-Day Delivery of Order?		Yes
Emergency Delivery Capability?		Yes
<b>PROMOTION</b>		
Monthly Super Buy Promotions with Displays?		Yes
Monthly Price Choppers Advertising Program?		Yes
Seasonal Merchandise Advance-Bookings?		Yes
<b>PROGRAMS</b>		
Sandwich and Fast Foods Programs?		Yes
Foodservice Equipment and Supplies?		Yes
Rack-Service HBA/Non-Foods Program?		Yes
Customized Retailers Program?		Yes
Customized Price-Labels Program?		Yes
<b>PEOPLE</b>		
Weekly Visit by Sales/Merchandising Specialist?		Yes
Courteous and Capable Delivery People?		Yes
Experienced and Knowledgeable Customer Service People?		Yes

Call Robert Coughlin Vice President, Sales  
1 (800) 532-9276

# EBY-BROWN

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IOWA, KENTUCKY, OHIO, MICHIGAN, MISSOURI AND WISCONSIN

**YAHOO!** Eleven Trade Show Cowpokes were branded winners thanks to all the generous companies who donated rootin' tootin' prizes to AFD's Raffle.

*Thanks Partners:*

Coca-Cola Bottling Company  
Hiram Walker & Sons, Inc.  
House of Seagram

J. Lewis Cooper Co. Wines & Spirits  
Paul Inman & Associates  
Spartan Stores, Inc.

## BELOW MORE PHOTOS!



*Awrey's  
Charles  
Parrish and  
Sandy  
Thompson  
pose with  
John Wayne*



*Pat Shields, Romy David and Keith Keefer greet attendees  
at the Kramer Food Booth*



*A Busy Show!*

# AFD 1993 Product & Service "Round Up"

## Trade Show Booth Winners

*Judging was tough and the competition fierce.  
But after much deliberation, here are the winners:*



← Melody Foods won the Best Overall Award. Here (top to bottom) John Mueller, Rodney George and Anthony George look through their pint tree.



Best Personality Award went to the smiling folks at H & O Distributing. Here Bill Herbert (L) and Chuck Archer get into the western theme with tough-looking cowboy duds.

Bob White (L), Kelly Petroskey → and Pat Bradley from News Printing, Inc. won the Best Western Theme Award for their booth, which included rubber band target shooting.



← The Best Draw Award was given to Kowalski Sausage Company. Joe Sarafa, AFD Executive Director and Frank Arcori, AFD Chairman, give the award to Dante Spagnolo (center left) and Brian Bushey.



↑ Borden's Elsie took home the blue ribbon for Best Gimmick.

← Borden's Dairy and Snacks (L to R) Jim Avery, Gene Krajnak and Larry Harreld.

## What's Happening At The Michigan Lottery?

By Michigan Lottery Commissioner Jerry R. Crandall

### "Bonus Lotto" update

The Michigan Lottery keeps the Bonus Lotto momentum going this month with a direct mail coupon offer! The Lottery Bureau will launch the campaign to boost sales for retailers, increase awareness of the new game, and promote all the ways to win great cash prizes in the new Bonus Lotto game. The coupon offer is designed to bring patrons into Michigan Lottery stores by providing customers with the opportunity to play and win with Bonus Lotto. The "Buy One, Get One Free" Bonus Lotto coupons will be mailed to 3.4 million households statewide. The coupon, which will begin arriving in your customer's homes the week of May 10, will be valid from May 14 through June 12, 1993. This is a great opportunity for you to boost sales



and capture the attention of a whole new player base with Bonus Lotto excitement and this special promotion.

In just the first four weeks of Bonus Lotto, more than 179,000 players have already won cash prizes in the first four drawings of the Lottery's new "Bonus Lotto" game, including a lucky \$20 million jackpot winner, an \$8 million jackpot winner and three \$50,000 cash prize winners. That means there have been nearly 13 times as many players who have won prizes in the first four Bonus Lotto drawings as there would have been in four average Lotto 47 drawings.

To win the Bonus Lotto jackpot, players just match six of the first numbers drawn. To win additional cash prizes ranging from \$50,000 to \$4, players match the following:

Any 5 of the first 6 numbers + Bonus Ball = \$50,000

Any 4 of the first 6 numbers + Bonus Ball = \$1,000

Any 3 of the first 6 numbers + Bonus Ball = \$100

Any 2 of the first 6 numbers + Bonus Ball = \$4

The new Bonus Lotto provides players the chance to win bigger jackpots, more cash prizes and better odds of winning a cash prize—13 times better!

The strength of the Lottery lies in the partnership between you—the retailers—and the lottery staff. A critical step in increasing your lottery sales is, quite simply, giving the customer a reason to come into your store. Our district sales representatives can assist you with in-store promotions, point-of-sale materials, ask-for-the-sale techniques and customers relations. Your success largely depends on the effort you make to educate your customers and reward them for coming into your store. You will also be rewarded with increased sales.

Remember, Bonus Lotto means bigger jackpots, more winners, better odds of winning a cash prize, and larger agent commissions.



### Two new instant games

The Michigan Lottery celebrates warm weather and the start of the summer season with the introduction of two new instant games, "Draw Poker" and "Summer Fun." The games will go on sale this month at nearly 9,000 Michigan Lottery retailers statewide.

Players will get a chance to "try their hand" at winning up to \$1,500 in cash with the instant game called "Draw Poker," which goes on sale May 10. Players scratch off the latex covering on the ticket to reveal the five cards in "Your Hand" and the two "Draw Cards." If a player matches three-of-a-kind, they win the amount shown in the prize box. Players can win up to \$1,000 instantly in the "Summer Fun" instant game which goes on sale May 24. If players match three like amounts, they win that amount. The "summer Fun" instant ticket practically reaches out and grabs the customer with its brightly colored picture of a beautiful Michigan summer day—a sailboat riding on vivid blue waves, a golden sun and a picture of the state of Michigan in the background.

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



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Electric cooking units give exact temperature control. Time after time. Without variation. Without aggravation. Human error is practically eliminated because electric cooking is so automatic. Your end result is consistently high-quality products without wasting the system's energy. Or yours. From broilers to fryers, it's wise to *electricize*.

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Edison**  
A good part of your life.

## Roamin' Round the Show





## Attention meat cutters: *Help is on the way*

by Mark Cleveland

Meat store owners throughout the Detroit area are in desperate need of well-trained meat cutters. Solution—a meat-cutter training program sponsored by the Associated Food Dealers of Michigan and the Wayne County Private Industry Corporation (WCPIC).

"Everyone is crying for help! We could place fifty people right now," Terry Farida, AFD committee chairman and store owner, said. Through WCPIC and federal funding, it looks as if help is on the way.

Providing opportunities for laid-off, hard-to-place, and economically disadvantaged individuals is the key to the program. Participants

receive money from WCPIC to pay for things, such as tuition, books, child care or even bus money to get to and from school.

After applying, new recruits will go through an educational program at various local colleges. There they will learn all the rules and accepted practices relating to the meat-cutting industry, along with basic skills, such as math and English.

Participants then receive on-the-job training at local businesses. Trainees will earn competitive hourly wages and receive common benefits.

Business owners who decide to provide a work place for meat-cutting trainees not only receive the needed help, but may also receive federal money to assist in paying trainee wages.

Although the meat-cutter program is still in the planning stages, it looks to be a winning situation for everyone involved. AFD will keep you updated as the program progresses.



Wayne County Executive Ed McNamara (center) poses with Sharkey Haddad of the Chaldean Federation of America and AFD Executive Director Joe Sarafa (right) after Mr. McNamara's State of the County speech. In his speech he praised the efforts of the AFD and Chaldean Federation for their work in the Ravendale community of Detroit.

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A Full-Line Supplier  
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### FMI's Supermarket Industry Convention & Educational Exposition

May 9-12, 1993  
Chicago, IL

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202/452-8444 or FAX: 202/429-4519

## Item Pricing Act

From Page 9

### Some Points to Remember:

1. The seller is not required to offer the "bonus." It is an option you have as a means to stop further court action.
2. If the three conditions are not met (for example: the product did not have any price marked on it), then the customer may go directly to court where he or she can sue the merchant for \$250.
3. Suit can be brought in Small Claims Court without an attorney.
4. If the store only offers to refund the difference between the correct price and the price charged, but does not offer or refuses a request for the "bonus," the customer may sue.

If you have additional questions concerning Michigan's Item Pricing Act, please call the City of Detroit Consumer Affairs Department at (313)224-3508.

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## Workers' Compensation

From page 7

employees classified? Is someone buying your business with up front discounts and then recouping those discounts with inflated experience modifications or incorrect employee classifications? These are questions that we will be happy to answer for you, if you become a Member. Ask your agent to call us to compare rates, employee classifications and experience modifications or call us yourself: Kathy Rose 1-313-792-6355.

In numbers there is strength.

## DRUGS

### What every manager should know!

Whether there is a drug problem in your department—or not—you should be prepared to deal with this menace. More than 10 million American workers use illegal drugs. Drug use costs American business \$100 billion each year through increased absenteeism, medical expenses, accidents, personnel turnover and lost productivity.

For advice in developing workplace drug-use policies, call the Drug-Free Workplace Help Line, sponsored by the National Institute on Drug Abuse. The toll free number is 1-800-843-4971 and operates Monday to Friday, 9 a.m. to 8 p.m. EST.

# SUPPORT THESE AFD SUPPLIER MEMBERS

## BAKERIES:

Ackroyd's Scotch Bakery & Sausage	532-1181
Archway Cookies	(616) 962-6205
Awrey Bakeries, Inc.	522-1100
Koeppinger Bakeries, Inc.	967-2020
S & M Biscuit Distributing	893-4747
Sunshine/Salerno	352-4343
Taystee 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
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
Hiram Walker & Sons, Inc.	626-0575
House of Scagrum	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
Packington Corp.	345-5250
Peppi-Cola Bottling Group	641-7888
Petupren, Inc.	891-8066
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
Siroh Brewery Company	446-2000
Tetley Tea Co.	(216) 331-4062
Thompson Beverage Co.	439-2404
Universal Marketing Company	553-2866
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. Nosal & 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
Pfeiser Company	591-1900
Stark & Company	851-5700
VIP Food Brokers International	885-2335

## CANDY & TOBACCO:

M & M Mar.	363-9231
Sherm'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
Pomona'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
Berneia 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
---------------------	----------

## 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:

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
Mitzel Agency	773-8600
Monroe-George Agency	489-9480
Murray, Benson, Recchia	831-6562
North Pointe Insurance	358-1171
Rocky Husaynu & Associates	557-6259
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## MANUFACTURERS:

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Bil Mar Foods	800-654-3650
Eden Foods	(517) 456-7424
Grieb Farms	(517) 467-7609
Home Style Foods, Inc.	874-3250
Jaegeri Hillside Country Cheese	(517) 368-5990
Kahl 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	634-0006

## 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

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.	777-9080
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
WBK-TV2	557-9000
WLTI-Lite-FM	354-9300
WWJ-AM/WJOI-FM	222-2636

## NON-FOOD DISTRIBUTORS:

Albion Vending	(517) 629-3204
Enka'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	296-2246
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 Namou CPA	557-9030
American Mailers	842-4000
Bellanca, Beattie, 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
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
Red Carpet Keim	645-5800
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
Whitley's Concessions	278-5207

## STORE SUPPLIES/EQUIPMENT:

Belmont Paper & Bag Company	491-6550
Bollin Label Systems	(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:

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
Epco 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.F. Walker	(517) 787-9880
Jernsulem 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
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
S. Abraham & Sons	754-0220
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) 393-3851
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	831-4448
Business Dining Serv.	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 PFEISTER COMPANY

IS PLEASED TO ANNOUNCE OUR APPOINTMENT AS THE  
**GOLDEN CAT**

BROKER FOR THE DETROIT & TOLEDO MARKETS.  
WE WELCOME GOLDEN CAT CORPORATION INTO THE  
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AND

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| ✓ TIDY SCOOP            | ✓ KITTY LITTER MAXX       |
| ✓ TIDY CAT LINERS       | ✓ KITTY LITTER MAXX SCOOP |
| ✓ TIDY CAT MULTIPLE CAT | ✓ TIDY CAT DEODORIZERS    |

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COMPANY

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LIVONIA MI 48150  
(313) 591-1900

### SAGINAW

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SAGINAW MI 48603  
(517) 793-8100

### GRAND RAPIDS

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KENTWOOD MI 49512  
(616) 554-5399

### CINCINNATI

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

### COLUMBUS

6264 SUNBURY  
COLUMBUS OH 43081  
(614) 899-1331

### TOLEDO

6433 MONROE STREET  
TOLEDO OH 43660  
(419) 882-1616



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